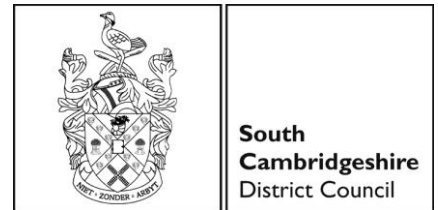


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21 September 2016

To: Councillor Mark Howell, Portfolio Holder

David Bard
Anna Bradnam
Janet Lockwood

Scrutiny and Overview Committee
Opposition Spokesman
Opposition Spokesman

Dear Sir / Madam

You are invited to attend the next meeting of **ENVIRONMENTAL SERVICES PORTFOLIO HOLDER'S MEETING**, which will be held in **SWANSLEY ROOM A AND B - GROUND FLOOR** at South Cambridgeshire Hall on **THURSDAY, 29 SEPTEMBER 2016** at **5.00 p.m.**

Yours faithfully
JEAN HUNTER
Chief Executive

Requests for a large print agenda must be received at least 48 hours before the meeting.

AGENDA		PAGES
PROCEDURAL ITEMS		
1.	Declarations of Interest	
2.	Minutes of Previous Meeting The Portfolio Holder is asked to sign the minutes of the meeting held on 28 January 2016 as a correct record.	1 - 4
DECISION ITEMS		
3.	Food Safety Service Plan 2016-17	5 - 24
4.	Park Life: Review of 2016 and Options for Future Events	25 - 30
5.	Outline Communications & Engagement Strategy Bayer Cropsience Site Hauxton - Waste Water Treatment Works	31 - 36
STANDING ITEMS		
6.	Forward Plan The Portfolio Holder is invited to maintain a Forward Plan identifying all matters relevant to the Portfolio which are likely to be considered in the current municipal year.	
7.	Date of Next Meeting Members are asked to bring their diaries.	

OUR LONG-TERM VISION

South Cambridgeshire will continue to be the best place to live, work and study in the country. Our district will demonstrate impressive and sustainable economic growth. Our residents will have a superb quality of life in an exceptionally beautiful, rural and green environment.

OUR VALUES

We will demonstrate our corporate values in all our actions. These are:

- Working Together
- Integrity
- Dynamism
- Innovation

GUIDANCE NOTES FOR VISITORS TO SOUTH CAMBRIDGESHIRE HALL

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If a member of the public interrupts proceedings at a meeting, the Chairman will warn the person concerned. If they continue to interrupt, the Chairman will order their removal from the meeting room. If there is a general disturbance in any part of the meeting room open to the public, the Chairman may call for that part to be cleared. The meeting will be suspended until order has been restored.

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Agenda Item 2

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

Minutes of the Environmental Services Portfolio Holder's Meeting held on
Thursday, 28 January 2016 at 11.00 a.m.

Portfolio Holder: Mick Martin

Councillors in attendance:

Scrutiny and Overview Committee monitors: David Bard

Opposition spokesmen: Anna Bradnam and Janet Lockwood

Also in attendance: Kevin Cuffley and Bunty Waters

Officers:

Patrick Adams	Senior Democratic Services Officer
Gemma Barron	Sustainable Communities & Partnerships Manager
Myles Bebbington	Head of Service - Environmental Services & Licensing
Mike Hill	Health and Environmental Services Director
Siobhan Mellon	Parish Energy Project Officer

1. DECLARATIONS OF INTEREST

None.

2. MINUTES OF PREVIOUS MEETING

The minutes of the meeting held on 23 July 2015 were agreed as a correct record and the following matters arose.

Dog wardens

The Head of Service, Environmental Health and Licensing explained that whilst the Council had officers who dealt with stray dogs and dog fouling it did not have the resources to employ a full time dog warden. Approximately 20 fixed penalty notices for dog fouling were issued last year, but the Council required accurate information in order to investigate. It was suggested that prosecutions should be included in parish newsletters.

It was noted that it was possible to identify dog mess using DNA, but the cost of this was approximately £250-300, which was more than the fixed penalty notice of £50.

Traffic wardens

The Environmental Services Portfolio Holder explained that the Council did not have the resources to provide an additional service for all 106 villages and this authority was not responsible for providing traffic wardens.

Cambridgeshire Constabulary had responded in the following ways to suggestions raised by parishes with regard to illegal parking:

- Volunteers photographing illegal parking was rejected as it could not prove if a car was parked, or just stopped or moving slowly.
- The placing of notices on parked vehicles was not supported as it could provoke confrontations or lead to allegations of criminal damage being made against volunteers.
- The employment of a traffic warden specifically for parishes was rejected on

grounds of cost.

However, the Constabulary supported the employment of Police Community Support Officers (PCSO) by parish councils to specifically deal with parking complaints. A PCSO could be deployed for 42 hours at a cost of £1,000. It was suggested that smaller parishes could join together to take advantage of this suggestion. Further details were available from Inspector Isley: Richard.Isley@cambs.pnn.police.uk

Lorries parked overnight

Concerns were raised about littering and waste from lorries parked overnight in the District. Councillor Mick Martin explained that it was unlikely that all drivers would use a designated overnight parking area for lorries if there was a charge and it was not the Council's responsibility to provide a subsidised service for private companies. The Head of Service, Environmental Health and Licensing agreed to look at tackling littering or any anti-social behaviour from HGV drivers parked overnight in the District.

New Head of Shared Waste Services

The Director of Health and Environmental Services announced that Paul Vanston would be starting work as the new Single Shared Waste Service Head of Waste Resources on 15 February 2016. Paul had been ranked number 12 in the UK Resources Hot 100 in the waste industry. He was the highest ranked public sector employee.

Reducing advertising costs

The meeting congratulated staff on using social media to recruit two new drivers at a cost to the authority of only £26.

3. HEALTH AND ENVIRONMENTAL SERVICES DRAFT DIRECTORATE PRIORITIES 2016-21

The Director of Health and Environmental Services introduced this item by inviting comments from the Portfolio Holder and councillors present on the suggested high-level priorities for 2016-17 detailed in the report.

Paragraph 13 was amended to read "... at a meeting attended by the Portfolio Holder in December 2015, prioritised improved access-to-services, improving mental health".

It was noted that full Council would be asked to agree to include these priorities in the authority's Corporate Plan.

The Environmental Services Portfolio Holder

AGREED the emerging priorities for his Portfolio to be developed and delivered in the Health and Environmental Services Directorate Plan for 2016-17, subject to Council agreeing priorities for the SCDC Corporate Plan.

4. ACTIVE & HEALTHY 4 LIFE (EXERCISE REFERRAL) SCHEME

The Development Officer introduced this report which updated the Portfolio Holder on the Council's Active & Healthy 4 Life exercise referral scheme. The scheme covered 10 sports centres and 20 GP surgeries.

Councillor Mick Martin explained that following a discussion with Councillor Bridget Smith he had decided to review the scheme in Gamlingay to ascertain whether there was a realistic likelihood of increased benefit to the local community in the future.

It appeared that the numbers accessing the scheme were in decline. This could partly be

attributed to the fact that GPs had been referring patients for obesity and it had since be clarified that the scheme was not appropriate for obese patients.

The Environmental Services Portfolio Holder

ENDORSED the withdrawal of the scheme at Girton centre (Prime Time) with effect from 01 April 2016.

AGREED the interval between progress reports on the scheme be extended from six to twelve months.

5. PROPOSED FEES AND CHARGES FOR HEALTH AND ENVIRONMENTAL SERVICES 2016/17

The Environmental Services Portfolio Holder introduced this report on the proposed fees and charges for Health and Environmental Services for 2016/17 by explaining that the Council could not alter the statutory charges and he was satisfied with the proposed figures for the discretionary charges. It was noted that the figure for the full penalty for "Section 55 offences – dog related offences" should be £75 and not £50 as written in Appendix 1 to the report.

