



Council 28 February 2012

CABINET MEMBER REPORT TO FULL COUNCIL

Report by Cllr Robert Everitt, Tourism and Community Services Portfolio

Portfolio includes:

- Bury St Edmunds;
- Children, Young People and Safeguarding Issues;
- Emergency Planning, Community Safety and CCTV;
- Grants;
- Localism;
- Markets.
- Tourism; and
- Community Development (excluding Haverhill).

1. Community Safety

1.1 'Operation Eyedon' was launched by the Police in response to a number of incidents of items being thrown off bridges onto major roads (A14 and A12) in December 2011. The district and county councils, police, highway agency and fire service all had a role to play. Although, thankfully, there were no incidents in St Edmundsbury. Officers contributed to the county-wide response which included:-

- (a) identifying high risk bridges in Suffolk (8 in total, 3 in St Edmundsbury);
- (b) keeping elected Members informed so that they could alert their communities to act as 'eyes and ears';
- (c) informing Parish Councils in the areas adjacent to the A14 to assist as above but also to alert authorities to any debris close to bridges which could potentially be used as missiles;
- (d) bridges being visibly numbered to aid reporting of suspicious behaviour;
- (e) high visibility presence of emergency vehicles parked on bridges at key times; and
- (f) education in schools and at crucial crew events throughout 2012.

1.2 I am pleased to report that the operation is no longer active as there have been no incidents since 27 December 2011. The educational activity will be delivered throughout the year.

1.3 Police and Crime Commissioner/Police and Crime Panel

1.3.1 There is a range of activity in preparation for the November 2012 elections for the Police and Crime Commissioner. The Police Authority Returning Officer (Stephen Baker, Chief Executive of Suffolk Coastal and Waveney District Councils) has been co-ordinating county-wide discussions about the practicalities of the elections. An officer working group has

been working up proposals for the Police and Crime Panel, which needs to be established before the Commissioner is elected. Suffolk Leaders will be considering these proposals shortly. The Commissioner will be responsible for establishing the Policing Plan for Suffolk and will hold the police and community safety budget for the county.

1.4 Babergh District Council joins the Western Suffolk Community Safety Partnership (WSCSP)

1.4.1 In order to streamline structures, and ensure that the local community safety offer to the new Police and Crime Commissioner is strong, Babergh District Council has joined the WSCSP. Officers and the CSP Chairman from Babergh District Council attended a WSCSP meeting in November 2011, at which it was apparent that their community safety priorities are very similar to those of the existing WSCSP. A joint Community Safety Plan covering the four districts is now being prepared for 2012/2013 and the February 2012 WSCSP meeting had a productive debate about how the partnership should work in the light of reduced funding and the addition of Babergh District Council.

1.5 Community Centres

1.5.1 Officers and Ward Members have met with Newbury Community Association to assist them in taking the first steps towards a fuller understanding of what the transfer of the Community Centre involves. Officers have supported the Association in applying to Locality and Prohelp for independent support, which will help them make an informed decision about how they wish to proceed.

1.6 Young People

1.6.1 BurySOUND Unplugged, an opportunity for young people to showcase youth acoustic music, was launched at the Apex on 17 February 2012 as part of the youth-led Mix and Blend event celebrating youth arts in the town. It is hoped that it can become a regular feature.

1.6.2 The Rural Youth Work Programme for 2012 is developing well. The Youth Officer is working with a range of partners, including Parish Councils, to try and increase the amount of activities that we can offer to young people in rural communities.

1.7 Grants

1.7.1 The final confirmation of funding allocations will be made as part of our budget setting at this meeting, but I am pleased that as a Council we have maintained the level of our funding to external voluntary and community organisations. Many of the key organisations which help the Council deliver its services have been awarded four-year funding agreements to give them some certainty and the ability to plan for the future, although with the caveat that if the Council's funding from central Government is significantly reduced again we will have to review.

2. CCTV

2.1 The CCTV service work closely with the Police to reduce crime and anti-social behaviour in town centres; the responsibilities of the CCTV operator have increased to deliver the quality of service and evidence that is required to provide evidential material of the highest integrity.

