

**CORPORATE AND ENVIRONMENTAL
OVERVIEW AND SCRUTINY COMMITTEE**

HELD: Thursday, 2 March 2017

Start: 7.30pm
Finish: 10.30pm

PRESENT:

Councillor: N Hennessy (Chairman) D West (Vice Chairman)

Councillors: M Barron T Blane
C Cooper P Cotterill
S Currie G Hodson
D Evans J Kay
D McKay R Melling
M Nixon A Yates
S Bailey

In attendance J Hodson (Portfolio Planning)
Councillors: T Devine

Officers: Director of Leisure and Wellbeing (Mr D Tilleray)
Deputy Director of Street Scene (Mr P Samosa)
Environmental Protection and Community Safety Manager
(Mr A Hill)
Economic Regeneration Manager (Ms P Huber)
Performance and Partnership Officer (Ms A Grimes)
Assistant Solicitor (Mr N Astles)
Principal Overview and Scrutiny Officer (Ms C A Jackson)

Also in attendance: Mrs L Mangan (Tenant Representative)
Ms H Scully (Tenant Representative)
Mr G Raphael (Finance Director, Heather Lancashire and South
Cumbria)
Mr P Sandman (Head of Visitor Economy, Liverpool City Region
Liverpool Enterprise Partnership)

48 APOLOGIES

There were no apologies for absence.

49 MEMBERSHIP OF THE COMMITTEE

In accordance with Council Procedure Rule 4, Members noted the termination of membership of Councillors Greenall and Pryce-Roberts and the appointment of Councillors Ms Melling and Cooper respectively, for this meeting only, thereby giving effects to the wishes of the political groups.

50 URGENT BUSINESS, IF ANY, INTRODUCED BY THE CHAIRMAN

There were no items of urgent business.

(Note: The Chairman varied the order the items were considered so that item 10 Improved Planting was dealt with following item 7 Public Speaking. The minutes

follow the order as set down in the agenda.)

51 DECLARATIONS OF INTEREST

Councillor Cotterill, during consideration of Item 15 'Crime and Disorder', declared a non-pecuniary interest as a Governor of Lathom High School in relation to lines in the presentation and discussion of the work being undertaken with schools.

52 DECLARATIONS OF A PARTY WHIP

There were no declarations of a Party Whip.

53 MINUTES

RESOLVED: That the Minutes of the Corporate and Environmental Overview and Scrutiny Committee meeting held on 2 March 2017 be received as a correct record and signed by the Chairman.

54 PUBLIC SPEAKING

Representations were received from a resident in relation to the following item:-

Agenda item 10 – Improved Planting.

55 WORK PROGRAMME

The following items were considered.

**56 LANCASHIRE AND SOUTH CUMBRIA SUSTAINABILITY AND
TRANSFORMATION PLANS (STPS)**

This item had been added to the Committee's work programme following agreement at the last meeting.

Mr Gary Raphael, Finance Director, Lancashire and South Cumbria Change Programme (Healthier Lancashire) (L&SC) attended the meeting and consideration was given to his presentation on the STPs that was supported by a series of slides as contained on pages 473 to 488 of the Book of Reports.

In his presentation the Finance Director (L&SC) provided information on 'delivering the change across Lancashire and South Cumbria concentrating on the major gap, Finance and Efficiency.

The financial approaches, to include areas of extra spending to 2021 and where that extra spending would be used were explained. This included an explanation of the short term action required and mitigation through new models of care.

The presentation concluded with a summary of the L&SC plans to:

- hit their nationally set financial controls totals each year
- break even by 2020/21
- keep acute income flat for two years and reduce in last two years (by £16m and £32m)
- spend 21% more on primary, community, mental health and continuing healthcare over the next four years (to enable demand for acute services to be flattened)
- deliver substantial provider savings (£176m)
- mitigate social care shortfalls (national announcement awaited)

In discussion comments and questions were raised in respect of the following:

- Annual Figures (aggregated provider deficit before £44m STF)
- Indicative extra spending required to stop the growth in acute activity (extra spending – dip in figures after 2018/19)
- Commissioning doctors for local practices
- Rural areas – approaches to health support
- Budget restraints – impact on services, staff shortages, retention and recruitment
- Availability of “appendices” as referenced (Finance & Estate Workbooks)
- Efficiency approaches (procurement) – rationale to disposal/recycling equipment (crutches; zimmer frames); liaison with manufacturers/ /chemists (drugs & consumables dispensation quantities); stock-control (consistency of approach)
- Savings and efficiencies – utilising digital technology
- Efficiency approaches (services) - clinicians working across services; treatment / links outside West Lancashire; tackling bureaucracy
- Approaches to “sharing of costs” – distribution of funds
- West Lancs LDP – West Lancs CCG Contract / Virgin Health Care

The Finance Director L&SC answered questions and provided clarification on the points raised. He indicated that information referred to, when published, would be made available on-line.

