

# Public Document Pack

## JOHN WARD

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A meeting of the **Overview & Scrutiny Committee** will be held in Committee Room 2 - East Pallant House on **Tuesday 12 March 2019 at 9.30 am**

MEMBERS: Mrs C Apel (Chairman), Mrs N Graves (Vice-Chairman), Mr P Budge, Mrs P Dignum, Mr M Dunn, Mr N Galloway, Mr G Hicks, Mr S Lloyd-Williams, Mr K Martin, Caroline Neville, Dr K O'Kelly, Mrs P Plant, Mr H Potter, Mr J Ransley and Mr A Shaxson

## AGENDA

### 1 **Chairman's Announcements**

Any apologies for absence will be noted at this point.

### 2 **Minutes** (Pages 1 - 10)

To approve the minutes of the Overview and Scrutiny Committee meeting held on 15 January 2019.

To receive an update on progress against recommendations made to the Cabinet and the Council.

### 3 **Urgent Items**

The Chairman will announce any urgent items that due to special circumstances are to be dealt with under the agenda item below relating to late items.

### 4 **Declarations of Interests**

Members and officers are reminded to make any declarations of disclosable pecuniary, personal and/or prejudicial interests they may have in respect of matters on the agenda for this meeting.

### 5 **Public Question Time**

The procedure for submitting public questions in writing no later than 12:00 on 11 March 2019 is available upon request from Democratic Services (the contact details for which appear on the front page of this agenda).

### 6 **Ice Skating Review** (Pages 11 - 22)

### 7 **Community Safety Review Final report from the Task & Finish Group** (Pages 23 - 33)

### 8 **Consultations - Task and Finish Group** (Pages 35 - 59)

### 9 **Late Items**

Consideration of any late items as follows:

- a) Items added to the agenda papers and made available for public inspection.
- b) Items which the Chairman has agreed should be taken as matters of urgency by reason of special circumstances reported at the meeting.

- 10 **Exclusion of the Press and Public**  
There are no restricted items for consideration.

### NOTES

1. The press and public may be excluded from the meeting during any item of business where it is likely that there would be disclosure of “exempt information” as defined in section 100A of and Schedule 12A to the Local Government Act 1972.
2. Restrictions have been introduced on the distribution of paper copies of supplementary information circulated separately from the agenda as follows:
  - a) Members of the Overview & Scrutiny Committee, the Cabinet and Senior Officers receive paper copies of the supplements (including appendices).
  - b) The press and public may view this information on the council’s website here [here](#) unless they contain exempt information.
3. The open proceedings of this meeting will be audio recorded and the recording will be retained in accordance with the council’s information and data policies. If a member of the public enters the committee room or makes a representation to the meeting, they will be deemed to have consented to being audio recorded. If members of the public have any queries regarding the audio recording of this meeting, please liaise with the contact for this meeting at the front of this agenda.
4. Subject to the provisions allowing the exclusion of the press and public, the photographing, filming or recording of this meeting from the public seating area is permitted. To assist with the management of the meeting, anyone wishing to do this is asked to inform the chairman of the meeting of their intention before the meeting starts. The use of mobile devices for access to social media is permitted, but these should be switched to silent for the duration of the meeting. Those undertaking such activities must do so discreetly and not disrupt the meeting, for example by oral commentary, excessive noise, distracting movement or flash photography. Filming of children, vulnerable adults or members of the audience who object should be avoided.

# Public Document Pack Agenda Item 2



Minutes of the meeting of the **Overview & Scrutiny Committee** held in Committee Room 2 - East Pallant House on Tuesday 15 January 2019 at 9.30 am

**Members Present:** Mrs C Apel (Chairman), Mrs N Graves (Vice-Chairman), Mr P Budge, Mrs P Dignum, Mr N Galloway, Mr S Lloyd-Williams, Mr K Martin, Caroline Neville, Dr K O'Kelly, Mrs P Plant, Mr H Potter, Mr J Ransley and Mr A Shaxson

**Members not present:** Mr M Dunn and Mr G Hicks

**In attendance by invitation:**

**Officers present:** Mrs H Belenger (Divisional Manager for Financial Services), Miss L Higenbottam (Democratic Services), Mrs J Hotchkiss (Director of Growth and Place), Mr D Hyland (Community and Partnerships Support Manager), Mr J Mildred (Divisional Manager for Corporate Services), Mrs E Reed (Environmental Housing Manager), Mrs L Rudziak (Director of Housing and Communities), Mrs S Peyman (Divisional Manager for Culture), Ms S Thorndyke (Museum and TIC Manager) and Mrs L Grange (Divisional Manager for Housing)

## 255 **Chairman's Announcements**

The Chairman welcomed all those present and read out the emergency evacuation procedures.

Apologies for absence had been received from Graham Hicks.

## 256 **Minutes**

### **RESOLVED**

The minutes of the meeting of 13 November 2018 were approved and signed as a correct record.

Matters Arising:

Re: minute 245 from 13 November 2018 Mrs Murphy will be circulating statistics relating to the use of the Christmas Park and Ride service shortly. With reference to Mr Ransley's proposal an update on the BID will be added to the OSC work programme.

Re: minute 248 from 13 November 2018 Mrs Peyman circulated the Novium donation figures to OSC members. On 10 November 2018 Mrs Peyman passed the recommendation onto the Novium TFG.

Re: minute 249 from 13 November 2018 the request for a member protocol to explain the SDNPA planning application process and red carding has been noted. The meeting between the SDNPA and members has been delayed until after the District Elections.

Re: minute 251 from 13 November 2018 invitations were sent to Chief Inspector Kris Ottery and the Police Crime Commissioner Katy Bourne and policing in Chichester District will be discussed at item six.

## 257 **Urgent Items**

There were no urgent items.

## 258 **Declarations of Interests**

Dr O'Kelly declared a personal interest in respect of agenda item six as a Sussex magistrate.

The following members declared a personal interest in respect of agenda item seven as friends of Chichester Festival Theatre (CFT):

- Mrs Apel
- Mrs Dignum
- Mrs Graves
- Dr O'Kelly
- Mrs Plant

Mrs Apel also declared a personal interest in respect of agenda item seven as a CFT volunteer chaperone.

## 259 **Public Question Time**

There were no public questions.

## 260 **Policing in Chichester District**

Chief Inspector Kris Ottery introduced himself and his colleague Inspector Sharon Sawyer. It was noted that the Police Crime Commissioner Katy Bourne had responded to the Committee's invitation but was unable to attend the meeting. Chief Inspector Ottery clarified that the level of crime in the district had increased but this was true of the majority of the country. Due to the current trend for vehicle related crime in beauty spots Sussex Police continue to work with a number of other local Police forces towards making significant arrests. He explained that whilst some arrests had been made catching organised criminals across a wide geographical area presents many challenges.

On behalf of the Committee Mrs Apel asked Chief Inspector Ottery and Inspector Sawyer the following questions (answers in italics):

- What is happening regarding the ongoing theft from motor vehicle (TRMV) offences around the car parks in the area? The incidents have been ongoing since early summer last year and there are still reports of more incidents happening. *Due to the large number of incidents a lot of Police resource has gone into catching those involved however it can be difficult when the activity spans a wide geographical area.*
- Following the closure of some police stations what are Sussex Police doing to reassure local communities in rural areas that they are going to get a quick response to emergencies? *Response teams are still based at Chichester and Bognor Police Stations. When officers arrive on shift they are allocated an area to proactively patrol depending on the day's events and when required will be deployed to deal with an incident. There are also Police hubs in Midhurst, Petworth and Selsey that can be utilised. With regard to the closure of the custody suite in Chichester a cost analysis exercise took place and it was not deemed cost effective to maintain the service. However, those requiring interview but not custody can still be seen in Chichester.*
- Will the council tax increase and government grant result in 200 more Police in Sussex? *There are now four additional people on the Neighbourhood Policing Team taking the numbers from seven to 11. The Missing Persons team has also seen recent investment as has the Community Investigation team.*
- Is the shortage of Police the main reason for the drop in crimes solved across the country? *A greater number of Police officers would in turn be likely to make a greater difference to crime however good results are still being achieved.*
- What is the reason for shoplifters not being charged if the value of the theft is under £50? *There is no specific cut off value for investigating shoplifting. Whether to investigate is decided on a case by case basis. It often depends on what other criminal activity (if any) an individual has been involved with. Early intervention is taken very seriously with partnership work involving social care and other agencies. The Police also have a good partnership with the council's own officers.*
- How are the Police tackling cyber-crime? *A Police Community Support Officer (PCSO) has visited approximately 5000 people to help prevent this type of crime. Visits have been targeted at the vulnerable and those who work with the vulnerable. A Cyber Crime Unit has also been established in Sussex for more complex cases. The local banks also operate Operation Signature. The banking protocol has helped to successfully catch a number of individuals associated with this type of crime.*
- How do the Police categorise and therefore determine whether to respond to a report of crime? *Individual cases are often harder to solve than a series of cases where a pattern of behaviour can be identified and investigated. The value of a crime, vulnerability and solvability are all considered when assessing the level of priority given to the response. The response time for reporting non-emergency crime online is something that is regularly raised with the Police Crime Commissioner and work is underway to look at the system. It is hoped that now online reporting is up and running the benefit will begin to become apparent. If a member wishes to report something to the*

*local Police they can use the local number and leave a voicemail or email the local Police direct. If a member of the public rings 999 and it is not an emergency the operator will ask them to call back 101.*

- *Do the Police still carry out investigations into burglaries? Burglaries are triaged based on the level of solvability which is decided on a case by case basis. It is recognised that a good level of support is important to victims following the level of intrusion they would have faced.*

Members also asked the following questions:

- *Do the Police still actively target suspects? Yes, this can be through investigation into other criminal activity the individual is involved in.*
- *Are most offenders locally based? A number of recent offenders have come from the Hampshire area and offend across Hampshire, Surrey, Thames Valley and Sussex.*
- *Could a community 'purchase' a Police officer? There has been much discussion about the possibility but the main issues remain that there would be additional costs and consideration has to be given to the affordability versus need. It is likely that those areas that would benefit most would be those unable to make the purchase.*
- *Are there any initiatives for the prevention of drugs? One big priority is prevention of county drug lines and cuckooing. As much as possible is being done through partnerships to work with potential victims.*
- *What are the Police doing to educate the public? Community events are held throughout the year and last year PCSO's attended a number of community events. Members are invited to apply online to go on patrol with Police officers in a 'ride along scheme'.*

In response to a number of individual cases Chief Inspector Ottery explained that if members provide case number details he would follow up the enquiries.

On behalf of the Committee Mrs Apel thanked Chief Inspector Ottery and Inspector Sharon Sawyer for their time.

## 261 **Chichester Festival Theatre Monitoring Report**

Mr Daniel Evans, Artistic Director for CFT and Ms Dale Rooks, Director of Learning for CFT introduced themselves. Mrs Peyman was also present.

Mrs Peyman introduced the annual monitoring report. She drew attention to section 4.1 of the report, in particular the table highlighting the activities and measures for the period April 2017 – March 2018.

Mr Evans then explained that CFT are proud of their partnership with the council and the association helps provide leverage for Arts Council funding as CFT is able to demonstrate economic and social impact in the local community. He confirmed that 2017/18 had been a record year with around 230,000 tickets sold, 83% capacity and seven national awards. He explained that people from 29 different countries had seen Fiddler on the Roof. He confirmed that 16-25 year old prologue tickets had been reduced to £5 which had resulted in a 133% rise in take up. He outlined the work of LEAP led by Ms Rooks which provided 3,200 sessions to over 60,000

participants. Mr Evans explained that the work with local schools had extended to over 6000 students with CFT offering relaxed performances aimed at those with autism. He confirmed that CFT had live streamed productions to the children's wards at St Richards and Worthing hospitals and hoped to continue to develop this over the next year. He explained that CFT operates a buddy scheme to provide a theatre companion for those not wanting to visit alone. He confirmed that CFT were the only theatre in the UK to receive an Arts Award positive practice award for a poetry project in partnership with The Chichester Centre (Graylingwell). He added that the year had also seen a performance for Her Majesty the Queen and the celebration of the Freedom of the City for astronaut Tim Peake.

Mr Evans then outlined the main challenges faced by CFT. He explained that there have been difficulties finding space to accommodate the number and diverse range of workshops, community events, rehearsals and performances the theatre offers. As a result CFT has started hiring space from Chichester City Council and also working with Chichester Rugby Club to provide staff parking. Mr Evans confirmed that the other main challenge continued to be transportation in particular the local train infrastructure and theatre parking.