The Environmental Services Portfolio Holder

AGREED to confirm the proposed fees and charges set out in Appendix 1 of the report, with amendment of the figure of £50 to £75 for the full penalty for "Section 55 offences – dog related offences" for 2016/17.

6. FORWARD PLAN

The Environmental Services Portfolio Holder announced that he would keep the Forward Plan under review, but there were no pressing issues requiring a decision in the near future.

7. DATE OF NEXT MEETING

Any future meetings would be held if there was sufficient business.

The Meeting ended at 12.05 p.m.

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Agenda Item 3



South
Cambridgeshire
District Council

Report To: Environmental Services Portfolio Holder
Lead Officer: Mike Hill

29 September 2016

Food Safety Service Plan 2016/17

Purpose

1. To seek Environmental Services Portfolio Holder's approval of the Environmental Health & Licensing Service Food Safety Plan for 2016/17.
2. This is not key decision

Recommendations

3. It is recommended that the Environmental Services Portfolio Holder approve the Environmental Health & Licensing Service Food Safety Plan 2016/17, attached to this report.

Reasons for Recommendations

4. The national Framework Agreement on Official Feed and Food Controls by Local Authorities requires that a Food Safety Plan to be produced each year by South Cambridgeshire District Council as the local "Food Authority". The Framework Agreement recommends that the Food Plan is approved at the relevant level within the Council; hence the recommendation to the Portfolio Holder endorses the Plan on behalf of the Council.
5. The Food Safety Service Plan demonstrates the continued commitment of SCDC Environmental Health & Licensing to supporting local food businesses to maintain high levels of food safety and so deliver high consumer confidence and success for their businesses.

Background

6. The national Framework Agreement on Official Feed and Food Controls by Local Authorities sets out what the Foods Standards Agency (FSA) expects from Local Authorities in their delivery of official controls on feed and food law. It requires that a Food Safety Plan to be produced each year by South Cambridgeshire District Council as the local "Food Authority". The attached food plan complies with the requirements of this Framework Agreement.
7. The FSA are very aware of the financial pressures within local government and their Food Law Code of Practice (England) allows the Service to replace some inspections with simpler less resource intensive interventions. Therefore where appropriate the service carries out business compliance assessments, partial inspections, interventions etc rather than full inspections. This allows highly qualified Environmental Health Officers who specialise in Food Hygiene to focus their energies on the premises posing the greatest risk to public health.

8. 95% of inspections planned were carried out and of these 93% of premises were judged to be broadly compliant with food safety legislation. Where contraventions were found officers worked with the business to achieve compliance and only in a few premises needed to resort to enforcement action.

Options

9. The Portfolio Holder can accept, reject or amend the proposed plan. However, failure to adopt the plan would leave the Council open to criticism by the Food Standards Agency if they choose to conduct any future audit.

Implications

10. In the writing of this report, taking into account financial, legal, staffing, risk management, equality and diversity, climate change, community safety and any other key issues, the following implications have been considered: -

There are no significant implications

Financial

11. The service will continue to operate within the existing budget and will seek to develop Primary Authority Partners to recover costs.

Staffing

12. The service can be delivered with current staffing levels.

Risk Management

13. Failure to adhere to the Food service Plan could result in adverse media comment. In extreme circumstances the FSA may take over SCDC's food law enforcement duties and charge the Local Authority for the work.

Effect on Strategic Aims

Aim 1 – Living Well

14. The service plan supports business to deliver safe food by an intelligence led, risk based approach to regulation.

Background Papers

Where [the Local Authorities \(Executive Arrangements\) \(Meetings and Access to Information\) \(England\) Regulations 2012](#) require documents to be open to inspection by members of the public, they must be available for inspection: -

- (a) at all reasonable hours at the offices of South Cambridgeshire District Council;
- (b) on the Council's website; and
- (c) in the case of documents to be available for inspection pursuant to regulation 15, on payment of a reasonable fee required by the Council by the person seeking to inspect the documents at the offices of South Cambridgeshire District Council.

National Framework Agreement on Official Feed and Food Controls by Local Authorities
Food Safety Service Plan 2016/17

Report Author: Susan Walford – Ops Manager Environmental Health & Licensing
Telephone: (01954) 713124



South Cambridgeshire District Council Environmental Health & Licensing Service

Food Safety Service Plan 2016/17

**This Plan links to the Corporate Aims and Approaches
and Service Objectives, which are detailed in the
Health & Environmental Services Plan**

Head of Environmental Health & Licensing: Mr Myles Bebbington
Portfolio Holder/s: Cllr. Mark Howell
Approved:



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Introduction

South Cambridgeshire food businesses are amongst the best in the country. The high levels of food hygiene and safety and commitment to maintaining standards by local businesses contributes to the high standards of health for people and communities of our District. This Service Plan sets out how South Cambridgeshire District Council (SCDC) will work with local food businesses over the next year to maintain these high levels of compliance and public confidence. Standards of hygiene in food premises is a local and national priority because of the potential high impact of ill health caused by unsafe food and the high cost of treatment and care to the economy.

This Service Plan sets out the food safety and hygiene law enforcement activities to be delivered by SCDC under the Food Safety Act 1990 and associated EU Directives. We work closely with Cambridgeshire County Council Trading Standards Service who are responsible for food standards and descriptions, and controls on animal feedstuffs and are also beginning to explore opportunities of working closer with neighbouring authorities to develop resilience and pool expertise where necessary.

This Service Plan is a comprehensive document covering the entire food hygiene enforcement function set out in accordance with the requirements contained in the Framework Agreement on Local Authority Food Law Enforcement, published by the Food Standards Agency and is in compliant with the requirements of the Food Law Code of Practice 2015.

All businesses are treated in an equal manner in line with this Council's guidance, policies and procedures. In all our activities, account is taken of the ability of proprietors to understand written and spoken English. Where appropriate, we provide written and verbal translations. Contraventions and recommendations are always phrased in a clear manner.

Background

1.0 Profile of the Authority

The area served by SCDC is approximately 350 square miles, much of which is farmland given to primary production of food, mainly cereals and vegetables. Villages range from small rural settlements to larger and new village settlements such as Bar Hill and Cambourne. There are no towns within the district, the largest village currently having a population of approx 9,500.

A growing economy and new housing has led to the population expanding to approximately 152,000. New settlements will take the population to an estimated 188,000 by 2031. Building is underway at Northstowe and it is currently estimated that when completed, its population will be about 15,000. A revised Local Plan is currently the subject of independent examination by the Secretary of State for Communities and Local Government via the Planning Inspectorate, the plan includes options for the further expansion of Cambourne and new developments at Bourn Airfield, Waterbeach and the Cambridge city fringes.

With this projected growth it is anticipated that there will be a steady increase in the number of food businesses in the District . This increase has already started, with the SCDC Environmental Health & Licensing Service (EH&L) receiving an average of 18 requests for advice from prospective or new food businesses each month.

Service Overview

2.1 The service aims, approaches and actions are included in the overarching Health and Environmental Services Plan 2016-21.

2.2 Profile of the Service

The Environmental Health and Licensing Service reports into the Health & Environment Services directorate led by Mike Hill who in turn reports directly to the Chief Executive Jean Hunter. The team contributes to the corporate objective of living well, supporting our communities to remain in good health by ensuring that risks to human health from food are properly controlled via education, advice and enforcement. It is the aim of the Service to ensure that food produced, prepared or sold in South Cambridgeshire is fit for human consumption and without risks to health.