The Chairman, on behalf of the Committee, thanked the Finance Director, L&SC (Healthier Lancashire) for his attendance and contribution to the item.

RESOLVED: As a consequence of the discussion on this item it was recommended:

- (1) That a request be made for a representative of the Cheshire & Merseyside STP to attend a future meeting of the Committee, to talk about the shortfall of £8million (identified in the L&SC STP) which does not reflect the actual deficit within West Lancashire because of boundary issues.
- (2) That the Finance Director, L&SC, be requested to provide a further (all Member) briefing / update as more information on the STPs becomes available.

- (3) That the provision of additional information referred to by the Finance Director, L&SC and presentation be noted.

57 IMPROVED PLANTING

This 'one-off' topic was included as part of the Committee's Work Programme 2016/17.

The Committee heard from the Deputy Director of Street Scene who in his presentation provided information in relation to the maintenance of shrub beds on Council owned land. This includes land predominantly in the Skelmersdale area, around Council owned housing and around the industrial estates. He went on to explain that there are significant areas of land owned by Lancashire County Council which is the responsibility of that Council. These include land adjacent to highways and shrub beds around subways.

The maintenance undertaken by Street Scene during the shrub cutting season was also referred to. It was explained that although Street Scene prune shrubs and remove weeds, diseased plants and litter, they have no responsibility for the restocking of the plants.

The Deputy Director of Street Scene, concluded that if other funding became available, Street Scene Officers could provide advice in respect of planting and maintenance.

In discussion comments and questions were raised in respect of the following:

- Opportunities to access funding streams – availability of grants (Natural England; Woodland Trust); support from local businesses; requests to local nurseries.
- Community involvement – role of volunteers; participation in 'event days.'
- Land ownership responsibilities – working in collaboration with the County Council.

The member of the public who had submitted the topic idea and had made representations thanked the Committee for including the topic and for the comments and advice.

The Chairman thanked the speaker and her colleague for raising the matter.

RESOLVED: A. That the presentation and closer collaboration between the Borough Council and Lancashire County Council in relation to the maintenance and plant management of Council land, be noted.

58 WEST LANCASHIRE TOURISM - THE VISITOR ECONOMY REVIEW

Consideration was given to the following three items.

59 LIVERPOOL CITY REGION - VISITOR ECONOMY DEVELOPMENT

Consideration was given to the presentation by Peter Sandman, Head of Visitor Economy, Liverpool City Region Visitor Economy which was supported by a series of slides as contained on pages 489 to 526 of the Book of Reports.

The presentation opened with an explanation of the Role of the Local Enterprise Partnership (LEP), a destination management organisation for the Liverpool City Region (LCR) and its stakeholders.

Mr Sandman then went on to explain the destination management of Visit Liverpool, its membership; the role of the LCR Visitor Economy Board and the composition of its Visitor Economy Networks to promote the International Brand of Liverpool.

Information presented included the value of the Visitor Economy to the Liverpool Region, the importance of tourism and the infrastructure. Reference was made to the Visitor Economy Strategy and Destination Management Plan to 2025 and its targets.

The Head of Visitor Economy referred to how Liverpool, since being the Capital of Culture in 2008 had seen an increase in its visitor numbers, both in the day and staying visitors and went on to explain the model in terms of visitor spread to attract and disperse visitors across the City and geographically. The importance of an area to play to its strengths, position and packaging a town and area, to attract visitors was highlighted. This could include accessing and assessing: demographics; customer needs; inbound visitors and inbound motivations to visit.