Mr Evans and Ms Rooks responded to members questions as follows (answers in italics):

- Have CFT considered the route for staff walking back to the car park at the rugby club in the evening? *The path is lit but the area is dark so this is something being considered. The current arrangement is that chaperones and children walk back in groups.*
- Has CFT considered hiring the council's committee rooms? *No, but it is something that would be considered.*
- With reference to page 29 of the agenda pack what are the seven quality principles for children and young people? *The seven quality principles provided by the Arts Council are measured in a variety of ways including interviews, filming evidence and feedback. The principles are:*
  - *Striving for excellence*
  - *Emphasising authenticity*
  - *Being exciting, inspiring and engaging*
  - *Ensuring a positive child centred experience*
  - *Actively involving children in the work and decision making*
  - *Providing a sense of personal progression*
- What provision does CFT offer for the hard of hearing? *Loop hire is available. CFT have a large number of loops available but are looking to invest in additional equipment.*
- Why do some productions translate onto the CFT stage better than others? *Many productions are not created at CFT and require some production changes. The degree to which those changes are implemented varies based on who is running the production.*
- Will CFT be hosting more music concerts? *Recently 10cc performed and CFT also held a young people's rock concert. It has also been noted that people often come to the theatre for the first time when comedians are performing.*
- Will there be more live streaming of CFT performances? *In addition to the children's wards at St Richards and Worthing hospitals CFT has also live*

*streamed to Chestnut Tree House Children's Hospice and Great Ormond Street Children's Hospital. Other venues are being considered.*

- *What is being done to encourage people in their 30's and 40's to visit CFT? Next season will see something aimed specifically at that age group although it cannot be announced at this stage.*
- *Have the Arts Council given any indication about funding given the current political climate? No indication has been made that there will be any change.*
- *With reference to page 71 of the agenda pack does the deferred income brought forward indicate a change in trends? It is understood that the reference is due to a specific grant programme coming to an end rather than an indicative trend but a more detailed answer will be provided after the meeting. **Post meeting note:** In speaking to our Finance Director, this does not reflect a negative trend. Rather, the deferred income at this stage of the year in 2017 was exceptionally high due to particularly high sales for the first Festival Theatre production of the 2017 season. We believe this was due to high-profile casting, Richard Wilson in *Forty Years On* – a popular play by a popular playwright (Alan Bennett), and it being the opening production of Daniel Evans first season, which he was also directing – as referenced in our report (page 17 of the agenda pack) this particular production saw the highest number of tickets ever sold in the history of CFT for a single play. Deferred income moving into Festival 2018 was more reflective of the general level of advance sales we have experienced in previous years, with the positive exception of 2017. We would be happy to answer any further questions on this matter.*
- *What was the reason for the purchase of 67 Broyle Road? CFT had been experiencing a challenge in housing its performers and visitors and a strategic decision was made to purchase the house to provide accommodation.*

## **RESOLVED**

That the annual report from Chichester Festival Theatre be noted.

On behalf of the Committee Mrs Apel thanked Mr Evans, Ms Rooks and Mrs Peyman for their time.

The Committee took a short break.

## **262 Novium Business Plan Update**

Mr Peyman introduced the item. Mrs Hotchkiss and Ms Thorndyke were also present. Mrs Peyman explained that following the initial PID in February 2016 an options appraisal had been carried out and it had been agreed not to pursue the outsourcing of the Novium. Instead, a task and finish group (TFG) was established to review the Novium's business plan which would ultimately be considered by the Cabinet.

Ms Thorndyke then outlined a number of key projects. She explained that elements of the successful Tim Peake exhibition may be incorporated into the permanent displays. She confirmed that the Novium's security had been upgraded to comply with the requirements for hosting national exhibitions. She outlined the success of

the Lego exhibition and explained that a local camera exhibition was due to begin shortly. She then confirmed the five key objectives of the Novium over the next five years:

- Create a leading visitor experience
- Expand our reach and reputation
- Collaborate with our community
- Increase access to our collections
- Diversity and increase funding streams

Ms Thorndyke then explained that the Novium had won a bronze tourism event of the year award and now has a 4\* review on Tripadvisor.

Mrs Peyman, Ms Thorndyke and Mrs Hotchkiss responded to members questions as follows (answers in italics):

- What is the core purpose of the service? *The Novium has a responsibility to act as custodian for the heritage of the district by looking after the collection and building upon it for the future. It is important to ensure that the collection remains as accessible as possible to as many people as possible. The Novium is also a major cultural asset and important facility in the Chichester Vision.*
- What has been spent on digitalising and storing the collection? *Estimated at less than 1% of the budget has been used but where there has been investment it has been made on the building to ensuring appropriate climate control for the collection.*
- Has consideration been given to the scale and flexibility of the cafe for the future? *The cafe will be considered as part of the wider reconfiguration of the entrance area. It is hoped that any change to the cafe will encourage longer visits and also bring more visitors through the door.*
- Are there plans for the Novium to link with other local cultural events? *The Novium has been working with Pallant House Gallery and CFT including running simultaneous open evenings.*
- Is social media being prioritised? *Yes, the Communications Officer is focussing on increasing the Novium's presence on Instagram.*
- With reference to page 91 of the report why was there a sudden change in the number of Tourist Information Centre (TIC) enquiries from 2016/17 to 2017/18? *The figures are correct as there has been a noticeable change in the way that people use and interact with the TIC service.*
- Can the number of fixed displays be altered to provide a greater degree of flexibility and change in order to encourage repeat visits? *It has been acknowledged that work needs to be done to ensure that there are changes to the permanent displays to tell new stories and encourage repeat visitors.*
- Can more be done to encourage donations? *There has been a lot of work to consider ways for the Novium to self-generate income. All the Novium literature contains information about donating and contactless donations have been trialled.*
- Why does the SWOT analysis reference failing lighting and a leaking building? *This refers to one issue with a roof light over a stairwell which started leaking. It has since been dealt with by the facilities team.*

- Could the name of the cafe be changed? *Yes, officers want to look at a brand refresh.*

Several members explained that they would not be able to support the recommendation to the Cabinet as they felt unable to justify the level of spend required.

The Committee then voted on the recommendation to the Cabinet which was carried.

#### **RECOMMENDED TO THE CABINET**

That the business plan for the Novium Museum and Tourist Information Services be approved.

#### **263 Update on progress relating to the management and levels of sickness within Chichester District Council**

Mr Mildred introduced the item. He explained that the wellbeing team had been working alongside a professor from Portsmouth University regarding our approach to managing stress. He then clarified that the results of the anonymous stress survey had been discussed at the Joint Employee Consultative Panel (JECP). The overall results had been good and any areas for improvement had been highlighted for follow up. He confirmed that the sickness figures had improved throughout 2018 and in December had reached a more acceptable level of 7.24 days.

Mr Mildred answered members questions. With regard to training he explained that managers will be required to attend mandatory stress management training over the next three months. With regard to recording absence meetings managers will be expected to follow a set procedure to ensure consistency across teams.

In discussing further progress updates it was agreed that it would be most appropriate as part of the Corporate Plan TFG as sickness absence is one of the indicators covered.

#### **RESOLVED**

That the progress over the last six months and latest sickness absence figures be noted.

#### **264 Amendments to the Housing Allocations Scheme**

Mrs Reed introduced the report. She explained that following a decision by the Ombudsman an amendment to the Housing Allocations Scheme had been required in order to clarify the criteria for ex Armed Forces personnel joining the housing register. The amendment gives ex Armed Forces personnel a full local connection up to five years after discharge.

Mrs Reed also agreed to ensure that parish councils are notified of the amendments.

## **RESOLVED**

That the amendments to Chichester District Council's Housing Allocations Scheme which clarifies the eligibility of members of the Armed Forces and former Service Personnel to join the Council's Housing Register be noted.

### **265 Budget Review Task and Finish Group feedback**

Mr Lloyd-Williams introduced the report. Mrs Belenger was also present. He explained that the Budget TFG had been asked to consider the budget variations for 2019/20. He outlined key highlights as follows:

- A 2% pay award next year.
- £16.6 million raised in fees and charges.
- A potential increase in Council Tax to be agreed by Full Council at its meeting in March.
- A saving of £102,000 from the transfer of trade waste to Ford.
- A reduction in recycling credit income due to the new West Sussex County Council (WSCC) regime.
- An increase in the homeless hostel rental due to a rise in demand for the accommodation.

Mr Lloyd-Williams confirmed that the TFG were satisfied with the reasons for the variants. Mrs Belenger added that the Government settlement had arrived later than anticipated but details had been emailed to all members explaining that there were no major surprises as this was the final year of the accepted multi-year funding offer from the government. She clarified that only difference was on the New Homes Bonus figure which had been greater than anticipated.

The Committee then discussed requesting a report from the Waste and Recycling Panel on the potential impact to the council following the changes to recycling credits or alternatively setting up a TFG to discuss the issue further. It was also decided that WSCC housing delivery cuts should be investigated further. The Committee then agreed that it would be worthwhile combining both areas in one TFG.

## **RESOLVED**

1. That the oral feedback from the Budget Task and Finish Group be noted.
2. That a Task and Finish Group be established to consider the implication of the WSCC funding cuts to recycling and housing services and the impact this will have on the council's service delivery and financials.

Mr Martin left the meeting.

### **266 Community Safety Review Task and Finish Group Terms of Reference**

The Committee agreed the terms of reference for the Community Safety Task and Finish Group (TFG).

Mrs Apel sought three nominations.

**RESOLVED**

1. That the Community Safety Task and Finish Group terms of reference be agreed.
2. That Mrs Dignum, Caroline Neville and Mr Potter be appointed to the Community Safety Task and Finish Group 2019.

267 **Revised Joint Scrutiny Terms of Reference and Protocol**

Mrs Apel explained that the Joint Scrutiny Terms of Reference and Protocol had been revised by the West Sussex Joint Scrutiny Steering Group (JSSG) and as such each associated Committee had been asked to note the revisions.

Mrs Apel then suggested putting forward the idea of joint scrutiny relating to the cuts in housing.

The Committee had no further suggestions.

**RESOLVED**

That the revision to the Joint Scrutiny Terms of Reference and Protocol be noted.

268 **Late Items**

There were no late items.

The meeting ended at 12.50 pm

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CHAIRMAN

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Date:

## Chichester District Council

Overview and Scrutiny

12 March 2019

### Ice Skating Review

#### 1. Contacts

##### Report Author

Sarah Peyman – Divisional Manager Culture & Sport

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#### 2. Recommendation

- 2.1 To receive the review report for the ice skating event.

#### 3. Background

- 3.1 For a number of years Chichester District Council (CDC) has been contacted by interested parties to host an ice skating rink in the city centre for the Christmas period. In December 2017, following extensive consultation with residents and key stakeholders the Chichester Vision was adopted by CDC and partners. The Vision has a number of themes and actions relating to providing more events, family entertainment, improving the night time economy and supporting the High Street.
- 3.2 In March 2018 following the adoption of the Chichester Vision, it was decided to investigate a number of events and explore the Ice Skating opportunity further. In addition to this Chichester BID were reviewing the Christmas event programme due to the works to repair the Cathedral roof and were unable to hold a large event within the City.
- 3.3 An appraisal of available land within the City which would add benefit to the Christmas event programme and a soft market test was undertaken. A number of organisations expressed an interest in holding an Ice Skating event this resulted in a brief being developed and sent out to all interested parties at the end of July 2018 requesting returns by the end of August.
- 3.4 Only one organisation responded to the formal request and discussions were entered in to with S3K Limited. Following planning and licensing approval, the ice skating rink was delivered in Priory Park, Chichester and was open to the public from 1 December 2018 – 6 January 2019.
- 3.5 During the event, 19,072 skaters took to the ice; in addition to this there were a large number of spectators who entered the event area.

#### 4. Outcomes to be Achieved

- 4.1 The report is to review the process involved in the implementation of the ice skating rink, the operational period of the rink, the breakdown period and investigate further, opportunities for the ice skating rink to return to Chichester for Christmas 2019.

