

## ENVIRONMENTAL SERVICES PORTFOLIO HOLDER'S MEETING

THURSDAY, 22 DECEMBER 2016

### DECISIONS

Set out below is a summary of the decisions taken at the Environmental Services Portfolio Holder's Meeting held on Thursday, 22 December 2016. Decisions made by the Portfolio Holder will be subject to call-in. Recommendations made to the Cabinet or to the Council are not subject to call-in. The wording used does not necessarily reflect the actual wording that will appear in the minutes.

If you have any queries about any matters referred to in this decision sheet please contact Patrick Adams.

#### 1. **PROPOSED NEW FEES & CHARGES FOR FLY TIPPING FIXED PENALTIES**

The Environmental Services Portfolio Holder

**AGREED:** the proposed fees and charges as set out in Appendix A.

**Other Options Considered:** The Environmental Services Portfolio Holder considered accepting or rejecting the charges detailed in Appendix A.

**Reason For Decision:** Confirming the proposed fees and charges will contribute to the efficient and cost effective delivery of the service that impacts directly on people's safety and health.

The new fee reflects a change in legislation permitting Local Authorities to issue a fixed penalty scheme specifically for fly tipping offences.

#### 2. **PROPOSAL TO PARTICIPATE IN THE HEALTHIER OPTIONS PARTNERSHIP**

The Environmental Services Portfolio Holder:

a) **AGREED:**

The memorandum of understanding to participate in the Healthier Options initiative to engage and support local businesses to promote healthier menu options and food preparation techniques.

b) **SUPPORTED:**

A strategic mix of options one and two:

Option 1 – officers coordinate promotion with their regulatory intervention programme.

Option 2 – evidence based targeted approach to those businesses located in areas of high incidence of adult obesity who supply fast-food traditionally of a high calorific content.

c) **REQUESTED** an update approximately six months after the project started.

**Other Options Considered:** The Housing Portfolio Holder considered four ways to participate in this funded intervention programme.

Option 1

Officers promoting the scheme as part of their programmed food hygiene inspection visits, distributing literature and discussing the pledge with the food business operator. The benefits of this approach include officers already present for engagement with businesses and enthusiasm at the same time; there will be a reduction in mileage and it will be an additional benefit of an inspection. Difficulties could be encouraged as inspections tend to be unannounced and the relevant person may not be available to make any decisions.

Option 2

Consideration of public health data at the parish level (Appendix 2 and 3) shows those areas where there is a larger percentage of individuals who are overweight or obese. A bigger impact may be attained if outlets in those areas were targeted, particularly if they were to be persuaded to pledge to healthier food preparation techniques. This would lend itself to a locality approach in villages such as Sawston, Teversham, Bassinbourn, Gamlingay, Waterbeach, Willingham and Over where there is a correlation with the number of people less likely to eat healthily (Appendix 1). Whilst this has the benefit of a valid evidence based approach there is a risk that it will be more difficult to find businesses willing to engage and would not support the aim of improving easy access to healthy food across the district.

Option 3

A scatter gun promotional campaign using all traditional South Cambridgeshire's communication channels including social media and provision of support to those businesses following up by requesting more information. This has the potential to create greater demand than capacity and would need to be managed carefully.

Option 4

A strategic mix of option 1 and option 2 where the initiative is introduced to businesses during an inspection within the areas identified. This has the benefit of controlling demand and targeting officer resources effectively whilst promoting healthier options both in the those areas with higher average weight and directly to those outlets serving food higher in sugar and fat in the rest of the district.

**Reason For Decision:** Excess weight increases the risk of many serious long term conditions. There is increasing prevalence of obesity within the population and more people than ever living in ill health. In order to ensure that South Cambridgeshire keeps its position as a healthy place to live it would be sensible to promote the provision of healthier food choices in those businesses we regulate. With respect to the evidence which indicates adults in South Cambridgeshire are more likely to eat healthily than the national average, food outlets may find delivering healthier food will be a profitable business decision. The benefits will also lead to improved access to healthier food, support of local business and reduced health inequalities.

Participation in this collaborative programme has additional benefits for staff development, with opportunity for funding for officers to undertake the Royal Society for Public Health Level 2 Award in Healthier Food and Special Diets. Signing the memorandum of understanding will access direct funding support and campaign materials for an intervention which has been developed by Cambridgeshire County Council Public Health Directorate and independently evaluated by the University of Hertfordshire.

**3. HEALTH & ENVIRONMENTAL SERVICES DRAFT DIRECTORATE PRIORITIES  
2017-22**

The Environmental Services Portfolio Holder

**AGREED:** the emerging priorities for the Portfolio to be developed and delivered in the H&ES Directorate Service Plans for 2017/18, subject to Council agreeing priorities for the SCDC Corporate Plan.

**Other Options Considered:** The Portfolio Holder for Environmental Services is invited to further shape and influence the development of these draft priorities into the final services plan.

**Reason For Decision:** These draft priorities reflect the corporate priorities endorsed by Cabinet in November 2016, refresh on-going work within the Directorate to implement changes and improvements set out in the 2016-21 SCDC Corporate Plan, as well as technical matters raised by officers.