Members considered the opportunities for West Lancashire. These included:

- Identifying and investing in its key assets – Ormskirk Town Centre; closeness to WWW Martin Mere; Leeds & Liverpool Canal; Rufford Old Hall; strength of the West Lancashire's rural recreation offer (walking; cycling; barging).
- Customer focus – Packaging and Itineraries
- Visibility – thematic marketing,
- Ease of access – transport connectivity; journey planning
- Welcoming Visitors – value of place / location
- Value of Tourism for West Lancashire – Intelligence & Research

Potential areas for engagement outside the Borough and joint promotion of the visitor economy included:

- Southport – growth as a visitor destination; marketing opportunities
- Thematic links – Heritage, Wildlife, Local Produce
- Funding opportunities – Discover England Fund – focused on international visitors to Northern Coastal Resorts.
- Cruise Liner Terminal – investment opportunity for excursions.

In discussion comments and questions were raised in respect of the following:

- John Lennon Airport – its importance to Liverpool and connection to the wider region.
- LCR Single Investment Fund – investment in business tourism with a specific focus on Southport - widening scope into West Lancashire.
- Liverpool Enterprise Partnership – packages / proposition promotions / opportunities for joint working.
- Value of technology – digital applications to access / promote West Lancashire
- Visitor Dispersement – District representation (Visitor Economy Board)

Mr Sandman contributed to the discussion and provided clarification on the points raised in relation to his presentation.

As a consequence of the discussion and presentation it was concluded:

- (1) Officers should continue to engage with the Liverpool Enterprise Partnership to build on links with West Lancashire.
- (2) Draw on the experiences of Visit Southport and Visit Liverpool to provide something similar for West Lancashire.
- (3) Explore how West Lancashire tourism can tie-in with the City of Liverpool.

RESOLVED: The Head of Visitor Economy, Liverpool City Region, Local Enterprise Partnership be thanked for his attendance and presentation and contribution to the Committee's review ' West Lancashire Tourism – The Visitor Economy' .

60 THE VISITOR ECONOMY IN WEST LANCASHIRE - AN UPDATE

The Economic Regeneration Manager provided an update in relation to the visitor economy and provided information in relation visitor use of the canal network and access to the Borough of coach parties.

Canals

The canals are accessed and used for many reasons, including leisurely walks, dog walking, fishing, canoeing, boating and nature walks.

There are around 40 pubs, cafes and accommodation on or close to the Liverpool and Leeds canal running through West Lancashire.

The Borough has three large marinas

- Fettle's Wharf, Scarisbrick
- Fettle's Wharf, Rufford
- St Mary's Marina, Rufford

All of the marinas offer a large number of moorings and offer additional facilities for those boaters that are passing through. They each have a café that are very popular with visitors and provide a stop-off for cyclists.

Burscough Wharf is an important visitor destination alongside the canal. Council-owned Burscough Stables is home to a number of businesses that support the boating community and is a focus point for canal boat users, including acting as a regular mooring for a mobile fuel barge. There are pro-active businesses in the Burscough Stables who are actively working with the Canals and Rivers Trust to develop projects around the Canal at Burscough.

The Wharf is host to the Annual Burscough Heritage Weekend.

Coach Parties

As a visitor destination Ormskirk is advertised in coach travel magazines and a number of coach companies come into Ormskirk.

As part of the Ormskirk Town Strategy more research will be undertaken into coach travel to increase knowledge and better target visitor groups.

Reference was also made to the Visitor Lancashire Magazine 2017 that is being widely circulated that features 24 hours in and Around Ormskirk. The article includes references to many of the tourist attractions in the Borough including Burscough Wharf, WWT Martin Mere, National Trust Rufford Old Hall as well as Ormskirk.

RESOLVED: That the update be noted.

61 PROJECT PLAN

The Project Plan as set down at pages 463 to 467 of the Book of Reports was reviewed.

The next steps of the review were noted to include, subject to confirmation, a presentation from a representative from WWT Martin Mere as set down in the Project Plan.

RESOLVED: That the Project Plan be noted.

62 CRIME AND DISORDER SCRUTINY

A presentation was received from the Environmental Protection and Community Safety Manager on behalf of the West Lancashire Community Safety Partnership (CSP). The presentation was supported by a series of slides as contained on pages 505 to 527 of the Book of Reports.

In his presentation, the Environmental Protection and Community Safety Manager gave an overview of the CSP structure; its funding streams and Projects undertaken

in 2016/17; the multi-agency approach to managing key local priorities and the close association with the Office of the Police and Crime Commissioner.

Mr Hill provided insight into an instance of domestic homicide that had been reviewed, the processes employed, the lessons learned from the incident and the recommendations that came out of that review. As a result WLCSP commissioned FPS in West Lancashire to deliver a CSE awareness and prevention programme on Healthy Relationships.