- 4.2 There were a number of Chichester District Council officers and departments involved in the development and delivery of the ice skating project.
- 4.3 The Culture and Sport Division were responsible for the licence for the use of the land including liaison with the contractor, review of insurance and health and safety information and compliance monitoring. Numerous meetings were held with the contractor between September and the end of November to discuss site access and logistics. During this time meetings were held with the Estates, Legal, Corporate Health and Safety and Chichester Contract Services Teams to develop the Licence and to undertake condition surveys before access to site was granted. Site visits continued during the construction, clearance and operational phase of the project.
- 4.4 A complaints log was held for the event duration and 40 independent complaints were received from 9 members of the public.
- 4.5 The Development Management Division managed the planning application process, discharge and compliance with the planning conditions.
- 4.6 The planning application was received on 2 October 2018, for the operation of an ice rink and ancillary uses to be housed in temporary structures between the dates of 1 December 2018 and 7 Jan 2019. It was proposed that the set up would commence on 24 November and the ice melt and de-rig would take place between the 2 January 2019 and 7 January 2019. Whilst the application contained limited information on certain technical issues at that stage, the information submitted met the Council's local validation requirements and the national validation requirements and so was made valid. It was necessary however, to obtain further/amended information regarding noise impacts, highway impacts, external lighting details and the proposed dates of operation.
- 4.7 The submission of the application at the start of October was close to the proposed commencement date, and whilst there was sufficient time for officers to assess the application, including further details submitted by the applicant, due to the lead in time to the Planning Committee it was not possible to include all of the consultation responses in the main report and negotiations were on-going, particularly in respect of noise impacts. The time frame for the committee report preparation led to use of the update sheet to provide additional information to the Planning Committee. Whilst all the relevant information was made available to the Planning Committee, the preferred approach would be to include this within the main agenda, with minimum further updates provided at a later date to allow members to consider the issues as a whole prior to the committee meeting.
- 4.8 The development had a temporary impact upon the character of the area and the setting of the listed buildings, and this was considered acceptable.
- 4.9 The Environmental Protection Team considered the predictive noise report (planning desktop noise assessment) and noise management plan that were submitted as part of the planning application. Officers discussed these with the contractor's acoustician, leading to a revised submission. The event had acoustic complexity due to the plant used for making and maintaining the ice resulting in conditions regarding noise and other operational issues being imposed as part of the planning permission.

- 4.10 When the chillers and generator were initially turned on, the noise exceeded the limits imposed by the planning condition, but this was addressed by the contractor through the installation of sound proofing material around the plant areas and no further breaches of this condition were recorded and no statutory nuisance identified.
- 4.11 The Communications, Licensing and Events Division managed the application for a premises licence for the event. Due to a significant number of objections received for the premises licence, the Licensing Team in conjunction with the council's Legal Services convened an Alcohol & Entertainment Licensing Sub-Committee on 21 November 2018 in order to determine a time limited Premises Licence authorising the sale of alcohol. The Sub Committee, having considered all the relevant evidence before them, determined to grant permission under the Licensing Act 2003 by way of a Premises Licence.
- 4.12 There were no reported incidents in connection with the sale of alcohol/regulated entertainment reported to the Licensing Team throughout the duration of the ice rink.
- 4.13 Car parking tickets sold including payment by phone and app increased by just under 5,000 users for the car parks within the city during December 2018 when compared to the previous December. The recent pattern has been for the use of car parks to fall over recent months when compared to the previous year. Christmas Park and Ride use also increased slightly during December 2018 when compared to the previous year's figures.
- 4.14 Chichester BID have reported a general increase in visitors to the City in December 2018 although the shopper camera count in East Street went down by 7.3%. There were 1,999,820 visits to the area in December 2017 and counters recorded 2,067,300 in December 2018. That's an increase of 67,480 visits overall, some of which will have been people attending the ice rink, as well as the general entertainment/events within the city. Retailers have reported on a decent sales period over the Christmas period but no reliable conversion data is available.

## **5. Proposal**

- 5.1 Following the success of the Christmas 2018 ice skating rink, the contractor is keen to bring a rink back to the City for Christmas 2019.
- 5.2 The preferred site for this would be Priory Park due to the close proximity of the site to the city centre encouraging footfall to the event and into the city and being well served by a large car park to the north.
- 5.3 Lessons learnt from the year one event:
- 5.3.1 The lead in timescale for this year's event was very short following the market testing. The time therefore that the contractor had for planning and licensing was very limited and the set-up time on site was very short. Discussing proposals for the event at an early stage would allow more time for pre-planning advice and a longer lead in time for set up and marketing for the event.

- 5.3.2 There was not an existing licence template specifically for this type of event therefore resources were required to draft a licence. Now that we have a licence this will save time with any future event proposals.
- 5.3.3 The Planning officers consider that should a future planning application be made, that a lower marquee should be explored with the applicant and if a fence is required then a lower, more attractive enclosure should be provided to allow views in and out of the attraction because the close boarded temporary fence erected resulted in a very hard and urban edge to the development.
- 5.3.4 Furthermore, greater consideration should be given to the design of the noise mitigation measures so these are less visually dominant. Should a similar event take place in the future it would be preferable if a 3 phase electrical connection could be available; this would not only reduce the noise because generators would not be required, but it would also reduce the extent of the plant enclosures and necessary noise mitigation measures that had a significant visual impact. The 3 phase electrical connection would also be of benefit to other hirers/users of the park.
- 5.3.5 No weddings or any other events booked in the Guildhall were cancelled this year as a result of the ice skating rink. The operation of the rink however ceased during the one wedding that did take place and music was silenced for the other events in the Guildhall during the period. If the ice rink is to return to the site then future events within the Guildhall would need to be made aware of the presence of the ice rink.

5.4 The contractor has identified that if they are to return to Chichester this year they would like to consider developing the Christmas offer further through links with Christmas markets and other festive activities to further enhance and compliment the events provided by Chichester BID and Cultural Partners within the city.

5.5 In order to provide sufficient time the contractor would like to submit a pre-planning enquiry in March.

## **6. Alternatives Considered**

6.1 As a Council we have adopted the Chichester Vision and are looking at opportunities to deliver additional events for families, support the City offer and generate addition income. This could be achieved by hiring of Council land, increasing the footfall to the city with a positive impact on spend in the city centre whilst also promoting a community event.

6.2 A number of sites within the city centre were considered for the location of an ice rink. Due to alternative uses such as winter sports pitches, provision of public car parking and markets these were not viable, resulting in the use of the events space within Priory Park.

## **7. Resource and Legal Implications**

7.1 Following a procurement exercise through negotiations with the contractor the hire of land for year 1 of the event was offered at a peppercorn rent.

- 7.2 All costs and risks associated with the operation of the event were with the contractor.
- 7.3 A large deposit was also secured in advance of the event to ensure suitable reinstatement of the site was undertaken.
- 7.4 A large number of officer hours were spent on this project as a result of the requirement for planning committee, a licensing sub-committee and noise monitoring. A large number of hours were also spent dealing with enquiries and complaints received from a small number of public.
- 7.5 The event space within Priory Park has been returned to public open space following the event.

## **8. Consultation**

- 8.1 Initial contact was made with Friends of Priory Park, Chichester BID, Visit Chichester and the Chichester Vision steering group once an expression of interest for the ice rink had been received.
- 8.2 Chichester BID, Visit Chichester and Chichester Vision were supportive of the proposal in principal and the Friends of Priory Park requested further information and then offered support for a rink in Chichester but did not support the location of Priory Park. Friends of Priory Park have submitted a document for OSC which can be found in appendix 1. Responses to these concerns have been answered and added to the same document.
- 8.3 During the planning and licensing application process all statutory responsible authorities were consulted and members of the public were notified of the applications.

## **9. Community Impact and Corporate Risks**

- 9.1 In previous years, Chichester BID held a large fireworks display as part of their programme of Christmas activities but this was not the case for Christmas 2018 due to the works to the cathedral roof.
- 9.2 The aim of this project was to provide a fun activity for all ages that complemented the Chichester BID Christmas activities and encouraged visitors to the city over the Christmas period. This was also an opportunity to promote the Council by delivering a quality event within the city including positive promotion of the city to young people.
- 9.3 The increase in visitor numbers has a positive economic impact on local businesses and car parking income, in addition to offering a quality, fun, social ambience and festive cheer experience.
- 9.4 The proposal contributes to a number of actions within the Chichester Vision and links to theme three of the vision: A leading Visitor Destination: - presenting a lively and attractive offering of high quality leisure opportunities, and providing a variety of events and activities.

## 10. Other Implications

	Yes	No
<b>Crime and Disorder</b>		
<b>Climate Change and Biodiversity</b>		
<b>Human Rights and Equality Impact</b> - Allowed wheelchair access on to ice which is not offered at other local rinks.	X	
<b>Safeguarding and Early Help</b>		
<b>General Data Protection Regulations (GDPR)</b>		
<b>Health and Wellbeing</b> Positive - active recreation	X	

## 11. Appendices

11.1 Appendix One - Friends of Priory Park comments

## 12. Background Papers

12.1 None

## **Response to Chichester District Council Overview and Scrutiny Committee**

### **Friends of Priory Park**

#### **Introduction**

The Friends of Priory Park support Chichester District Council in its aims to boost the local economy and encourage visitors to the city. The installation of an ice rink as a focal point for a Christmas Market was, and remains, an initiative to be encouraged. However, the Friends have been resolute in counselling that Priory Park was an inappropriate location. Their resolve has been strengthened by events between the end of November 2018 and the beginning of January 2019.

#### **Summary of matters brought to the attention of the Overview and Scrutiny Committee**

Relevant information was not available to Councillors, compromising their ability to make an informed judgement. Councillors were:

- a) not presented with cost/benefit assessments of potential sites to accommodate an ice rink within the City;
- b) not told that the terms of the lease for the use of Priory Park differed from that offered to other occupants, to the advantage of the promoter of the ice rink;
- c) not informed of the criteria that would be used to evaluate the benefit of the ice rink to the economy and visitor number to the City;
- d) not advised that a planning application within a designated area would require compliance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

#### **Background**

It was disappointing that, in its initiative for an ice rink, the Council failed in its ambition 'To take people along with us on the journey' (*Chichester Vision* p. 42). Invitations to tender to provide an ice rink were sent out in July 2018, and applications received in August 2018. It is noteworthy that the efficient 'traffic-light' system, whereby CDC notifies a sub-committee of the Friends about events proposed for Priory Park and invites comments, was not used in this case.

The first notification to contiguous residents for a '*Temporary change of use to Christmas ice rink with ancillary food and drink uses, including the installation and removal of ancillary temporary structures*' was posted adjacent to the Park on 4<sup>th</sup> October, received by residents of homes

proximate to the Park on 5<sup>th</sup> October (*letter dated 3<sup>rd</sup>*) and a public notice published in the *Chichester Observer* on 11<sup>th</sup> October. Each gave a deadline of 25<sup>th</sup> October for representations.

At a meeting of the Planning Committee, held on 17<sup>th</sup> October, it was reported that the application was being considered even though the consultation period was not due to end until 1 November (*sic*) '*and it was felt important for the Committee to debate the proposal and decide whether to delegate the determination of the application to the officers following the expiry of the publication period as otherwise it would be too late to hold the Christmas ice rink event this year.*'

The minutes record that the Committee was '*provided information about the reasons why officers felt that Priory Park was an appropriate location for the proposal in respect of there being economic benefits*'. These reasons appear no more than a hope that closeness to the city centre, '*would encourage foot fall visitors to the ice rink to visit the shopping area nearby.*'

A. Cost/benefit assessments of potential sites to accommodate an ice rink within the City.

The decision to use Priory Park as a venue for the ice rink was taken by CDC Officers who appear not to have presented an evaluation of options to elected Councillors. It was a *fait accompli*, undertaken hastily and without consideration of, for example, the possibility of '*re-allocating the use of public car parking land*' as referenced in *Chichester Vision* p. 22.

At a meeting with residents held on 27<sup>th</sup> November the applicant confirmed that the tender document issued by the Council stated that Priory Park was the only site available and had proposed three potential locations within the Park.

**The Committee might wish to call for the original tender documents and satisfy itself that an appropriate cost/benefit analysis had been taken by officers to support the choice of Priory Park.**

**CDC Response:**

***Officers reviewed available sites within the city centre before Priory Park was identified as the preferred site. Both Oaklands Park and New Park Road open space were considered but were not available due to winter sports pitch provision on these sites. The Chichester Cathedral had already confirmed that their site was not available due to the building works being undertaken and the restriction on use of consecrated land. Demand on city centre car parking in the lead up to Christmas is at a premium and managing the requirements of permit holders and pay and display parking already results in complaints from customers unable to park locally. The Northgate car park is busy in the evenings also due to Chichester Festival Theatre performances and in addition, parking is allocated for the market vehicles in the Cattle Market car park on Wednesdays and for the market and***

*car boot sale on Saturdays and Sundays. It was felt that we would not be able to meet customer need for parking in the city centre if we were to remove a large number of parking spaces for this length of time required to facilitate the ice skating rink over the busy Christmas period.*

*Initial contact was made with the Chairman of Friends of Priory Park, prior to the ice skating planning application going live where in principle support was given for a rink but further information was requested regarding scale, duration etc. These details then became available as part of the consultation process for the planning application and then objections were received from the Friends.*

B. Terms of the lease for the use of Priory Park differed from that offered to other occupants, to the advantage of the promoter of the ice rink.