2.3 The key tasks to deliver these objectives are:

- To maintain a register of premises where the service enforces food safety legislation.
- To take the most appropriate action to ensure safe food, by inspection of food premises, dissemination of advice, informal correspondence, improvement and prohibition notices, formal cautions and instigation of legal proceedings.
- To educate proprietors of food businesses in food safety matters and their legal responsibilities in relation to their business by the provision of advice, information and training courses.
- To advise on the design of relevant food business premises prior to and during alterations and construction.

- To seek feedback from food businesses on the service provided via our business customer surveys .
- To promote and administer the Food Hygiene Rating System (FHRS).

2.4 Service Delivery

The team are located at the Council offices situated at South Cambridgeshire Hall, Cambourne Business Park, Cambourne and can be contacted via the Contact Centre. The service is delivered proactively through programmed inspections and reactively by responding to complaints, intelligence or requests received by the Service. Service delivery can take place at any food business or at people's homes or place of work.

Businesses which trade out of hours, at weekends or during evenings only are inspected accordingly. In the event of a food poisoning outbreak, urgent food hazard and emergent food related issues the Emergency Planning procedure would be invoked to coordinate an appropriate response.

3.0 National and Local Drivers which shape the service

National Regulators' code

3.1 The code was laid before Parliament in accordance with Section 23 of the legislative and Regulatory Reform Act 2007. South Cambridgeshire District Council acknowledges that it performs functions specified under section 24(2) of the order and has developed an enforcement and inspection policy that has regard to the Code. We therefore aim to:-

- Carry out our regulatory activities in a way that supports business compliance and growth.
- Provide business with simple and straight forward ways to engage with ourselves and to listen to their views
- Base our regulatory activities on risk
- Share information relating to compliance and risk with other regulators
- Ensure that information, guidance and advice is available to those we regulate in order for them to meet their responsibilities of compliance.
- Operate in an open, graduated, proportionate and transparent manner

3.2 Home Authority Principle and Primary Authority Scheme:

The Authority endorses and supports the Home Authority Principle as promoted by Regulatory Delivery (formerly Better Regulation Delivery Office). Officers give advice to companies and other food authorities on either a 'Home Authority' or 'Originating Authority' basis. The Service will liaise with the Home and or Originating Authority of a company whose premises have been inspected to pass information and if necessary, take enforcement action. The EH&L Service currently has no Home Authority arrangement but is an Originating Authority for two manufacturers and as such receives requests for information and advice from other Local Authorities investigating complaints or wishing to find out details of processes and refer food complaints for investigation and comment.

3.3 Regulatory Delivery also oversee the 'Primary Authority' scheme which allows businesses to form a statutory partnership with one local authority or fire and rescue authority, which then provides robust and reliable advice for other regulators to take into account when carrying out inspections or addressing non-compliance. A Primary Authority agreement provides a much higher level of advice (assured advice) and support to businesses and liaises on their behalf with other Local Authorities on any policy and enforcement issues.

At present SCDC is working with partners in CCC Trading Standards and Cambridgeshire Fire and Rescue Service and has secured partnerships with Aldi, John West and Muffin Break (Food Co).

Local Drivers

3.4 Corporate Plan and Health and Environmental Services Programme 2016-21

Strategic priorities support strong compliant businesses to thrive. New commercial ventures are supported and regulation is in accordance with the corporate Enforcement and Inspection Policy to provide a graduated approach to achieving a level playing field for all businesses.

3.5 Liaison with Other Organisations

The established County Officer Food Liaison Group collaborates well. Departmental procedures are shared Countywide to promote consistency and ensure that any “national” changes are reported and acted upon accordingly. The Public Protection Steering Group (previously known as the Chief Environmental Health Officers Group) functions at a strategic and management level. It approves the work of the Food Liaison Group and monitors its activities.

Liaison with the Food Standards Agency, Care Quality Commission, Public Health England, and CCC Trading Standards exists through the County Food Liaison Group and ensures regular updates of food premises registration information is provided to our Trading Standards and Health and Safety Executive colleagues.

Other partnerships with a food safety agenda include:

- The Cambridgeshire Health & Wellbeing Board and South Cambridgeshire Local Health Partnership.
- Both the Cambridgeshire Obesity Group and the South Cambridgeshire and Cambridge City Locality Obesity Group.
- The Cambridgeshire Food and Health Group.

Close liaison exists with SCDC colleagues in Building Control, Planning and Business Rates with regard to food businesses

Quality Drivers

3.6 Performance Measures

The role of EH&L Officers when undertaking food duties is to provide advice to businesses to get it right, and to identify and remedy matters that might pose a risk to food safety. The EH&L Service has identified its key performance measure as the percentage of major non-compliant businesses brought to compliance. Additionally, the Service monitors intelligence received from partners and members of the public, as well as key management information, including:

- The percentage of food safety inspections carried out for high risk premises and the percentage of other risk food businesses carried out including alternative intervention strategies.
- The percentage of complaints and requests for service, which are responded to within 3 working days.
- Monthly 1:2:1 meetings with officers to monitor workload, and assess quality of inspection records

- Regular team meetings to ensure cross team consistency in respect of inspections & enforcement

3.7 Access to Quality Services

South Cambridgeshire has introduced a set of service standards that aim to put customers first, deliver outstanding services and provide easy access to services and information. They place the customer at the centre of its service delivery and the EH&L Service shares these standards.

The SCDC Contact Centre acts as a first point of contact for food safety enquiries. Staff are trained to answer basic questions on food and hygiene issues. The service is available 8.00 am to 5.30 pm, Monday to Friday.

Customer feedback is encouraged and welcomed. The EH&L Service carries out a Business Satisfaction Survey, the results of which are considered and acted upon to improve customer service, results for the period 2015/16 indicate that 90% of business customers were satisfied with the service provided, this is an increase of 4% on the previous year.

3.8 Quality Assessment

Regular team meetings and 1:2:1's of the specialist food officers take place to share learning and information and internal quality monitoring is undertaken in accordance with:

- The Internal Procedure Monitoring Note.
- Food Premises Inspections – Quality Control.
- Checking of correspondence.
- Checking of notices and prosecution files.
- Consistency exercises and peer reviews

4.0 Service Delivery

4.1 The Food Service Overview of Organisational Structure

- Qualified and competent officers undertake a range of duties including food hygiene, food fitness standards and the investigation of food borne illness.
- The Consultant in Communicable Disease Control (CCDC) is currently Dr Bernadette Nazareth based at Thetford Healthy Living Centre, Croxton Road, Thetford, IP24 1JD.
- South Cambridgeshire District Council deals with food safety issues whilst Cambridgeshire Trading Standards deal with food standards work. All Services work closely together on issues, for example dealing with food alerts from FSA and imported food matters. The Memorandum of Understanding between the two services was refreshed in 2014.
- Eurofin UK provides Services of the Public Analyst.
- The Food Examiners are the Health Laboratory service at Addenbrooke's Hospital 6th Floor. The HPA laboratories at Collingdale process food samples that we provide from the sampling programme.
- The Product Contamination Liaison Officer, who is based at Huntingdonshire Police Headquarters, will investigate any criminal food adulteration.
- Due to the rural nature of the area. Inspections are issued monthly on a month in advance basis considering intelligence and risk profiles and officers may inspect premises or carry out other duties in another officer's district. This helps to ensure that our limited resources are flexible and where possible the inspection programme can be planned intelligently to reduce mileage and travelling time.