Members were informed that the work undertaken by FPS in West Lancashire is to be showcased at a National CSE Conference in March 2017. The group have also been nominated, by WLCSP for an Unsung Hero Award which it is hoped will receive some national recognition for the excellent work commissioned by WLCSP on this theme.

Members were advised of the details of the “Make the Call – Don’t be a Bystander” Domestic Violence campaign which the Council co-ordinated, which approximately 400,000 people were made aware via social media. As a result of these two pieces of work, the WLCSP had completed the two recommendations given to it in the Domestic Homicide Review, from a neighbouring authority.

During discussion comments and questions were raised in respect of:

- Community Paramedic Skelmersdale & West Lancashire North West Ambulance Services – link to WLCSP.
- SRE – work being undertaken in Schools
- Healthy pupils’ capital programme - WLCSP involvement.
- CSE Campaign – methods of approach; lifting stigma
- Social media – Council usage; collaborative approach; effective use.

The Environmental Protection and Community Safety Manager responded to questions and provided clarification on issues raised. In response to a query regarding available data as a result of the social media campaign referred to, this was still being evaluated.

In response to the query regarding collaborative working effectively across Directorates to ensure social media activities are targeted and outcomes are measured, the Director of Leisure and Wellbeing assured Members that the Consultation and Communications Manager worked with Officers across the Council and reported through established mechanisms to Heads of Service.

On behalf of the Committee, the Chairman thanked the Council’s Environmental Protection and Community Safety Manager for the presentation.

RESOLVED: As a consequence of the discussion on this item, the following comments be noted:

- (1) That the Community Action Days should continue.

- (2) That Officers continue to work across departments to ensure social media activities are targeted and outcomes measured.

63 QUARTERLY PERFORMANCE INDICATORS (Q2 & Q3)

Consideration was given to the report of the Deputy Director of Housing and Inclusion & Borough Transformation Manager, which detailed performance monitoring data for the quarter ended 30 September 2016 (Q2) and the quarter ended 31 December 2016 (Q3). Additional outturn information in respect of Q3, was also made available.

In discussion comments and questions were raised in respect of:

- Performance managed through the LCC/BTLS Contract – provision of performance plans / breakdown of communications faults.

In response to a query relating to future access by all Members to papers at meetings electronically on tablets, the Director of Leisure and Wellbeing made an undertaking to raise this with the Deputy Director of Housing and Inclusion & Borough Transformation Manager. An update would be circulated to all Members.

RESOLVED: That the Council's performance against the indicator set for the quarter ended 30 September and 31 December 2016 be noted.

64 A MARKET TOWN STRATEGY FOR ORMSKIRK REVIEW

Consideration was given to the report of the Director of Leisure and Wellbeing that gave details on progress since the review entitled 'A Market Town Strategy for Ormskirk – Progress on Recommendations' concluded in March 2016 as contained on pages 531 to 542 of the Book of Reports.

The response from the Cabinet Member for Highways and Transport, Lancashire County Council and Officer comments, was circulated at the meeting.

The Chairman referred to the visit to LCC Scrutiny Committee on 10 February 2017 and the positive response to the report they had considered.

RESOLVED: That progress on actions undertaken since the completion of the review 'A Market Town Strategy for Ormskirk' be noted.

65 WORK PROGRAMME - PROGRESS REPORT

Consideration was given to the report of the Borough Solicitor as contained on pages 459 to 462 of the Book of Reports. The report provided an update of the current position of the Work Programme for the Corporate and Environmental Overview and Scrutiny Committee and the way forward for 2017/18.

RESOLVED: A. That, progress against the Work Programme of the Committee for

2016/17 be noted.

- B. That, the work in relation to the in-depth review 'West Lancashire Tourism – The Visitor Economy' be concluded and arrangements be put in place for the draft final report and recommendations to be brought forward for consideration by the Committee at the first meeting for 2017/18.
- C. That the Work Programme 2017/18 for the Corporate and Environmental Overview and Scrutiny Committee be considered at the first meeting of the Committee 2017/18.

66 MEMBERS ITEMS/COUNCILLOR CALL FOR ACTION (CCFA)

There were no items under this heading.

67 ITEMS FROM THE MEMBERS UPDATE

There were no items under this heading.

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Chairman