It may be relevant to note that the Real Ale and Jazz Festival, a non-profit organisation, was charged £5,000 for ten days and lost its deposit for remedial work in the park.

Prior to the installation of the ice rink the financial parameters, the deposit paid by the promoter, the terms of repayment of the deposit subject to the reinstatement of the ground and, above all, the cost of the lease to the promoter, were deemed to be commercially confidential. It is only post the ice rink that, in answer to questions raised to the Council, the figure of £1 for the lease has been made public.

**The Committee might wish to satisfy itself that all events proposed for location in Priory Park to encourage activities and enhance visitor numbers to the city were given the same treatment as provided to the promoters of the ice rink, namely a notional lease of £1.**

**CDC Response:**

*CDC undertook an open market tender exercise inviting interested companies to submit proposals (including licence terms) to operate an ice rink in Priory Park. Only one response was received and CDC entered in to discussions with that company to further understand the basis of their bid. As this was the first event of its kind within the district there was inevitably a level of financial risk with delivering the event. The council negotiated the charge for use of land for the year one trial in return for the contractor being responsible for the financial risk of the event. Negotiating a licence fee for use of land is permitted and has been used elsewhere for trial or first time uses/activities.*

*In terms of deposits, these are not returned until satisfactory reinstatement of the land. If the hirer completes satisfactory reinstatement then deposits are returned otherwise the council will retain funds from the deposit to complete the reinstatement works. The satisfactory reinstatement of Priory Park was covered as a condition of planning and this condition has not yet been discharged. A site inspection will take place in March to identify if any further reinstatement works are required.*

C. Information of the criteria that would be used to evaluate the benefit of the ice rink to the economy and visitor number to the City.

Press coverage from the promoter of the ice rink reports the event to have been a 'success'; a judgement that may be shared by officials from CDC in the absence of pre-existing criteria against which to evaluate the outcome.

Published reports on the benefit of the ice rink to Chichester range from an attendance of 19,000 to 21,000.

Close monitoring of information provided on their website by the promoters of the ice rink, CHiCE, suggests a much lower attendance: 10,910 tickets were sold in advance from the 66,600 available (16.4%).

It is recognised that the information on the website does not include tickets sold 'on the door'. An adjustment to include an error factor of 20 per cent gives c.13,000 skaters. To reach the lower claimed figure of 19,000 would imply an 'error factor' of 75 per cent. This is, to say the least, unrealistic. Furthermore, anecdotal evidence from the food and drink concessions at the ice rink, together with casual observation of the numbers actually skating, make a nonsense of the figure(s) claimed.

That participation in the ice rink was lower than claimed is supported by the Weekly Footfall Report from Chichester Bid. The following table picks out the footfall in North Street and Northgate. It would be difficult to conclude anything other than the ice rink had little influence on the footfall of Chichester.

Date	Week	Previous Week	Current Week	Percent Change	Chichester Week % Change	Chichester Year-on-Year % Change
		North Street and Northgate				
03-09 Dec	49	170,000	171,800	+1.1%	0%	-11%%
10-16 Dec	50	171,800	160,800	-6.4%	+3%	-8%
17-24 Dec	51	160,800	167,700	+4.3%	+11%	-7%
24-30 Dec	52	167,700	133,600	-20.0%	-31%	-1%

**The Committee may wish to ask for the evidence that the Council has prepared to satisfy itself that the installation of the ice rink provided a positive stimulus to the economic activity of Chichester.**

**The Committee may also consider it appropriate to seek from the Chief Executive of CDC an estimate of the amount of officer time that has been taken up by answering the concerns of those immediately affected by the installation, the proximate residents of Priory Park.**

**CDC Response:**

*As stated in the main body of the committee report, S3K Limited reported based on actual sales that 19,072 skaters took to the ice in addition to a large number of spectators who entered the events area.*

*Chichester BID have reported a general increase in visitors to the City in December 2018 although the shopper camera count in East Street went down by 7.3%. There were 1,999,820 visits to the area in December 2017 and counters recorded 2,067,300 in December 2018. That's an increase of 67,480 visits overall, some of which will have been people attending the ice rink, as well as the general entertainment/events within the city. Retailers have reported on a decent sales period over the Christmas period but no reliable conversion data is available.*

*Car parking tickets sold including payment by phone and app increased by just under 5,000 users for the car parks within the city during December 2018 when compared to the previous December. The recent pattern has been for the use of car parks to fall over recent months when compared to the previous year. Christmas Park and Ride use also increased slightly during December 2018 when compared to the previous year's figures. The actual management of the process for the delivery of the ice skating event did not involve large amounts of officer time however dealing with Freedom of Information Requests and complaints from a small number of members of public did take up a disproportionate amount of officer time.*

D. Without a 'Design and Access Statement' the application within a designated conservation area was in contravention of current legislation.

Planning decisions in England are framed within the Town and Country Planning Acts. Under the Town and Country Planning (Development Management Procedure) (England) Order 2015, effective from 15<sup>th</sup> April 2015, the Council is required to produce a Design and Access Statement where 'any part of the development is in a designated area' or 'where the floor space created by the development is 100 square metres or more'. (2015, No. 595, Part 3 Article 9 para 9(b) Priory Park is part of the Chichester Conservation Area) and the space created, 2,000 square metres.

Paragraph 3(b) of the above regulations sets out that a design and access statement must, amongst others, 'demonstrate the steps taken to appraise the context of the development and how the design of the development takes that context into account'.

**The Committee might wish to ask why its attention had not been drawn to the requirements of planning legislation, as relates both to a conservation area and the size of the development, and what case law, conventional practice or legal advice informed the decision to locate the ice rink in Priory Park, without the production of a required Design and Access Statement.**

**CDC Response:**

***Where design and access statements are required it incumbent on an applicant to provide such material with the submission of their application, it is not a requirement of the Council to produce that statement.***

***Article 9 of Part 3 to the Town and Country Planning (Development Management Procedure) (England) Order 2015 has been mis-quoted in the above statement by the Friends of Priory Park. The requirement for a design and access statement to be submitted with an application is set out in paragraph 1 to article 9 and relates an application for planning permission where;***

***any part of the development is in a designated area, development consisting of—***

- (i) the provision of one or more dwellinghouses; or***
- (ii) the provision of a building or buildings where the floor space created by the development is 100 square metres or more.***

***Paragraph 4 to article 9 further qualifies this requirement in that it does not relate to applications for a material change in use of the land or buildings (point (d) refers). Therefore, in accordance with Part 3, Article 9 of the Town and Country Planning (Development Management Procedure) (England) Order 2015, there was therefore no requirement for the applicant to provide a design and access statement in this instance.***

Priory Park was an inappropriate location for the ice rink; a judgement it would appear to be shared by its promoters who resorted to placing unapproved signs in central Chichester directing the public to its location.

**Chichester District Council**

**OVERVIEW AND SCRUTINY COMMITTEE**

**12 March 2018**

**Community Safety Review  
Final report from the Task & Finish Group (TFG)**

**1. Contacts**

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**2. Recommendations**

The committee is requested to consider the final report from the Community Safety Partnership (CSP) and to note the following:

- 1) That the required level of scrutiny of the Community Safety Partnership (CSP) had been achieved.
- 2) That the performance of the CSP is good and that evidence of effective partnership working in the district had been demonstrated.
- 3) That next year's review should focus on cybercrime, drugs and the impacts of any West Sussex County Council (WSCC) budget cuts on areas the Council may be responsible for (as outlined in para 5.1(e) of the report).

**3. Background**

- 3.1 Chichester District Council (CDC) has a statutory responsibility to participate in the CSP in accordance with sections 19 and 20 of the Police and Justice Act 2006. Overview and Scrutiny committees of local authorities have a responsibility to scrutinise the activity of CSPs on an annual basis.
- 3.2 The TFG comprised of Ms Pam Dignum (Chair), Caroline Neville and Mr H Potter and met twice in February 2019.
- 3.3 At the first meeting Ms P Bushby from the Council's Communities Team, outlined the CSP annual report 2018/19, CSP performance plan 2018/21 and CSP spending plan 2018/19.
- 3.4 At the second meeting the following witnesses gave evidence:
  - Mrs Eileen Lintill, Cabinet Member for Community Services and the Council's representative on the Police and Crime Panel (PCP), emphasised the main purpose of that panel in holding the Police and Crime Commissioner (PCC) to account.
  - Emily King, Principal Manager Community Safety and Wellbeing, provided an overview and a general progress update on the SWSP Community Safety Plan and Chichester District Council links in.

- Chief Inspector Kris Ottery of Sussex Police outlined some priority partnership work around serious organised crime.

#### 4. Outcomes to be achieved

- 4.1. The terms of reference set the outcomes as reviewing the CSP's performance over the last year, identifying areas of concern and giving any necessary input into the strategic direction of the CSP for the following year.

#### 5. Evidence

- 5.1. Ms Bushby praised joint working with the Police and with the Arun and Chichester Prevention team. Prevention and detection were emphasized along with help for victims. The joint 4 key priorities were child sexual exploitation (CSE), street community, mental health (not discussed) and serious organised crime.
  - a) Crime levels were relatively low with a small decrease on last year except theft from vehicles, largely by a Hants organised crime group (one caught and in prison). Partnership with police especially good with vehicle crime and bike thefts (marking them helps); also with rough sleeping and tackling exploitation. Police have targeted criminals via other means like benefit fraud and non-payment of council tax. Cross-border partnership was important.
  - b) Hate crime was 9/10 verbal but numbers remained low at around 8 per month. The Wrenford Centre in Chichester is helping its attendees with stickers on shops where they can find help via the "Our City" project.
  - c) Cybercrime is growing but CDC with WSCC are promoting awareness online, backed by schools, where this is covered along with domestic abuse training and 5 ways to Wellbeing. Ms Bushby also gives a range of training in a variety of settings around these issues.
  - d) Drugs: County Lines emanate from London; and whilst there is little evidence of a problem in the north of the district there is evidence of this activity in the City. Multi-agency response pays off : children in Ave de Chartres car park led to arrest of drug dealers.
  - e) Neighbourhoods are helped by action such as the creation of a community hub in Chi East, cleaning up Midhurst Holmbush area, and actions to help rough sleepers. Roads are made safer by courses for older drivers and attention to speeds. The gypsy & traveller transit site is working well with small problems quickly resolved. WSCC spending cuts will impact on CDC, with less early intervention so more ASB could be expected, and maybe an increase in crime. The value of having an ASB case worker is clear.
- 5.2. So the public is protected to a good degree, but some problems are outside the CSP's control, such as thefts from cars, airbnbs used for drug dealing, or hidden exploitation.
- 5.3. The Performance Plan 18-21 showed continued work on all priorities, reducing impact of crimes such as domestic abuse, ASB, hate and cyber, including