4.2 Scope of the Food Service.

For food safety and inspections the Environmental Health & Licensing Service provides the following services and key functions:

- Programmed food hygiene inspections of food premises within the District.
- Health and safety hazard spotting and accident investigations in food premises.
- Responding to food alerts.
- Dealing with food and food related complaints and other service requests.
- Carrying out food sampling
- Registering and licensing food premises and mobile vehicles.
- Dealing with imported food and its origin.
- Website information, including the national Food Hygiene Rating System
- Investigating cases of food related illness and other infectious diseases.
- Food Safety awareness campaigns e.g. FSA campaigns and awareness projects.
- Securing compliance with the requirements of the Health Act 2006.

To facilitate maximum efficiency, external contractors are used, when necessary, to deliver low and medium risk food hygiene inspections, alternative enforcement work and food safety training courses. In order to maintain the best quality of service, SCDC retains the inspection of high risk premises by its own officers to ensure that resources are targeted on the appropriate categories of premises where risks have been identified. This allows for a greater degree of control over these premises and ensures continuity of enforcement activities.

Qualified and competent SCDC Officers also undertake dual food safety and health & safety inspections of relevant sector specific Local Authority enforced premises, based on an intelligence-led, risk-focused inspection programme.

Emergency food safety issues that arise out of normal office hours are directed to a 24-hour Contact Centre. In addition the Council's fully revised website is used to provide information about food safety services for consumers and business and also provides a direct email address for service requests duty.h&es@scambs.gov.uk

Demands on the Food Service

4.3 Profile of food premises – April 2016.

There are 1,228 local food businesses mainly of retail or catering nature. There are few large food manufacturers located in the District.

Risk Category	A	B	C	D	E	Outside	Unrated	Total
Number of premises	0	21	176	439	383	151	58	1228

Premises categorised as Outside are not included within the programmed inspection schedule as they represent a very low risk. Those classified as unrated are new businesses awaiting a rating inspection.

4.4 National Food Risk Category Descriptions.

The visit frequency is the minimum we are required to carry out.

A	High Risk visit at least every 6 months	D	Low Risk visit at least every 24 months
B	High Risk visit at least every 12 months	E	Very Low risk visit every 60 months or use alternative enforcement strategy
C	Medium Risk visit at least every 18 months		

The profile of the district is updated continuously. The growth and development of the district results in continuous assessment of how the service is developed, this can be shown by the fact that the registered premises in 2009/10 numbered 1085 and rose to 1335 in 2015.

Currently there is one food business authorised under the vertical directive food legislation which slices bacon and produces cooked sausage for sandwich fillings. There is also a production plant for Hain Daniels making preserves and jellies for national and international export.

4.5 Food Safety Incidents

Officers will, on receipt of any food alerts relating to national food scare and issues, respond appropriately and in accordance with:

- The departmental standard operating procedure
- Code of Practice issued under the Food Safety Act 1990
- Instructions issued by the FSA

The majority of alerts issued by the FSA are for information only. The number of allergy-alerts are increasing but are primarily dealt with by CCC Trading Standards Officers. "Food Alerts For Action", whilst requiring immediate action, are not significant in number but can have an impact upon programmed inspections. Given the nature of food alerts, it is impossible to predict with any accuracy the likely work demand and resources required. Each incident will require different levels of action, however if a food safety incident originates from an activity or business operating within the District then additional resources will be required in terms of officer hours.

4.6 Food Safety Promotion

Food safety promotion work is undertaken by the following methods:

- Activities are undertaken to promote food safety where possible including leaflet drops, social media campaigns and magazine articles etc during Food Safety Week and at Council organised events such as Parklife.

4.7 Food Safety and Hygiene.

Food Premises – Hygiene Inspections. The Authority currently follows the priority rating system identified in the Food Safety Code of Practice and aims to inspect 100% of high risk premises within one month of becoming due. Inspections consist of questioning the food business operator to discover their knowledge of food hazards and an inspection of the premises and food prepared there by observing food handling practices and procedures.

Category A premises are those with the highest risk, whether by the nature of the activities carried on there, or because of poor operating conditions. A special database software package Northgate M3 is used for logging and tracking inspections and other activities. Revisions in the FSA Code of Practice have provided the opportunity to deal with low risk premises by

means other than an inspection. The Food service has and continues, under guidance from the FSA to develop a strategy for these premises through the year in consultation with local businesses and partners.

Revisits are made where there are concerns about food safety, using structured risk-based criteria to enable revisits to be prioritised. It is anticipated that 15% of premises inspected will be revisited.

In line with the Enforcement Policy, Hygiene Improvement Notices are issued if work detailed on a previous inspection report has not been completed or if there are serious concerns about food safety during a current visit. These legal notices ensure that improvements are made within a reasonable timescale.

Hygiene Emergency Prohibition Notices are used where there is an imminent risk to health. This will normally involve the immediate closure of the premises. The reasons for closing premises include, for example, the discovery of pest infestations (mice, cockroaches), the absence of water / hot water; or very poor control over food hazards and / or cleaning.

4.8 Food Complaints

We investigate all complaints concerning food produced, stored, distributed, handled and / or intended for human consumption within the District to ensure that it is without risk to the health or safety of the public. Complaints regarding labelling etc. are forwarded to CCC Trading Standards in accordance with a county-wide documented protocol.

The scope of the EH&L Food Complaints procedure currently covers:

- Receiving food complaints.
- Investigation of food complaints.
- Action to be taken on completion of the investigation.
- Transfer of food complaints.

Most of the complaints received about food relate to food produced outside of the District, although others relate to more freshly made local foods from establishments such as restaurants, takeaways etc. Service standards are set for response times to complaints. Performance against these targets is regularly monitored. In general, complaints will be responded to within 3 working days, however the more urgent the matter, the speedier the response.

4.9 Advice to Businesses

It is a Council priority to support the local economy, targeting residents' problems whilst effectively supporting local business success. The Council is open for business in that it will provide business advice, diagnostics and workshops to enable the local economy to thrive. The recent Business Improvement and Efficiency Programme identified several projects to support business friendly approach, including a business register, regular newsletters, engagement with sectors which are in need of support, key account management and a stronger approach to dealing with enquiries. The business hub is continuing to provide assured advice to business and develop a commercial approach to supporting business.

While the Authority will utilise its powers to enforce food legislation if needed, it is recognised that providing early advice and support to businesses is the best way to achieve compliance, protect public health, and increase business

success whilst reducing costs. As a consequence it is the Authority's policy to provide advice to businesses in a number of different ways:

- During programmed or other inspections.
- The provision of advice to any food business proprietor on how to comply with the law and on best practice. This may be prompted by Licensing, Planning or Building Control applications.
- The provision of free advice leaflets.
- The production of Food Safety News newsletters which are sent to all food businesses in the district.
- Information on our website.
- Business links –articles in business newsletters.

In support of the departmental and Council aims, the Environmental Health & Licensing team offers advice and information when required or when requested. Officers respond positively to requests for advice from proprietors of food businesses within 10 working days.

4.10 Food Sampling

Microbiological food sampling is carried out to meet 5 main objectives:

- To determine the current state of food safety in the District as part of a structured sampling programme
- To improve the effectiveness of food hygiene inspections.
- To investigate suspected cases of food poisoning where a link with a local business or food is suspected
- To investigate complaints about food.
- To contribute to the recent online food sampling system (introduced 2013) known as STARLIMS, run by Public Health England

The formal food sampling plan links with Cambridgeshire Food Liaison Group, co-ordinated by Peterborough City Council as well as taking account of local trends and needs.

Staffing levels have precluded proactive sampling in recent years however this year we will contribute to one coordinated sampling programme organised by PHE.

4.11 Control & Investigation of Outbreaks, Disease & Food Related Infectious Diseases

GP's across the District report suspected cases of food poisoning to the Consultant for Communicable Disease Control (CCDC) at the Health Protection Agency. The Local Medical Microbiology Laboratory at Addenbrookes Hospital also advises the CCDC of positive results for food poisoning and food/water related illness. The Food Safety Team are then advised and carry out investigations to discover, if possible, the source of the infection and also to minimise the likelihood of secondary cases.