2.2 In terms of offences, the Christmas and New Year festive period was fairly quiet in Bury St Edmunds and Haverhill, with just a few minor drunk and disorderly incidents reported. However, on New Years Day there was an incident of attempted murder in the arc, which

happened sometime in the early hours. The CCTV service was able to provide the Police with CCTV images, which were circulated through the media and later led to an arrest. CCTV has also been working very closely with the Police on the recent robbery and murder at the Jewellers in Abbeygate Street, Bury St Edmunds.

3. Markets

3.1 Business Development

3.1.1 Following the introduction of a register to record applications to trade in the markets in Haverhill and Bury St Edmunds, and the introduction of a formal application procedure, there has been a strong and steady stream of enquiries from potential traders :

Table of Applications to Trade

	November 2011	December 2011	January 2012
Enquiries	21	9	8
Applications Submitted	8	9	5
Licences Offered	3	5	5
Applications Rejected	5	4	0
Pending	0	0	3

3.1.2 Applications are considered by the Markets Management Team on the grounds of quality of product and their presentation / complementary nature of offering / duplication in market.

3.1.3 New product lines for which interim permanent market licences have been granted include: Crepes, Coffee Vending, Mediterranean Food, Musical Instruments, Motor Cycle Accessories, and Fishing Tackle.

3.2 Christmas Market

3.2.1 Considerable time and effort was put into planning and administering four Christmas Sunday Market Events, which commenced on Sunday 27 November 2011, and ran until 18 December 2011. Key points of note are as follows:-

- (a) 48 traders booked to attend some or all of the four events (but 5 cancelled);
- (b) 26 were existing traders from the markets in Bury St Edmunds and Haverhill;
- (c) events promoted in local media and on-line;
- (d) site planning for best layout of markets; and
- (e) attendance was patchy, only one event was really well attended by traders.

3.2.2 Consideration is now being given regarding what to do for the 2012 Christmas events.

3.3 Market Licence Agreement

3.3.1 Following the publication of a Business Plan for market operations, the market regulations have been re-written to reflect the heavily regulated environment that it now operates in, and to help deliver the objectives and goals of the Business Plan.

3.3.2 The new market regulations are to be known as the Market Licence Agreement, consultation with the market traders has begun with a presentation to the Market Forum on 17 January 2011.

3.3.3 It was agreed at the Forum, that the consultation process is to be undertaken by a specially set up 'Task and Finish' group, made up of officers and traders, and headed by myself as Portfolio Holder with responsibility for markets.

4. Tourism

- 4.1 The new Suffolk Visitor guide covering Forest Heath, Babergh and Mid Suffolk Districts as well as St Edmundsbury, will soon be officially launched. The guide is the combined efforts of the Tourism Officers in these districts; 60,000 have been produced and will be delivered throughout the countries Tourist Information Centres.
- 4.2 A new combined guided tours brochure was launched at Excursions Group Travel Show at Alexander Palace on 28 January 2012, and includes tours of the Cathedral, Abbey Gardens, Theatre Royal, Greene King Visitor Centre and the Town Guides.
- 4.3 On 7 February 2012, the Bury Society launched their Blue Plaque Scheme for Bury St Edmunds at the Angel Hotel. This work has been ongoing for about 18 months, and has been a joint effort by the Bury Society, Town Guides and Tourist Information Centre (TIC). The booklet will soon be available to purchase from the TIC.
- 4.4 **Visit East Anglia**
 - 4.4.1 Visit East Anglia (VEA) is a new private sector led organisation promoting tourism across East Anglia. It is supported by the most successful tourism businesses in Norfolk and Suffolk and managed by experts bringing a unified tourism voice to East Anglia. The Borough Council has been working in partnership with Suffolk County Council and the other district councils to agree a partnership with VEA that will see it take responsibility at a regional level for tourism.
 - 4.4.2 Immediate priorities for Visit East Anglia include maximising the benefit of the London 2012 Olympic and Paralympic Games, and the Queen's Jubilee celebrations. Visit East Anglia will be working closely with the new East Anglia rail franchise operator, and has established links with the major airports, seaports and other gateways in both East Anglia and neighbouring counties.
 - 4.4.3 Visit East Anglia is also being supported by the New Anglia Local Enterprise Partnership (LEP), therefore is fully aligned with the recently launched Tourism Strategy for England.