- training at university level and use of wardens; surveillance of those in danger of exploitation ,information for immigrants or those radically-inclined, cyclist safety and public presence.
- 5.4. CSP spending plans 18/19 showed more targeted initiatives and projects being delivered despite less funding, most of which had to be spent in the year.
  - 5.5. At the 2<sup>nd</sup> meeting Mrs Lintill had very constrained time so emphasized that the main purpose of the Police and Crime panel was to hold the Commissioner Katy Bourne to account, ensuring she confers with the Chief Constable about issues. Her panel also looked at precept proposals for budget and how this money was used. The powers of the Police and Crime Panel had not changed; members should view her 17/18 report and view the website plus Minutes.
  - 5.6. Emily King of WSCC spoke of its working priorities for community safety, closely connecting to CDC's aims. She praised:
    - a) the "Prevent" strategy, progressing strongly, working against hate crime, giving victim support.
    - b) work against organised crime, with 3 local groups, county wide work using social media effectively
    - c) work against drug and alcohol misuse. Depot staff report finds, pinpointing areas sometimes unexpected. Drugs have become stronger; there is an alert system and large hauls have been found. Treatment providers and First Aiders are important; analysis of drug-related deaths can help alongside providing overdose training for staff. Social media is monitored.
    - d) Child exploitation: investment led to progress with support for carers, with school surveys .Schools responded by "safe digital life" workstreams, breaking down "crime type" silos, to show the whole context via lessons in geography, IT, emphasising that people when in groups behave differently.
    - e) Domestic abuse can be worse after separation. Only 50% of reported cases involve children. Schools have a role in awareness, prevention in future. This needs collaboration with police triage system.
  - 5.7. WSCC are developing an exploitation strategy statement, focusing on safeguarding adults and children, looking at a wider definition including loan sharks, poor accommodation, cuckooing and other aspects of life which leave some people vulnerable.
  - 5.8. Members realised that as well as an ageing population locally, the community is changing with needs outside traditional areas, with wider pockets of vulnerability. So the work of CDC with WSCC and other partners is vital.
  - 5.9. Kris Ottery outlined some priority partnership work on tackling
    - a) radicalisation especially when digitally based
    - b) modern slavery (eg car wash, agriculture, cleaning, cannabis farm)
    - c) County lines into Bognor and drug sales (leading to addiction, debts, violence)

d) local crime (fake goods in Selsey), and serious organised crime

- 5.10. The TFG had read police material emphasising that there was more demand yet fewer officers, so prioritisation using technology was vital; crime was changing with CSE, drugs, knives, hate crime; much work was intelligence-led; the aim was still to keep people free from harm and to respond to real concerns; there were on average 19k emergency calls to Sussex Police monthly graded 1-5 by a triage team. Their visible presence was stronger in areas of greater risk
- 5.11. He answered questions on anti-slavery actions by saying they used native speakers of Polish, Romanian etc on Facebook to give facts on workers' rights, and give a different image of police from their own countries. Some workers were unwilling to admit slavery because they didn't want to be sent back to their own country.
- 5.12. How was new money to be spent? It would provide 100 more PCSOs across Sussex where needed most; car break-ins at beauty spots didn't need full police officers so a good example of where PCSO's could be deployed. The 6 West Sussex districts would allocate staff to prevention, missing persons, CSE, community investigations, burglaries across borders, county lines. Public perception of police must change by publicising actions and successes; the public could go out with police patrols.
- 5.13. Why no local 101 centre? Surges in usage would make this impractical. A 45 minute wait to be answered was not the norm; it was usually much shorter. The public could visit a 101 centre to see.
- 5.14. Speeding enforcement could be good but what about speeding in villages? They could ask for "community speed watch" monitoring. No rural issue of guns was experienced.
- 5.15. Short-term prison sentences to be abolished? GPS would help keep watch on short-term offenders.
- 5.16. Public role? The public must report suspicious behaviour, anonymously if necessary via Crimestoppers. The public must be vigilant because the police can't be around 24/7. Police had to prioritise, and the public could help by not using 101 for minor problems or matters unrelated to crime.
- 5.17. The complex nature of crime was clear, constantly changing, with abuse of airbnbs was a developing one. Police services were under financial and personnel constraints, and existing partnerships were vital to success, including training in schools to increase awareness and use of media, plus public co-operation.
- 5.18. The group felt police had answered their questions and had given a good account of their ability to respond to a changing crime scene despite reduced manpower and funding.

## **6. Conclusion**

- 6.1. The required level of scrutiny had been achieved, the performance of CSP and police very good, showing effective partnership working, in a changing scene.

## 7. Alternatives that have been considered

7.1. The nature of the statutory duty to review performance does constrain the topic. The speakers invited were to evidence those specific elements, however in future opportunity could be taken to explore other areas of work in more detail and introduce other partners and witnesses to the committee.

## 8. Other Implications

	Yes	No
<b>Crime and Disorder</b>	X	
<b>Climate Change and Biodiversity</b>		X
<b>Human Rights and Equality Impact</b>	X	
<b>Safeguarding and Early Help</b>	X	
<b>General Data Protection Regulations (GDPR)</b>		X
<b>Health and Wellbeing</b>	X	

## 9. Appendices

Appendix 1 – Community Safety Partnership Annual Report 2018/19

## 10. Background Papers

Community Safety Review 2019 Task and Finish Group terms of reference are available online (Overview and Scrutiny Committee agenda of 15 January 2019)

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## **CSP Annual Report 2018/19**

### **General**

This year has seen bedding in of the way in which Sussex Police work and the joint Arun and Chichester Prevention team is well established. There is an emphasis on prevention and detection of crime and better engagement with victims. Crime levels remain low compared to other areas but is currently showing a month on month slight decrease at 7.2%, which is a 6.5% reduction on the same time last year. . Acquisitive crime has continued to increase especially thefts from vehicles in beauty spot car parks largely due to one organised crime group from Hampshire. Partnership work with Sussex Police remains strong particularly in our response to vehicle crime. Pedal cycle thefts, rough sleeping and tackling exploitation. The joint CSP is working well towards tackling the 4 key priorities which are CSE, Street Community, Mental Health and serious Organised Crime. Much of this work is now be delivered by the Serious Organised Crime (SOC) group which covers both areas.

### **JAG (Joint Action Group)**

#### **Anti-Social Behaviour (ASB) and Crime-**

ASB continues to involve mainly neighbour disputes with general nuisance behaviour especially amongst young people reducing; we still manage youth ASB at the earliest opportunity which generally stops it escalating. Neighbour disputes are much more difficult to resolve as they usually stem from a civil matter and can end up with criminal investigations. We continue to have no community trigger activations since their implementation in 2014 suggesting complainants are satisfied with the handling of their cases. Sussex Police mainstreamed the ASB and Hate Crime Co-ordinator role in September 2017 this role has changed and now covers both Chichester and Arun meaning a risk to our response to ASB in Chichester. In April 2018 we recruited a part time ASB case worker who is working with the Police ASB Co-ordinator, Housing providers and community wardens ensuring that any ASB issues are dealt with in a timely manner.

Burglary is no longer separated and is recorded as Burglary residential and includes both dwelling and outbuildings. We set a target of no more than 625 crimes on the rolling year and in Q3 we are running at 625, 5 under our target. Burglary is spread across the district and there are no particular patterns. The district is vulnerable by nature of its borders with other districts and Counties and the road network can facilitate offenders travelling in and out of the district. We can authorise Designated Patrol Areas (DPA's) and these can be used to good effect when detecting crimes. We continue to work cross border with Surrey and Hampshire .Theft of vehicles has remained fairly static, however theft from a vehicle has seen unprecedented levels to 203 in Q3 and can be almost entirely accounted for by an organised crime group from Hampshire, one of whom has recently been sentenced to 12 months in prison.

Theft of pedal cycles peaked in Q2 but has reduced in Q3... The JAG continues to tackle the issue and have held a number of bike security and marking event across the City including the railway station, college and the Cross. Over 50 cycles have been security marked and many more cyclists reminded of the need to lock their cycle with a good quality lock.

Public Place Violent Crime figures continue to rise all-be-it slower over the last year, there are no set patterns or locations to these crimes and will also include reports of Domestic abuse. It is not clear how the rise is being accounted for and JAG continues to monitor and liaise with night-time economy partners. It may be as a result of County lines but this has not been substantiated.

Hate crime figures remain low compared with other areas running at around 8 crimes per month with Race continuing be the main category .We continue to monitor the figures monthly at JAG. We have supported an “Our City” project which aims to reduce the risk of those with a learning disability being targeted in the City centre by offering a safe place to go. Retailer’s sign up to the scheme and show a sticker in the window which a person with a learning disability will recognise and know they can enter and get help. This has successfully been trialled in Horsham and is being implemented across the County.

### **Cyber -Crime**

Cyber- crime is one of the fastest growing crime types of our time and with more people using technology and utilising online systems there are ever more opportunities for offenders to target the general public and businesses. We have been working with WSCC to promote a number of campaigns including online gaming and dating scams (see link below). We continue to support schools with internet safety advice, particularly through 5 ways to wellbeing.

<https://www.westsussex.gov.uk/campaigns/staying-safe-online/>

Scams have been a focus and we have supported Sussex Police by printing extra leaflets that can be given out at awareness raising events.

We will be considering our response to hacking and more organised cyber -crime in the coming year.

### **Serious Organised Crime (SOC)**

The SOC group has met quarterly and has initially focussed on membership, roles and responsibilities and intelligence sharing. It is now at the stage of developing a high level action plan around County Lines and other types of exploitation. The group has good representation from CDC departments including Housing, Licencing and Revenues and Benefits.

### **Exploitation**

We continue to be represented at the County child exploitation group and ensure any intelligence on young people from Chichester is fed into the MASH. We had a very successful intervention at Chichester Railways station with 2 young girls running away to London thanks to the awareness training and partnership working we deliver with Southern Rail staff.

We have delivered awareness training to CDC volunteers and we repeated our sexual harassment training at Chichester University with over 50 students attending. Stone-pillow staff and volunteers and Youth club workers from Swanfield youth club all received refresher training. This training included CSE and other types of exploitation.

We have updated our level 1 safeguarding training for all staff and the Safeguarding Policy has been refreshed.

The serious organised crime (SOC) group has ownership of all including modern slavery and is developing an action plan around this. We continue to work with immigration and enforcement on any suspected cases of modern slavery.

### **KSI- (Killed and Seriously Injured)**

The local working group has integrated into an Arun and Chichester Road Safety Action Group (RSAG). The group is working well, we agreed funding for 25 older driver assessments to be undertaken by WSCC all 25 free places have been taken up and we plan to promote the service further in the coming year as we continue to a higher numbers of older drivers involved in collisions than other districts 24 so far this year. Through Ideas into action we supported Selsey Academy students to hold a road safety event in Selsey which was enjoyed by over 100 residents.

### **Community Tensions / PREVENT**

Community Tensions continue to be monitored in a multi-agency way at the JAG. The county wide Tactical Tasking and co-ordination Group identifies whole county tensions and is a mechanism for reporting and monitoring these. Gypsy Traveller incursions have reduced and those that did occur were swiftly advised to go to the transit site or move on. The transit site has generated few issues and the complaints have been low level. Regular meetings with the chair of the Parish Council have ensured good communication links and a quick response to any issues arising.

A rise in visible rough sleeping in the City centre has increased tensions within the City with retailers expecting CDC to manage the issue despite many of the encampments being on private land. We have worked with Police, Housing and Stone-pillow to tackle these issues. Those rough sleepers who wanted to engage were signposted to support agencies and those who did not were dealt with by way of notices and they more often than not chose to move on. We arranged quick removal of abandoned belongings by the depot and this helped relieve the tensions.

We continue to support the rough sleeper panel and help identify new rough sleepers in the City and ensure swift engagement with them.

The PREVENT duty became law on July 1<sup>st</sup> 2015 and as a Local Authority we must pay “due regard to the need to prevent people from being drawn into terrorism” we are continuing to raise awareness through safeguarding training as discussed previously.

### **Domestic Abuse**

We have a priority in the business plan to reduce the effect of domestic abuse particularly in relation to young people. The JAG funded Options to deliver another two “Healthy Relationships “ projects one at Midhurst Rother and the other at Bourne Community College aimed at year 9 students .The project continues to emphasise what a healthy relationship looks like and promotes resilience amongst participants to challenge their own relationships and those of their peers.

### **Neighbourhoods**

This year has seen a continued concentration of effort in Chichester East and getting the foundations right to sustain the changes and work being undertaken. The plans for a community hub in Charles Avenue are moving forward and it is hoped the Community building will be completed by April 2019. The Charles Avenue Residents Association (CARE) is still running well and they have held a variety of events over the last year. Five ways to wellbeing has been delivered into number primary schools in Think Family Neighbourhood areas. This project continues to support communities and promotes the voice of the child within those communities and increases the resilience of those children taking part. We have also focussed on the Holmbush area of Midhurst which is in need of some tidying up and community support. Two days of action cleaned up the Holmbush recreation field and there is on-going support from Hyde and the community to keep it that way. The paly equipment is scheduled for a repaint and we have more days of action planned in the area in the next few months. There will be an emphasis going forward of ensuring the neighbourhoods work is focussed on supporting Parish Councils to support their own communities by providing a digital platform for them to share issues and solutions. We are also supporting the social prescribing project as it moves forward.

### **Public Confidence and Reassurance**

The CSP continues to make better use of social media in promoting the work it is doing and ensuring the public are made aware of key campaigns and activity. We share communications with other partners so they can put them on their social media sites and we do the same for their campaigns. Regular input on the Members bulletin board ensures Members are kept up to date. Cabinet have recently agreed to the funding of upgrading a number of City Centre CCTV cameras to improve public safety and security.