The Authority has a documented procedure for the investigation of incidents of reported or suspected cases of food poisoning and a formal plan to cover the management of the investigation of outbreaks of food borne infectious disease. These documented policies have been developed in conjunction with

the Consultant for Communicable Disease Control at the Health Protection Unit, Public Health England Dr Bernadette Nazareth.

Information and guidance relating to infectious diseases and enteric disorders, are available and are distributed to all infectious diseases / food poisoning cases within the district

5.0 Review of Previous Year's Performance against Service Plan

The FSA Framework Agreement requires every local authority to review its previous years performance against its service plan. The review must identify where the authority was at variance from the service plan and, where appropriate, the reasons for that variance. This review details the performance of the food service for the financial year 2015/16 and must outline any significant issues that impacted on the delivery of the service.

At the end of this financial year, the intended actions as specified in the Health and Environmental Services Plan will be compared with what was achieved in the areas relating to food safety. The reasons for any variance identified will be stated and next year's plan will take these into account as lessons to be learnt from the previous year.

INDICATOR	2014/15	2015/16
Number of Food Safety Inspections to High Risk premises carried out as a percentage of those planned	81%	86%
Number of Food Safety inspections carried out as a percentage of those planned	61%	95%
Number of food safety and hygiene complaints and requests for service, responded to within the target	88%	86%
Number of Food Premises inspected which are ' Broadly Compliant' with food safety legislation	85%	93%

Objectives	Actions	Target	Outcome
Ensuring food is safe, businesses are successful and consumer confidence is high.	To embed an intelligence-led, risk-based approach to food work and undertake a range of interventions at food businesses targeting poor performers and giving 'light touch' inspection to better businesses.	To inspect all "High Risk" (Category A and B) premises / operations To identify and remedy any major non-compliances across any food business.	The service continually improved through 2015/16.
Ensuring consistency during food safety inspections	Standardisation exercise/peer review to demonstrate consistency of enforcing officers Review existing	All officers to continue monitored visit and peer review of scoring and take part in consistency exercises Officers to trial a	This practice has been embedded following the appointment of Lead Food Officer and discussed at monthly 1-2-1's. Following ICT

	processes and introduce I.T related tools to assist in consistency of inspection data.	remote working method to streamline the inspection process and ensure consistency of data	shared services this trial was been delayed.
To continue to respond promptly and effectively to customer service requests, infectious disease notification, new business registrations and advise	To respond in the set response time for the service request	86% of the service requests responded to within the stated response time	Quarterly monitoring – this dropped slightly over the year but met 85% target.
To develop improved contacts and partnership working with other statutory bodies within the food safety field by developing a business friendly approach.	Membership of: Cambridgeshire and Peterborough Food Liaison group.	Attend meetings and participate in joint working	Excellent progress has been made resulting in a separate work stream for the development of the business hub to be progressed further during 2016/17.
To continue to monitor the safety of food and water in the district	To develop and implement a food-sampling programme to establish the microbiological safety of food sold in the District. To align the programme with Local and National sampling priorities	To carry out a full range of activities specified in the sampling programme	On going.
Raise awareness of the requirements of legislation and promote good practice	To provide written information to businesses as part of all visits and to produce and distribute information through a wide range of media	To publish information and advice on the website this is helpful, accurate, and up to date.	Features in South Cambs magazine, twitter and the business newsletter will continue 2016/17.
Ensure compliance with E coli guidance from the FSA	Work with Food Liaison Group to develop a countywide approach. To take a graded approach with business to gain	To assess compliance on delivery of food hygiene inspection programme	Practices are fully compliant with current guidance.

	compliance.		
To achieve Primary Authority status with 2 or more partners	To work with Trading Standards	To Develop a minimum of 2 primary authority partnerships	Achieved and on-going into 2016/17.

5.1 Food Premises Inspections

In 2015/16 a total of 372 food business premises were considered for an intervention (programmed inspection only) of which 208 were classed as risk group A, B, or C and 100 were risk group D. 64 interventions were planned at category E premises via a “low risk questionnaire”.

358 planned interventions were achieved, with 19 outstanding, of these 15 were category A – D. In total of the 1,228 premises within the district it was only necessary to issue 10 improvement notices relating to food matters.

At the end of 2015/16 there was a reduction of 525 in the number of outstanding inspections. The improved figures have shown a significant rise owing to the recruitment of a lead specialist food officer and a food health and safety officer in summer 2015, improvements are expected to continue throughout 2016/17. During 2015/16 the planned inspections were as follows :-

Risk Category	Number of Planned Inspections 2015/16	Number of Outstanding Inspections at April 15
A	1	0
B	13	2
C	194	3
D	100	16
E	64	7
New Business		9
TOTAL	372	37

5.2 Advice to Businesses

Officers have continued to give free advice and assistance to both the trade and public throughout the year on food safety and hygiene matters. In addition to advice given during the inspection process various advisory leaflets were produced and distributed to existing and new businesses. The way in which advice is given to new businesses is changing following the Health & Environment restructure that has created a new “working with business team”. The team, now in its third year focuses on streamlining the process of both how we advise business and how we regulate businesses. One of the key aspects of the new team during 2015/16 was to create a single point of contact for new and existing business covering all regulatory aspects including, Food, Licensing, Planning and Health & Safety. In addition work has continued on creating a “Business Hub” linking with other regulatory partners in trading standards and fire.

5.3 Food-related Infectious Diseases

A total of 127 notified cases of food poisoning and suspected food poisoning were received up to 31 March 2016. No conclusive evidence was found to confirm that any registered premises were the source of any illness, although an outbreak team was convened to investigate a report of illness affecting 24 individuals attending a hog roast at a corporate event.

5.4 Liaison with Other Organisations

All existing liaison arrangements have worked successfully throughout the year and there are no planned changes to these systems. Further liaisons with new organisations such as regulatory delivery and BIS may be formed as the Primary Authority programme takes shape.

5.5 Staff Development

All staff have a personal development review annually where training needs are identified, Continuing Professional Development is encouraged at all levels and every member of staff has a personal development plan outlining their objectives for the year. All officers secured more than the minimum 20 hours continuous professional development (CPD) required by the FSA in 2015/16.

6.0 Summary of service delivery actions for 2016/17

During 2016/17 the planned inspections are as follows :-

Risk Category	Number of Planned Inspections 2016/17	Number of Outstanding Inspections at April 16
A	1	0
B	27	1
C	286	4
D	119	6
E	98	13
New Business		24
TOTAL	531	48

Using time recording data collected previously the resource required to fulfill the 2016/17 programme can be estimated as :-

Risk Category	Av Time Taken	Number of interventions	Time (minutes)
A	180	1	180
B	130	28	3640
C	105	290	30450
D	95	125	11875
E	55	111	6105
New Businesses	120	24	2880
		Total Time (Hours)	920 hours

Category	Number of interventions	Time (hours)
Food related Infectious diseases	173	346
Food Complaints	88	176
New Business Advice	202	101
Food Sampling		37
	Total time (Hours)	660 hours

Accounting for travel and administrative time the total time commitment of the programme as a whole requires an allocation of 211 days (123 for planned work and 88 days for complaints, sampling etc).

Following a recruitment drive in 2015 a further two officers with the qualifications to deliver food controls were appointed in EH&L bringing the total to 3.5 fte. This resulted in improved capacity and resilience within the business team where officers deal with a range of regulatory requirements affecting commercial organisations as well as food safety.