Pam Bushby

Divisional Manager Communities

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**Chichester District Council**

**OVERVIEW AND SCRUTINY COMMITTEE**

**12 March 2019**

**Consultations - Task and Finish Group**

**1. Contacts**

Sarah Parker, PR Manager

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Communications, Licensing & Events

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**2. Recommendations**

**2.1 The OSC Committee are asked to note the report relating to the review carried out by the Task and Finish Group.**

**2.2 The OSC Committee to confirm that they are satisfied with the progress made to date and are in agreement with the proposed future improvements.**

**3. Background**

3.1 At the first Task and Finish Group meeting during September 2018, members confirmed they were satisfied with the way in which the council's communications were currently delivered and were of the opinion that the focus of the group needed to be on consultations.

3.2 The initial meeting focused on providing members of the group with an update on the changes that had been made since the council's consultation function had moved to the Communications Team. This included reviewing the results from the research and benchmarking that had been carried out, as well as considering future improvements. Members were also asked for their feedback on consultation delivery and associated communications.

3.3 A number of concerns were raised around how the council consults on planning issues. It was explained that planning consultations are managed by Development Management, within a specific legislative framework. The service has its own software system, which meets its specific needs. However, the communications team supports them on specific projects. A meeting is due to be arranged for the Task and Finish Group to discuss their specific concerns with planning.

3.4 During a second meeting in January 2019, members were asked to review the improvements made to the consultation web area. They were also asked if they were in agreement with the changes that had been made to date and for their feedback on proposed future improvements.

#### **4. Outcomes**

- 4.1 A consultation toolkit has been created to help staff plan and deliver successful consultations. Please see appendix 3.
- 4.2 The 'Let's Talk' brand has been launched and promoted to encourage more residents and businesses to have their say on council services and projects.
- 4.3 Each consultation now has its own bespoke communication plan, with regular review points that enable us to try alternative communication methods if we feel that the response rate can be improved.
- 4.4 The monitoring and benchmarking reports show an improvement in response rates. They also show that in similar consultations we are achieving higher response rates than our neighbouring authorities. Please see appendix 1.
- 4.5 Since the launch of the 'Let's Talk Panel' more than 350 people have signed up. The majority of these are communicated with by email, but those without computers receive paper copies.
- 4.6 A communications plan has been created for the 'Let's Talk Panel'. The first stage of this has been delivered, but the second stage will be delivered throughout 2019 and will focus on hard to reach target groups, including sixth form, college and university students.
- 4.6 With the input of the task and finish group, the web area has been restructured and rewritten to make it easier for customers to navigate. Further improvements have been identified and these are currently being implemented or investigated – including a direct link from the home page.
- 4.7 The council's magazine 'initiatives' now has a dedicated area allocated to 'Let's Talk'. This can be used to update people covering – 'we asked, you said, we did' – as well as running surveys through the magazine.

#### **5. Proposals**

- 5.1 To continue to make the web improvements identified by the task and finish group and to test these with a 'resident focus group'.
- 5.2 To deliver the second stage of the communications plan, focusing on hard to reach groups.
- 5.3 To continue to promote and encourage people to join the 'Let's Talk Panel'. Future plans also include organising coffee mornings where we can gather feedback from our customers and creating key forums for significant reviews or projects.
- 5.4 To identify key events in the district where we can promote the 'Let's Talk Panel' and key consultations.

- 5.6 To continue to explore new ways of increasing participation in consultations and response rates.
- 5.7 To encourage our members to work with us in promoting consultations in their communities.

**6. Alternatives that have been considered**

- 6.1 The group discussed a wide range of approaches and were happy with the proposals put forward.

**7. Resource and Legal Implications**

- 7.1 There are no resource and/or legal implications raised by this report.

**8. Consultation**

- 8.1 The council’s magazine, ‘initiatives’, now has a dedicated area allocated to ‘Let’s Talk’. This is being used to run surveys and update residents on how the council is responding to their feedback.
- 8.3 The Communications Team is also identifying community events that it can attend to further promote the ‘Let’s Talk Panel’ and current consultations.
- 8.4 The team is also actively using social media to promote its consultations.
- 8.5 The team intends to form a ‘focus group’ to review the consultation web area.

**9. Community Impact and Corporate Risks**

- 9.1 There are no community impact and/or corporate risks raised by this report.

**10. Other Implications**

Are there any implications for the following?	Yes	No
<b>Crime and Disorder</b>		X
<b>Climate Change and Biodiversity</b>		X
<b>Human Rights and Equality Impact</b>		X
<b>Safeguarding and Early Help</b>		X
<b>General Data Protection Regulations (GDPR)</b> There are no significant implications for processing data likely to result in a high risk to the rights and freedoms of individuals. Advice has been obtained from CDC Legal Services in relation to those participating in the ‘Let’s Talk’ initiative.	X	
<b>Health and Wellbeing</b>		X
<b>Other</b> (please specify)		X