The requirement of the Service Plan is to improve yearly the achieved percentage of identified targets and identify where possible any improvements of a qualitative nature. Key service delivery actions for 2016/17 are outlined as follows:

Objectives	Actions	Target	Outcome
Ensuring consistency during food safety inspections	Review existing processes and introduce I.T related tools to assist in consistency of inspection data.	Officers to trial a remote working method to streamline the inspection process and ensure consistency of data. On-going discussions with suppliers and ICT	Ascertain a suitable system for use within the service.
To continue to respond promptly and effectively to customer service requests, infectious disease notification, new business registrations and advise	To respond in the set response time for the service request	To respond to customers with a quality reply in a timely manner.	Customers responded to with service targets.
To develop improved contacts and partnership working with other statutory bodies within the food safety field by developing a business friendly approach.	Membership of: Cambridgeshire and Peterborough Food Liaison group. Growth Hub	Attend meetings and participate in joint working	Development of the business hub to be progressed further during 2016/17.
To continue to monitor the safety of food and water in the district	To develop and implement a food-sampling programme to establish the microbiological safety of food sold in the District. To align the programme with Local and National sampling priorities	To carry out a full range of activities specified in the sampling programme	Improved intelligence on risk ascertained by microbiological sampling allowing more targeted enforcement action.
Raise awareness of the requirements of legislation and	To provide written information to businesses as part	To publish information and advice on the	Features in South Cambs magazine,

promote good practice	of all visits and to produce and distribute information through a wide range of media	website that is helpful, accurate, and up to date.	twitter and the business newsletter will continue 2016/17.
To achieve Primary Authority status with 2 or more partners and develop relationships with existing partners	To develop a marketing plan. Enhance workstreams available to partners	To add a minimum of 2 primary authority partnerships, and increase annual income	Successful and growing partnership base.

7.0 Resources & Workforce overview

7.1 Legal action is pursued within service budgets but with access to consultancy and contingency funds if required. If and when the Courts award costs, these monies are transferred back to the Service budget headings.

7.2 Staffing Allocation

There are currently 3.5 FTE Environmental Health Practitioners competent to carry out Food Control and Health and Safety inspections across all risk categories. A summary of anticipated workload compared to officer FTE is as follows:-

	Days
Officer Capacity (based on an annual availability of 1390hrs)	649
Total Estimated Workload (incl travel & admin time)	211
Time available for health and safety, licensing (animal, premises and beauty), planning, general EH complaints, project work (including business hub) and CPD	438

7.3 Staff Development Plan

All staff have an annual personal and development review which results in a performance agreement and personal development plan these are reviewed at monthly one to ones and at a six monthly interim progress review. This framework aims to identify and track training and development needs. Food safety training needs are prioritised in the context of wider Environmental Health requirements identified within the service wide training plan. Since 2015 all staff have used the BRDO RDNA tool to assist their development and training needs. The training budget allocation for 2016/17 is adequate to fund the identified training needs for this year.

All staff complete a training record log to further assist in identifying development and training needs and for monitoring the competency of individual officers. The officers undertaking specific duties, such as dealing with approved premises, are identified and the training requirements assessed accordingly. Less formal training opportunities such as webinars and internal flash training (cascade) are provided to encourage shared learning and expertise across the team.

8.0 Equality and Diversity

- 8.1** SCDC values people from all backgrounds and supports their right to respect and equality of opportunity. The Council is working to eliminate discrimination and prejudice from all it does and ensure that equalities becomes a central and essential element of our service planning and delivery, both as an employer and provider of services. Our Comprehensive Equalities Policy sets out specific principles and aims that we will follow in order to achieve our Commitment to Equality and the equality dimension of our Corporate Objectives and Values. Our enforcement policy adopts the ethos set out in the Regulators Compliance Code and each business is treated fairly in accordance with their individual needs.



Report To: Environmental Services Portfolio Holder
Lead Officer: Director, Health and Environmental Services

29 September 2016

PARKLIFE: REVIEW OF 2016 AND OPTIONS FOR FUTURE EVENTS

Purpose

1. To review the Parklife 2016 event and consider options with regard to the Council hosting similar events in future years.
2. This is not a key decision.

Recommendations

3. It is recommended that the Portfolio Holder:
 - (a) notes the feedback from Parklife 2016;
 - (b) agrees to continue to host a free Parklife event with Cambridge Sport Lakes Trust each year for the next three-years, relying on income from sponsorship, grant funding and pre-bookings to reduce the Council's expenditure to approximately £2,500 per event for each year of a three year programme; and
 - (c) agrees to continue to underwrite the events with £10,000 per annum.
 - (d) To further promote the contribution of Cambridge Sports Lakes Trust to the event through branding and advertising.

Reasons for Recommendation

4. Parklife has been running since 2009 and is the main corporate event put on by the Council. The aim of Parklife is to offer local people the opportunity to try out a range of sports, for example, paddle boarding and canoeing, with a view to them taking up the activity and remain in good health.
5. A guaranteed baseline budget of £10,000 would allow for early bookings of key attractions (activity providers can be lost through inability to commit due to financial uncertainty) allowing the creation of an event which can then be promoted to sponsors – it is easier to sell a product than a concept.

Background

6. The Council has been hosting a Parklife event (or similar) since 2009. Originally held as a countdown to London 2012 Olympic and Paralympic Games, the event has grown from a modest open day, attracting 2,000 people, to become the biggest family fun day held in the district and a distinctive flagship event for the Council, with over 5,000 visitors regularly attracted.
7. Historically, and including the last three year period, the event has been organised in partnership with the Cambridge Sports Lake Trust, with other partners also involved year to year.

8. The event has historically aimed to offer local people the opportunity to try out a range of sports, for example, paddle boarding and canoeing, with a view to them becoming more active and healthy.
9. The event is widely advertised via South Cambs Magazine, sports centres, schools, local press and through social media channels.
10. As part of the Olympic Legacy it was proposed that the Parklife event should continue on an annual basis. In September 2013 the Portfolio Holder for Planning Policy and Localism considered the future of Parklife for the following three year period and, with a sponsorship target of £2,500, £5,000 and £7,500 in successive years, against a baseline budget of £10,000 per event, agreed a further three year programme.
12. Parklife delivery has been supported by SCDC staff providing stewarding services, with staff able to reclaim hours through flexi-time with the agreement of line management, Cambridge Sport Lakes Trust staff and volunteers, young volunteers, elected members and a small number of local people.

Considerations

11. With the benefit of learning from the 2014 event, levels of sponsorship for successive events has increased, with £2,150 (in cash and in kind) obtained in 2015 and, £7,200 (in cash and in kind plus a grant secured by our partner, the Cambridge Sports Lakes Trust, from the John Stewart Memorial Fund (Cambridge Community Foundation)) obtained in 2016, thereby broadly meeting the target set for this year. It should however be noted that obtaining sponsorship is demanding in terms of officer time and requires adequate investment in branding to reflect sponsor input, so is not cost free.
12. In response to calls from visitors for an alternative booking mechanism for water sport sessions, to queuing on the morning of the event, a pre-booking system was piloted in 2015. This allowed half of all the available sessions to be booked in advance thereby reducing queuing time and increasing choice for visitors. In 2015 administration charges were set at £3 for an individual activity (paddle boarding, kayaking), and £5 for a group activity (canoeing), generating £246. Following the good level of take up in 2015, this was again offered in 2016, with charges set at £5 and £7 for individual and group activity bookings respectively, generating £431 of income, see Table 1 for income/expenditure figures.

A further £326 of income could have been generated if all available sessions had been pre-booked. Improved information (i.e. clear criteria for participation) on booking pages and effective promotion should increase the uptake of this offer.