## **11. Appendices**

Appendix 1 – Benchmarking results

Appendix 2 – Monitoring results

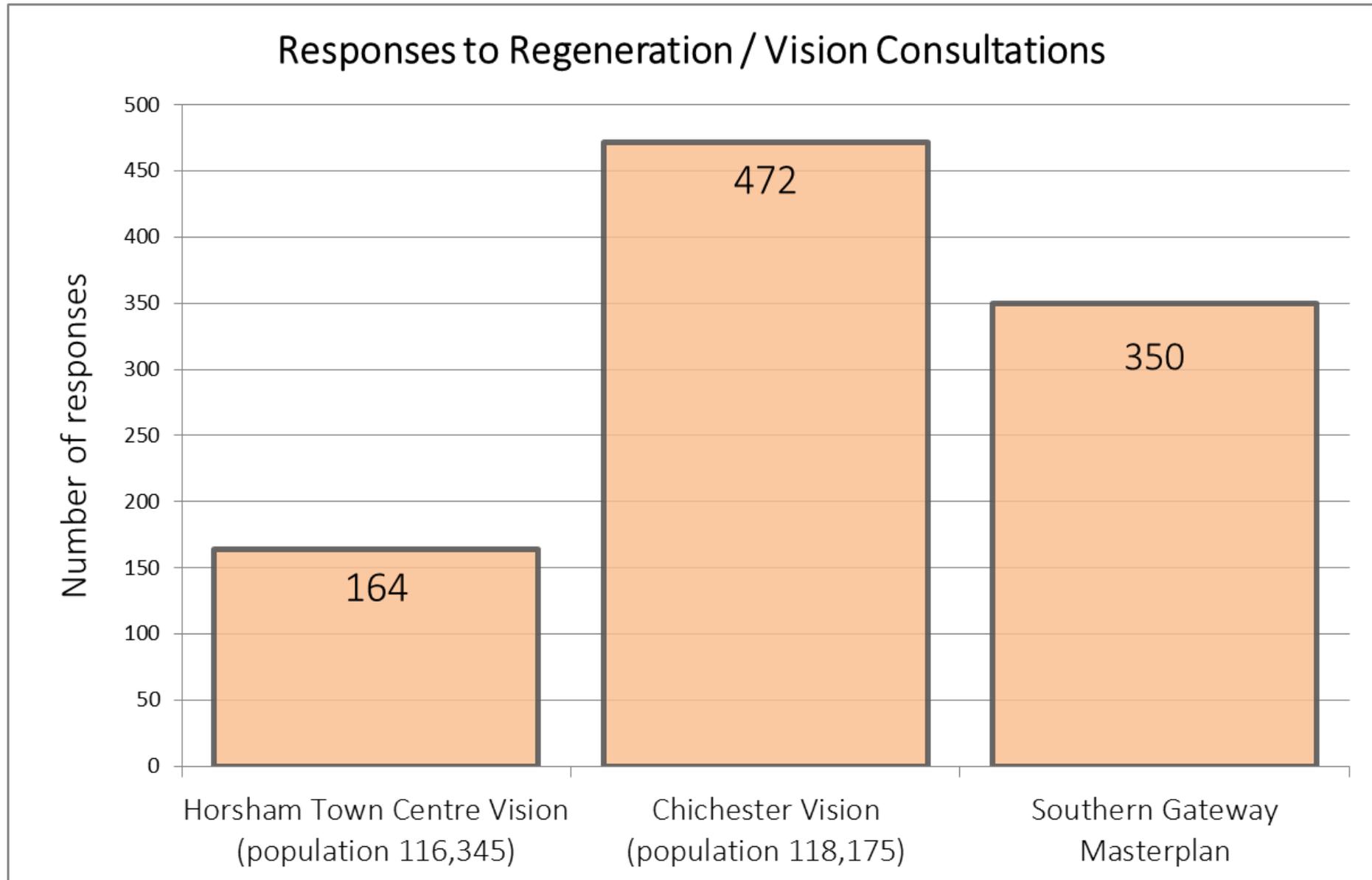
Appendix 3 – Consultation Toolkit

Appendix 4 -- Let's talk branding and sample materials

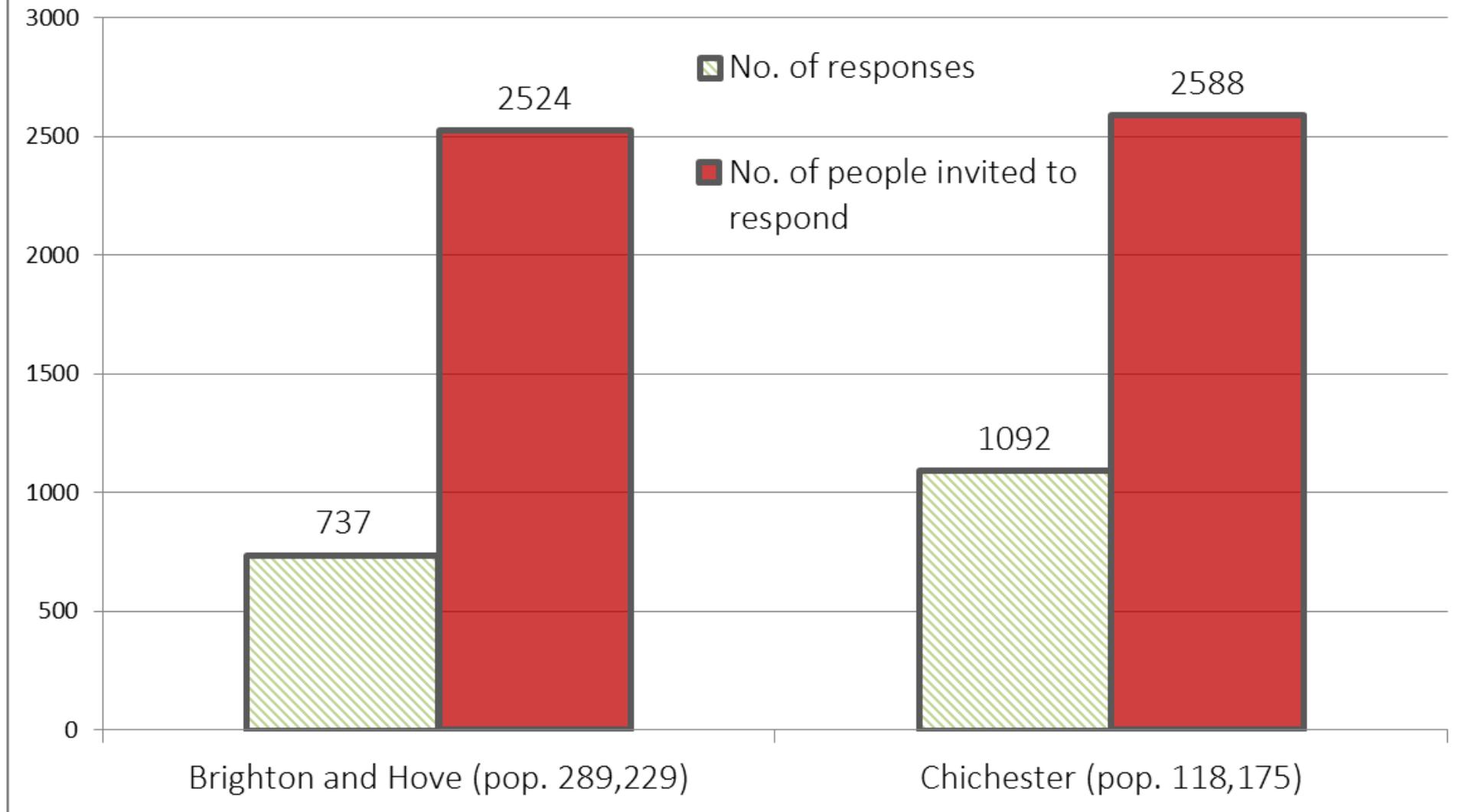
## **12. Background Papers**

12.1 Task and Finish group final report

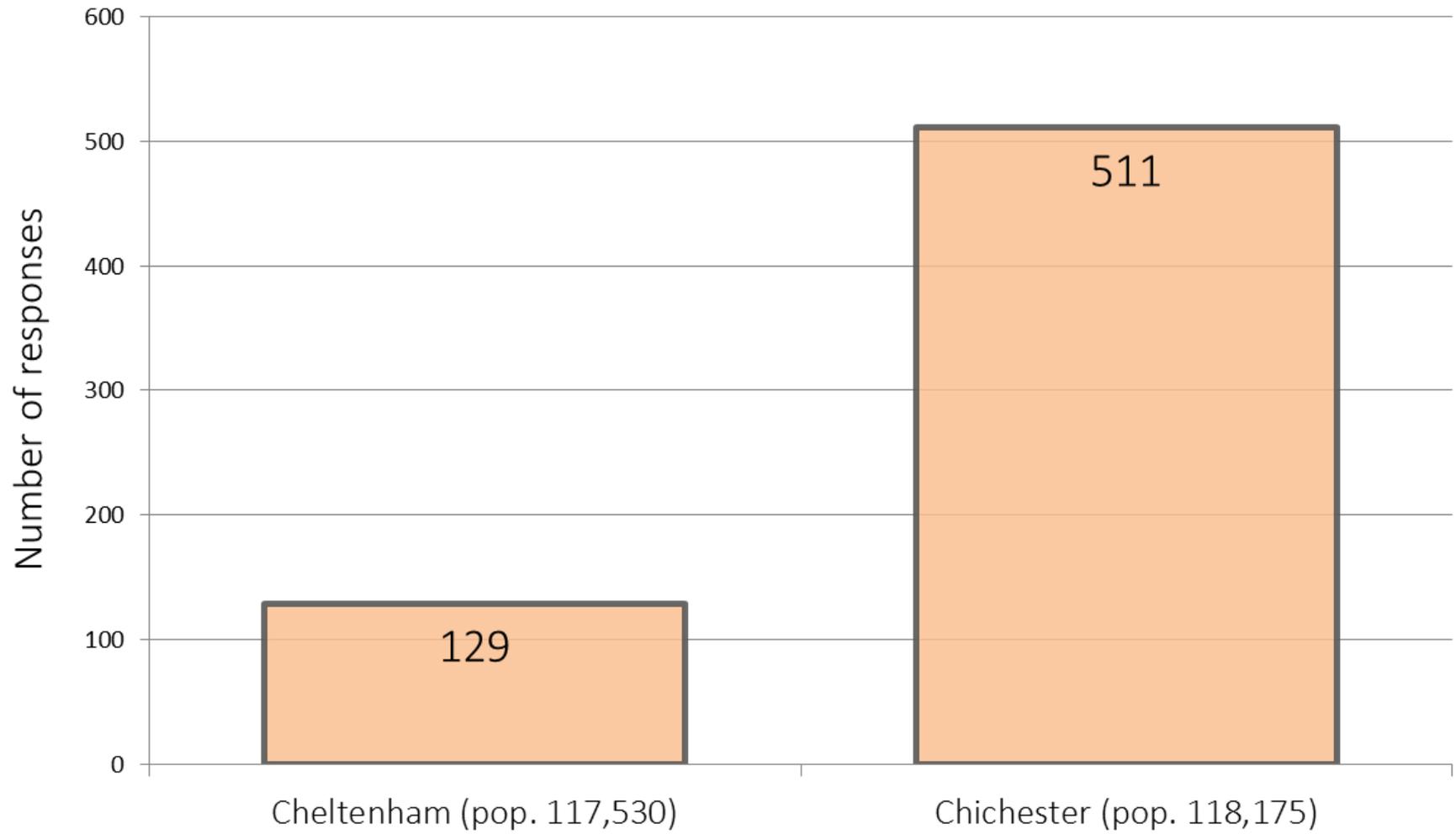
Appendix one – Benchmarking CDC against other neighbouring authorities



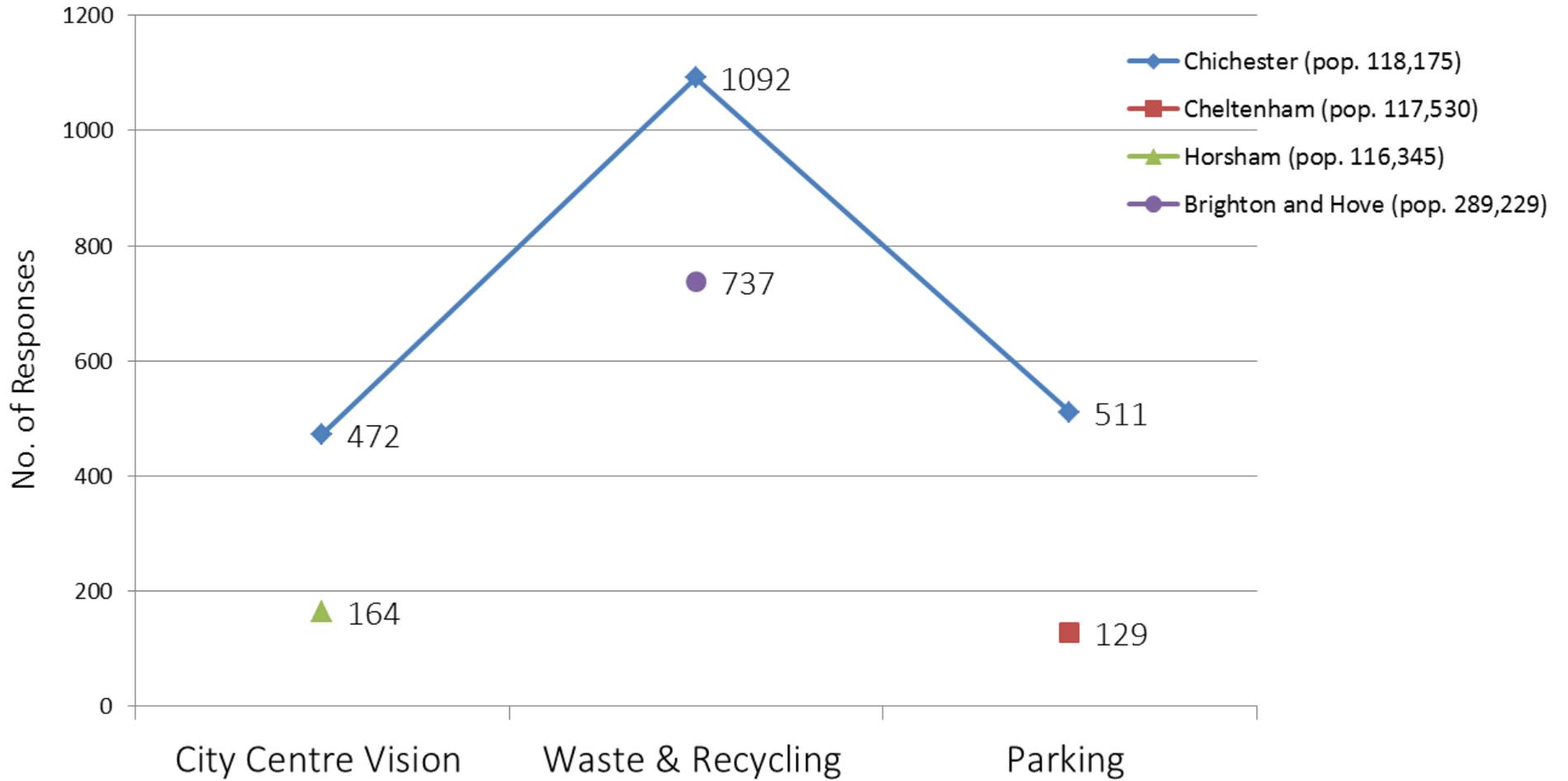
## Response Rate for Waste and Recycling Consultations



## Responses to Parking Consultations



### Consultation Responses Across Comparable Local Authorities



- Chichester District Council received higher response rates than comparable district and borough councils across three separate consultation exercises.
- When comparing the promotion for the parking consultation, Chichester did more promotion and more targeted stakeholder promotion than Cheltenham.
- Brighton and Hove City Council sent out paper surveys for their waste and recycling consultation. CDC did the same but also promoted an online version of the survey on social media and gained more responses overall.
- Based on this evidence there seems to be a positive correlation between the effort put in to promotion and the number of responses.

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## Appendix 2 – Monitoring our progress against the results from previous consultations

### Community Wardens Feedback Consultation

14 June – 26 July 2018

Number of Responses from Previous Community Warden Feedback Consultations		
2013	2015	2018
95	63	182

- Between the 2015 and 2018 consultations we saw an **increase of 189% in responses** (119 additional responses in 2018). We took a more proactive approach this year and used new promotional tools in addition to what has been done previously.
- We promoted the consultation on the campaigns banner on the front page of our website and boosted a Facebook post which caused a spike in responses over the last 7 days of the consultation. The highest proportion of respondents (**51.5%**) said they discovered the consultation through Facebook.
- The significant increase in responses this year was achieved by making the most of one of our best promotional tools; Facebook. We also held progress meetings which encouraged the Community Wardens to be proactive in collecting responses in their areas.
- During the progress meetings we analysed where the responses were coming from which helped us to alter our approach and gain more responses. See the table below:

Where did you hear about this survey?	Percent
Facebook	51.5%
From a Community Warden	24%
Word of mouth	8.4%
Other	5.4%
Web banner on Council website	4.2%
Council offices	3.6%
Twitter	1.8%
Community Wardens web page	0.6%
Leaflet / poster	0.6%

### Economic Development Strategy Consultation

2 July – 26 August 2018

- 154 businesses responded to this consultation. We do not have a comparable survey aimed at businesses so it is difficult to distinguish our progress. However, businesses are notoriously hard to engage with as there are more barriers in our way and we

have achieved a good result with a variety of promotional tools we haven't used before.

- Pooling together and emailing lists of business contacts was the most effective promotional method by far and, unusually Twitter saw the most success on social media. We trialled a prize draw to encourage businesses to respond, with the winner receiving £50 to donate to a Chichester-based charity of their choice – this will give the council and the winning business good PR opportunities.
- Officers also visited some of the larger businesses in the district, attended meetings of local businesses, distributed posters and postcards and collaborated with local business associations to encourage businesses to respond.
- This consultation succeeded because the officers involved were enthusiastic and proactive in adjusting where they focused their efforts after the feedback at each progress meeting and the new 'Let's Talk' branding gave the whole process a recognisable identity.
- During the progress meetings we analysed where the responses were coming from which helped us to alter our approach and gain more responses. See the table below:

Where did you hear about this survey?	Percent
Email from a Chichester District Council officer	71.2%
Social media (Facebook, Twitter, LinkedIn)	11.1%
Other	5.2%
Word of mouth	3.3%
eBiz newsletter	2.6%
Visited by an officer from Chichester District Council	2.6%
Chichester District Council website	2%
A business association	1.3%
Parish newsletter / magazine	0.7%

- It is also interesting to note that for this consultation Twitter was the most effective social media platform, whereas it is ordinarily Facebook. This tells us that for surveys aimed at businesses, Twitter is a more effective communication tool.

### Council Tax Reduction Scheme Consultation

9 July – 3 September 2018

Number of Responses from Previous Council Tax Reduction Scheme Consultations					
2013	2014	2015	2016	2017	2018
63	75	54	48	71	106

- Between 2017 and 2018 we saw a **49% increase in responses** (35 additional responses in 2018). The Council Tax Reduction Scheme consultation has never had

a high response rate but by boosting 2 separate Facebook posts and sending out targeted leaflets with other materials about Universal Credit and council tax we managed to increase that number.

- With some consultations it will be the case that despite our best efforts people just aren't interested, or have no opinion on the consultation subject. As there were no major changes proposed to the Council Tax Reduction Scheme for the next financial year people were generally less interested despite our efforts to promote the survey.
- During the progress meetings we analysed where the responses were coming from which helped us to alter our approach and gain more responses. See the table below:

Where did you hear about this survey?	Percent
Facebook	68.2%
Postcard / leaflet	11.2%
Council Tax bill	11.2%
Other	3.7%
Twitter	2.8%
Web banner on Council website	1.9%
Council offices	0.9%

### Initiatives Magazine Feedback Consultation

12 November – 31 December 2018

Number of Responses from Previous Initiatives Magazine Feedback Consultations	
2015	2018
93	140

- Between the 2015 and 2018 consultations we saw an **increase of 50.5%** in responses (47 additional responses in 2018).
- In 2018 we sent out the questionnaire in initiatives magazine, but this time also made it available online and promoted the survey on our social media channels. We notified our Let's Talk Panel members [235] via email about the survey as well.
- We offered a prize draw incentive to those who completed the survey. The prize draw was for a £50 Chichester Gift Card which can be spent in a number of local and independent shops in Chichester City Centre.
- These additional methods of promotion have had a significant impact on the response numbers and seem to have encouraged more people to respond.
- 11 people signed up to the Let's Talk Panel as a result of the initiatives feedback survey.