Table 1: SCDC Income and Expenditure for Parklife 2014-2016

	2014	2015	2016
Income (£)			
Sponsorship	500	2150	5350
Grants	250		1850
Trader receipts	495*	305*	180
Pre-booking		246	431
Re-charging			750
Expenditure (£)	10,686	10,828	11,685
Balance	9,441	8,127	3,369

* In 2014 and 2015 a marquee was provided for traders, at a cost of £600

13. The income/expenditure summarised in Table 1 relates only to the Council's own costs and does not take into account those incurred by our partners in supporting Parklife. Cambridge Sport Lakes Trust also invests a large amount of time and resources in the run up to the event and on the day.
14. Income from stall holders (trader receipts) has brought in on average £325 income per event, however, marquee hire costs of £600 offset this in 2014 and 2015 resulting in a loss, with a small profit in 2016 generated only because no marquee was provided. The administrative and logistical demands trader stalls entail is relatively high; traders themselves have noted that Parklife does not offer ideal trading conditions, perhaps because visitors are not attending with a view to spending, since Parklife is promoted as a free event. Surveys returned by traders showed they were not enthusiastic about returning in future years.
15. The 2016 Visitor Survey asked whether an entrance fee would be acceptable, if required, to bring Parklife back in future years. Based on the amount of money people indicated that they would be willing to pay (up to £2 per person), against a fall in revenue for Cambridge Sport Lakes Trust on car parking and the additional arrangements that would need to be put in place to manage an entrance fee, it would not be beneficial to the Council or Cambridge Sport Lakes Trust to change entry for the event at the present time. The impact of charging an entry fee on levels of sponsorship is unknown.
16. A number of elected members have been generous in their time, providing stewarding support to the event. Parklife has also enjoyed strong support from the Chairman (who, for the past two years, has officially opened the event) and Deputy Chairman, thereby contributing to raising the Council's profile through the event.
17. A significant contribution was made in 2014, 2015 and 2016 by young volunteers, with the Young Sport Leaders programme providing an important source of young volunteers over this period – a contribution recognised by the press coverage in 2016.
18. The activities provided at Parklife which have proved consistently popular are the water sports of paddle boarding, kayaking and canoeing, with angling, climbing walls, bouncy castles and archery also featuring highly as top rated activities. In 2015 the Cycling Zone was particularly well received, reflecting the investment in Parklife made by Cambridgeshire County Council, as part of its Cycling Festival program (which brought £5,000 worth of additional cycling activities and does not appear in our expenditure).
19. In response to the 2015 visitor survey, the water sports offer was expanded for Parklife 2016, providing 95 sessions for kayaking, 72 sessions for canoeing and 104 sessions for Paddleboarding, a doubling of the provision for this activity on the previous year, meaning over 400 individuals were able to try a water sport in 2016. There remains further capacity on Todd's Pit to expand the water sport offer - the 2016 visitor survey again returned an interest in greater availability, with all the available sessions offered in 2016 taken up.
20. The popularity of Parklife with visitors remains high; visitor survey returns indicate an improvement in the satisfaction ratings year on year (85% of visitors rated the event as excellent or very good in 2015, rising to 93% of visitors in 2016).
21. The need to capitalise on the opportunity to promote the South Cambridgeshire District Council brand was identified in the 2013 Parklife Report. Improvements have been made to ensure greater brand prominence both in pre-event publicity and on the

day, through signage and event publications. The promotional materials need to also recognise the contribution of Cambridge Sport Lakes Trust in delivering the event.

22. The visitor survey of Parklife 2016 indicates that Milton Country Park is rated highly as a venue, with 93% of visitors rating the venue as very good or excellent.
23. In 2016 greater emphasis was placed on promoting opportunities for the activities on offer to be taken up following the event, with a visitor guide published to advertise these opportunities.
24. The visitor survey found that all of those respondents (10% of the total) who had not visited Milton Country Park before, intended to return, however, this does not indicate whether this will stimulate more uptake of healthy activities, only that Milton Country Park may become a destination of choice.
25. In response to more specific questioning, the 2016 visitor survey found visitors agreed that Parklife had provided them with an opportunity to try out a new activity and that on average there was agreement that it had also provided an opportunity to find out more about how these activities could be taken forward post Parklife.
26. The visitor survey revealed the origin of visitors to be 53% South Cambridgeshire District, 32 % Cambridge City, 6% East Cambridgeshire District, 1.5% from Huntingdonshire District and 7% from outside the county.
27. Given the known costs of safely mounting an event of this scale, with a strong core offer of key visitor attractions (climbing walls, archery, water sports, cycling and inflatables) and necessary logistical support (First Aid, additional toileting facilities) the baseline budget of £10,000 is a realistic figure – less than this figure the quality of the event in its current form could not be guaranteed.

Options

28. The Portfolio Holder could decide:
 - a. to continue to host a free Parklife event with Cambridge Sport Lakes Trust each year for the next three-years, relying on income from sponsorship, grant funding and pre-bookings to reduce the Council's expenditure to approximately £2,500 per event for each year of a three year programme.
 - b. to suspend the event for a year, indefinitely or for the duration of the next three year cycle.
 - c. to change from a free event, supported by sponsorship, Council funding, some alternative income generation and Cambridge Sport Lakes Trust resources, to a wholly commercial operation, funded by entry fees and other income sources, to include pre-booking and sponsorship income.
29. If the Portfolio Holder agrees to continue to host future Parklife events, he could decide to:
 - a. continue to underwrite the events with £10,000 per annum;
 - b. underwrite the events with an alternative amount per annum; or
 - c. not underwrite the events.

Implications

30. In the writing of this report, taking into account financial, legal, staffing, risk management, equality and diversity, climate change, community safety and any other key issues, the following implications have been considered: -

Financial

31. Based on current projections, which assume continued success in attracting sponsorship, Parklife expenditure is likely to be approximately £2,500 per annum to SCDC, plus staff time, should the existing financial model continue. The risk of not receiving sponsorship to similar levels can be reduced through underwriting the event to the value of £10,000.

Legal

32. There is no ownership by the Council of the Parklife brand, with many festivals throughout the country promoted under this moniker. The Council has no control over alternative "Parklives" emerging in this district, which has attendant risks of reputational damage.

Staffing

33. Parklife is our main corporate event. The management of the event is led by the Sustainable Communities and Partnerships Team, with significant support from the Communications Team in executing the Communications Plan and the in house production of promotional materials. However, the delivery of the event, if it is to continue in its current format, requires input across all directorates, with staff being asked to support the event as stewards.

Risk Management

34. The Parklife event is risk managed via a robust Management Control Document, co-developed with the Cambridge Sports Lake Trust and brought before the Safety Advisory Group. In 2015 and 2016, health and safety was coordinated by the Council's Joint Health, Safety and Emergency Planning Manager. If agreed, future Parklife events would be similarly managed.

Equality and Diversity

35. In developing Parklife events, care is taken to ensure that all facilities and as many elements of the offer as can be practicably achieved are open to visitors of all abilities. Should a further three year program be agreed, this would continue to be embedded in Parklife event development.

Consultation responses

36. Participant views are included in the main body of the report.

Effect on Strategic Aims

Aim 1 – LIVING WELL

37. Parklife has potential to support our communities to remain in good health, and for the district to become a healthy place to live for all.