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Let's  
talk



# Consultation Toolkit



Please use this toolkit together with the '**Consultation Request Form**' to help plan your consultation and give us the information we need to support your project.

This toolkit outlines:

- 5 steps to a successful consultation;
- the methodologies available; and
- the ways we can help promote your consultation.

# Five steps to a successful consultation

1. **Allow enough time** - it takes around 3 months to undertake a consultation project (Designing survey: allow 2 weeks, consultation open: at least 6 weeks, analysis: allow 4 weeks).
2. **Know your aims** – the ‘Consultation Request Form’ is there to help you put together the information required to plan a meaningful consultation.
3. **Know your audience** – who are the target groups you need to reach? You need to think about your available budget and how best you can use this to engage with your audience
4. **Promotion** – each consultation is different and some require more creative methods of promotion and engagement than others. The promotion should also marry well with your target audience
5. **Feedback of results** – it is important to show that we have used the results to inform our decision-making as an organisation. As standard we publish consultation reports on our ‘Consultation Results’ webpage, but more targeted feedback may be required e.g. presentations to communities, members etc.



# Your options

The table below outlines a few basic methodologies that can be altered in creative ways to suit the needs of your consultation. You are able to use more than one method.

Methodology	Description	Qualitative (open questions)	Quantitative (closed questions)
<b>Online questionnaires</b>	<p>Online questionnaires are the most popular form of consultation and can be easily adapted to suit your needs.</p> <p>Generally, we try to avoid large mail outs of paper questionnaires as the cost is high and the response generally low, however hard copies will be given on request for those who need them.</p>	✓	✓
<b>Face to face questionnaires</b>	<p>This method is time-consuming but enables us to reach groups who are not competent internet users. These can take place on the street or at community events using our consultation iPads. The questionnaire can be handed over to the respondent to answer any sensitive demographic questions.</p>	✓	✓
<b>Initiatives survey</b>	<p>You are able to include a short questionnaire within Initiatives, which is delivered to every household 3 times a year. The respondents would be encouraged to cut out and send back the survey.</p>		✓
<b>Telephone survey</b>	<p>A telephone survey has a quick turnaround but can be expensive, time-consuming and generally has a high refusal rate.</p> <p>It is also important to note that we never cold call so any telephone survey would have to be well-thought through and widely publicised to avoid concern and criticism.</p>	✓	✓
<b>Comment/suggestion cards</b>	<p>If you want to ask a few short questions, feedback postcards are a great method for this. Responses are more likely to be honest as people remain anonymous.</p>		✓
<b>Targeted discussion with groups</b>	<p>We have a stakeholder database which means we are able to target a sample of a particular type of group e.g. volunteers, residents' associations, young mothers etc. This is similar to a focus group.</p>	✓	

Methodology	Description	Qualitative (open questions)	Quantitative (closed questions)
<b>Focus groups</b>	Focus groups can provide in-depth feedback or suggestions on a complex issue. Although a group of 6-10 people cannot speak for an entire community it is a good method to find out about local issues. Provides the opportunity to give information before discussions begin with a presentation.	✓	
<b>Individual or paired interviews</b>	This method is time-consuming but has the benefit of in-depth discussion and enables people who do not feel comfortable taking part in group discussions/filling in questionnaires to have their say. Paired interviews are effective when consulting with children.	✓	
<b>Vox Pops</b>	This method requires stopping people in public and asking for their opinion on your consultation subject, either filming their response or taking their photo and using a quote with their permission.	✓	
<b>Public meetings</b>	Holding a public meeting to discuss your consultation subject can be an effective way of hearing people's opinions. However, it is easy for these discussions to veer off topic, especially if the subject is controversial.	✓	
<b>Polls</b>	A poll is useful if you would like a snapshot of information but cannot be used alone to make decisions. We have the facility to hold week long polls on our CDC Twitter account.		✓



# Promotion/Engagement

There are many ways to improve the response rate of your consultation. If your consultation has a specific target group you should outline this at the start and tailor your promotion accordingly.

Promotion / Engagement Method	Description	Notice needed
<b>Existing community events</b>	<p>Events are a great way to gather the views of people who may not usually have the time or inclination to fill in an online questionnaire or attend a focus group discussion (e.g. families, young people etc.)</p> <p>Events could include:</p> <ul style="list-style-type: none"> <li>• Street parties</li> <li>• Food festivals</li> <li>• Community fun days etc.</li> </ul>	Approx. a week
<b>Hold your own event</b>	<p>This is less cost-effective than attending an existing event but it means the attendees are prepared for the consultation element of the day and more likely to get involved.</p> <p>Events could include:</p> <ul style="list-style-type: none"> <li>• Community clean-up day</li> <li>• Arranging a local event that ties in with a national event or day of celebration e.g. Earth Day</li> <li>• Community walk etc.</li> </ul>	A few months
<b>Hobby clubs</b>	<p>Attend an existing hobby club with the permission of the group leader and make sure the group are aware of the consultation and are willing to be involved.</p> <p>A presentation can be done with the group and then question cards or surveys can be filled in and returned at the end.</p>	Approx. one month
<b>Social media</b>	<p>We are happy to promote your consultation on our social media channels which include:</p> <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter (including 7 day polls)</li> <li>• LinkedIn</li> <li>• Youtube</li> </ul>	A few days
<b>Social Media Q&amp;A with...</b>	<p>We are able to hold a live Q&amp;A event on social media – it could be a Q&amp;A with an appropriate member, the leader of the council or a senior officer. It would run for a pre-arranged period of time (e.g. 1 hour) and would have to be promoted beforehand to encourage people to post their questions in the run up to the Q&amp;A event.</p>	At least a few weeks

Promotion / Engagement Method	Description	Notice needed
<b>Road shows/ Exhibitions</b>	<p>These events are great for providing the public with more information and the opportunity to ask officers questions about the consultation subject. People can also be given the opportunity give their views at the event.</p> <p>These can take place in a well-known or relevant venue, on the street or in a public open space (weather dependent).</p>	A few months
<b>Initiatives magazine</b>	<p>With enough notice we are able to promote your consultation in Initiatives which is delivered to every household in the district 3 times a year. You are also able to have a short questionnaire within the magazine itself.</p> <p>Submission deadlines:</p> <ul style="list-style-type: none"> <li>• Mid-Jan for Spring Issue (distributed mid-Apr)</li> <li>• Mid-Apr for Summer Issue (distributed mid-Jul)</li> <li>• Mid-Aug for Winter Issue (distributed mid-Nov)</li> </ul>	See submission deadlines in description box
<b>Leaflets/posters</b>	<p>Promotional materials can be placed in public locations:</p> <ul style="list-style-type: none"> <li>• Libraries</li> <li>• Novium Museum</li> <li>• CDC Reception</li> <li>• Pubs</li> <li>• Village halls/shops</li> <li>• Parish council buildings</li> <li>• GP surgeries</li> <li>• Dentists</li> </ul>	Design/print: allow approx. 6 weeks
<b>CDC advertising</b>	<p>There are several advertising channels available including:</p> <ul style="list-style-type: none"> <li>• Advert banner on CDC website</li> <li>• Car park advertising (contact PR for pricing)</li> <li>• Little London toilet posters</li> <li>• CDC reception TV screens</li> <li>• Display board at the Grange (Steve Hill)</li> <li>• Noticeboards in parks</li> </ul> <p>Make sure you have enough time for the design and production of your promotional materials.</p>	A few months Digital channels: at least one week
<b>Local media</b>	<p>Writing a press release will serve as free promotion, appearing on the news slider of the CDC website and may be picked up by local papers and radio stations.</p>	A few weeks
<b>Council Tax bills</b>	<p>When issuing bills to residents a leaflet for your consultation can be included.</p> <p>Bills are issued early March and ad hoc bills are also sent throughout the year to residents who have had a change of circumstances.</p> <p>Because the mailing to all households is once a year it is likely that other services will want to include promotional materials so you may have to negotiate your place because postage prices may be pushed up.</p>	Contact Marlene Rogers cc Diane Kirkham

Promotion / Engagement Method	Description	Notice needed
<b>CDC buildings</b>	<p>You have the use of screens, noticeboards and pull up banner space in the following CDC buildings:</p> <ul style="list-style-type: none"> <li>• East Pallant House</li> <li>• Westgate Leisure Centre</li> <li>• Bourne Leisure Centre</li> <li>• The Grange</li> <li>• The Novium</li> </ul>	At least a week
<b>CDC phone lines</b>	A message can be recorded for customers waiting on the telephone to inform them of the consultation and signpost them to the website.	At least a week
<b>Social Media Boosts</b>	Posts on Facebook and Twitter can be promoted to wider audiences by paying for advertising. The cost can be set to match your requirements – usually around £50 but can be as low as £25.	A few days
<b>CDC staff</b>	<p>There are many teams across the council who travel regularly for their work. Think about which teams may be interacting with your target audience.</p> <p>Examples of teams who work off-site:</p> <ul style="list-style-type: none"> <li>• Community Wardens</li> <li>• Planners</li> <li>• Housing</li> <li>• Economic Development</li> <li>• Environmental Health</li> <li>• Health and Wellbeing</li> <li>• Youth Engagement Officers</li> <li>• Refuse crews</li> </ul>	At least a week
<b>Councillors</b>	Councillors may be able to promote your consultation among resident or community groups that they are aware of in their area.	A few weeks
<b>Refuse vehicles</b>	<p>There are 22 refuse vehicles with advertising capabilities – the panels on the sides of the trucks can be used for promotion. Please contact PR for pricing.</p> <p>Make sure you allow enough time for the design and production of your materials.</p>	A few months



Promotion / Engagement Method	Description	Notice needed
<b>Existing stakeholder databases/lists</b>	Depending on the target audience of your consultation we may have a list of contacts for groups or organisations that may be able to help us promote your consultation to the people you would like to hear from.	At least a week
<b>Intranet/News Round Up</b>	We are able to advertise your consultation to staff through the intranet and the News Round Up.	Intranet: none News Round Up: at least a week
<b>Schools</b>	We are able to include leaflets in children's book bags, as well as promotion through school emails if your target audience is parents or young people.	A few weeks
<b>Economic Development Ebiz Newsletter</b>	If you are targeting businesses we are able to include a piece in the ebiz newsletter which is sent to local businesses usually once every 2 months.	Around one week
<b>Parish Councils</b>	We have 68 parish councils who are happy to help promote consultations that affect their area. Promotional materials can be distributed to them as well as requests to be included in any parish newsletters they distribute themselves. Cost will depend whether you require an advert or editorial content.	Distribution: a few days Newsletters: varies
<b>Empty shop premises</b>	Vacant retail premises can be used for a pop up consultation event or information session. The empty shop can be set up with promotional materials and have officers available to answer questions and allow people to give their views.	Dependent on availability of premises but a few months should be allowed



# External Advertising

- Observer
- Chichester Post
- Spirit FM
- Heart FM
- Wave 105 FM
- City Centre banner (City Council)
- AA/RAC signage
- Bus advertising
- Royal Mail leaflet drop
- Till receipt advertising
- Primary Times
- Visit Chichester website and communication channels
- Chichester BID (Business Improvement District) communication channels and events
- Chichester College
- University of Chichester
- Petrol pump advertising

There are many more ways to make your consultation engaging so it is worth thinking outside the box to get as many people as possible involved in your consultation.

Here are a few other examples of creative consultation:

- **Walking tour of the consultation area**, allowing people to give their opinions along the way.
- **'Have Your Say' trolley** – a shopping trolley or cart is pushed around the area, encouraging people to fill in comment cards and put them in the trolley.
- **Jars and counters for consulting with children** – each jar is labelled with a multiple choice answer to a question and each child is given a counter to put in the jar of their choice.
- **Entry to a prize draw** is a simple way of encouraging people to respond to a consultation.
- **Drawing or writing competitions** to get the views of children.
- **Pop up beach with sand, deck chairs, beach balls etc.** people are more willing to answer questions if they are enjoying an event.





# Appendix 4 – Raising the profile of consultations and increasing participation



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