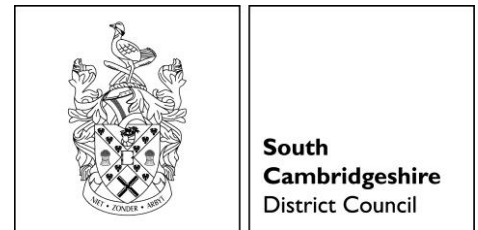
Background Papers

Planning Policy and Localism Portfolio Holder Meeting, September 2013 -
<http://moderngov/ieListDocuments.aspx?CId=1024&MId=6157&Ver=4>

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Agenda Item 5



REPORT TO: Environmental Services Portfolio Holder 19 September 2016
LEAD OFFICER: Mike Hill, Director of Health and Environmental Services

OUTLINE COMMUNICATIONS & ENGAGEMENT STRATEGY BAYER CROPSCIENCE SITE HAUXTON – WASTE WATER TREATMENT WORKS

Purpose

1. To enable the Portfolio Holder to consider an Outline Communications & Engagement Strategy attached as Appendix 'A' for the forthcoming redevelopment and remediation works at the Bayer CropScience Site Hauxton.
2. This is not a key decision but has been brought for consideration.

Recommendations

3. It is recommended that the Portfolio Holder agrees the approach set out in the Outline Communications & Engagement Strategy.

Reasons for Recommendations

4. Agreement of the approach will initiate the engagement with the Developer and other regulatory parties to form a detailed Communications & Engagement Strategy.

Background

5. The Former Bayer CropScience site is located along the A10 on the outskirts of Hauxton. Since the 1940s the site was used for the production of agrochemicals including pesticides and herbicides, which over time have contaminated the soil and ground water. Due to the risk posed to the groundwater and nearby watercourses, the site was determined as Contaminated Land in 2003 by SCDC under Part IIa of the Environmental Protection Act 1990 and designated a Special Site for regulation by the Environment Agency. The site must now be remediated and cannot be left in its current form as it poses a potential threat to the Riddy Brook and River Cam.
6. The Main Site was remediated during 2010-2011 and, due to the size and technical complexity of the site, extensive communication and engagement was required between regulatory specialists, the Developer and their specialists and also the community.
7. Various forms of communication were used, with some proving more effective than others. The timing of such communications proved to be a key factor in determining how successful they were and whether the community felt that they were being kept well informed. Such communications were generally reactive according to events taking place.
8. The Waste Water Treatment Works (WWTW) site has now come forward for remediation.

Considerations

9. A planning application has now been submitted to SCDC for the redevelopment and remediation of the WWTW site.
10. This is an opportunity to set out from the start how to effectively manage communication and engagement with developers, regulatory parties and the community, drawing on the experience gained during the remediation of the Main Site.
11. Effective multi agency working arrangements provide a mechanism for the sharing of information and updates on a regular basis so that all parties can keep up to date and prepare for upcoming phases of work. A multi agency approach provides a platform for collaborative work in relation to preparing information for the community.
12. The preparation of a Communications & Engagement Strategy at application stage, prior to commencement of works on site, will ensure that all parties start working together to prepare the necessary information to keep the community well informed. This proactive approach will ensure that the community have an understanding of what will be happening on site prior to commencement of works.

Options

13. The Portfolio Holder has the option to agree or not agree the approach in the Outline Communications & Engagement Strategy

Implications

14. The Outline Strategy sets out the approach for developing a full Communications & Engagement Strategy. With the development of a full strategy from the onset, and a multi agency approach, the community should be well informed and have a reasonable understanding of what the works will entail.
15. There are no direct financial, legal, staffing, equality and diversity, climate change, community safety or other key issues arising out of agreeing to the approach.
16. An effective and proactive Communications and Engagement Strategy will however mitigate the risk of SCDC and its partners being overwhelmed with queries over the application with consequent negative implications on service and potential reputational damage.

Consultation responses (including from the Youth Council)

17. Consultations have been carried out with partner agencies; the Environment Agency and Public Health England, who support the approach and will be an integral part of the strategy.

Effect on Strategic Objectives

Objective A – Support our communities to remain in good health whilst continuing to protect the natural and built environment: (iii) Ensure our new and established communities provide thriving, healthy, safe and attractive places to live.

18. The recommendations will contribute directly to the achievement of the council's strategic objective by effectively managing communication and engagement with developers, regulatory parties and the community, drawing on the experience gained during the remediation of the Main Site.

Background Papers

Where [the Local Authorities \(Executive Arrangements\) \(Meetings and Access to Information\) \(England\) Regulations 2012](#) require documents to be open to inspection by members of the public, they must be available for inspection: -

- (a) at all reasonable hours at the offices of South Cambridgeshire District Council;
- (b) on the Council's website; and
- (c) in the case of documents to be available for inspection pursuant to regulation 15, on payment of a reasonable fee required by the Council by the person seeking to inspect the documents at the offices of South Cambridgeshire District Council.

Planning application reference: S/2184/16OL Demolition of structures, remediation and redevelopment for up to 32 dwellings with new areas of open space, associated infrastructure and other associated works - Former Waste Water Treatment Facility, Cambridge Road Hauxton

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Outline Communications and Engagement Strategy Bayer CropScience Site Hauxton – Waste Water Treatment Works

Introduction and Background

The Former Bayer CropScience site is located along the A10 on the outskirts of Hauxton. Since the 1940s the site was used for the production of agrochemicals including pesticides and herbicides, which over time have contaminated the soil and ground water. Due to the risk posed to the groundwater and nearby watercourses, the site was determined as Contaminated Land in 2003 by SCDC under Part IIa of the Environmental Protection Act 1990 and designated a Special Site for regulation by the Environment Agency. The site therefore had to be remediated and could not be left in its current form due to it posing a potential threat to the Riddy Brook and River Cam.

The site is split over two sides of the A10: the Main Site to the east was remediated during 2010-2011 prior to its redevelopment, whilst the Waste Water Treatment Works (WWTW) to the west remained to facilitate the processing of water generated during the remediation of the main site.

Given the long history of the former factory site within the village of Hauxton, and the contaminated nature of the site, the redevelopment and remediation of the main site sparked a great deal of public interest within Hauxton and the neighbouring villages such as Harston and Great Shelford.

Communications during Works at the Main Site

Multiple parties were involved in the remediation works including regulators and their consultees (SCDC Health and Environmental Services (H&ES), the Environment Agency (EA) and Public Health England (PHE) including the PCT Local Health Protection Unit (HPU)); the developer; the developer's consultants and the developer's remediation contractors.

As with such a large and technically complex site, extensive communication was required between all the above parties. Due to the ex-situ nature of the works, some odour was generated giving rise to extensive communication and engagement with the community in order to address concerns, allay fears and explain the remediation process

Objectives of the Communications Strategy

The WWTW site has now come forward for remediation and a planning application has been submitted to SCDC for the redevelopment and remediation of the site.

Therefore the Communications Strategy will aim to:

- ***Set out the various mechanisms for communication and collaboration between all parties during the works.***

Forms of communication and engagement used during the works at the main site included meetings, teleconferences, web based information and drop in events.

A Multi-Agency approach was utilised to keep all parties updated of site progress and issues. This also allowed technical specialists to engage and collaborate when organising the delivery of public information such as websites and public events.

- ***Utilise and build upon the forms of communication that proved successful during the previous phase of remediation so that they may be put in place at the start of this phase of work.***

Some methods of communication and engagement proved more successful than others during the previous phase of works. The use of teleconferences proved an efficient use of officer time to engage with other agencies and technical specialists, whilst the public drop in event appeared an effective way to communicate technical information to the public in the form of poster displays and face to face discussion.

- ***Ensure that the best approach is taken to communicate with the public, ensuring efficient use of officer time whilst effectively informing the community of site related information at an appropriate time.***

Communicating highly technical information in a non technical way takes time and resources and a great deal of collaboration between technical specialists. Planning ahead to prepare this information so it may be available when the need arises, would allow the Multi Agency parties opportunity to feed in and plan resources accordingly.

SCDC would seek to engage with the Developer to explore setting up another drop in event in the local area.

- ***Provide a single document to refer to in relation to mechanisms for communication for the duration of the works***