

NOTES
OF THE MEETING OF THE
COMMUNITY DEVELOPMENT GROUP
TUESDAY 24 MAY 2016

Held at 7 pm in the Council Chamber, Civic Centre, Pavilion Road, West Bridgford

PRESENT:

Councillors T Combellack (Chairman), B Buschman, J Donoghue,
M J Edwards, R A Inglis, K A Khan, A L R A Pell, F A Purdue-Horan,
J E Thurman

ALSO IN ATTENDANCE:

Councillor J A Stockwood.

OFFICERS PRESENT:

C Caven-Atack	Performance, Reputation and Constitutional Services Manager
D Mitchell	Executive Manager - Communities
V Nightingale	Constitutional Services Officer
C Taylor	Community Development Manager

APOLOGIES FOR ABSENCE:

There were no apologies for absence

1. Declarations of Interest

There were none declared.

2. Notes of the Previous Meeting

The notes of the meeting held on Tuesday 26 January 2016 were accepted as a true record.

The Group discussed the fact that, as part of the rural broadband rollout, publicity had been released stating that 96% of residents in Nottinghamshire now had access to superfast broadband. The Executive Manager - Communities stated that there were a number of opportunities for Members to hear more about this issue and informed Members that there would be a stand at the Parish Conference.

3. Reputation Management

The Performance, Reputation and Constitutional Services Manager gave a presentation in respect of the Council's reputation management, which was how to shape or influence public perception by promoting the good and dealing with issues when things went wrong. She explained that at Rushcliffe it was felt that all staff were responsible for managing the Council's reputation as what they said or how they acted would influence people's views. Also the Council had a communications team that worked on the Council's website, social media, publicity campaigns and produced Rushcliffe Reports. Over time the Council had developed a good relationship with the press including BBC

Nottingham, the Nottingham Post, the West Bridgford Wire and Notts TV, which reached a younger audience. Members were given an example of how a story had been cascaded out to another 25,000 people when officers had contacted the West Bridgford Wire. The Council was also active on Twitter, Facebook and LinkedIn.

With regards to when things went wrong the Performance, Reputation and Constitutional Services Manager informed Members that it was best to be upfront and to limit the damage as much as possible by getting the correct information out as quickly as possible and hopefully turn a negative into a positive. It was also recognised that some of the issues were outside of the Council's control and that some decisions would always be unpopular.

Members were reminded that the 2015 residents' survey had shown that 90% of residents were satisfied with the Borough as a place to live, and the 2015 staff survey had said that 88% of staff were satisfied to be working for the Borough Council. The area had received other external endorsements included the Halifax top 10 places to live.

In respect of social media it was recognised that some people were cautious about using it as there could be a tendency for items to go viral. The Performance, Reputation and Constitutional Services Manager outlined an incident that had occurred at a skate park and how this had been reported via social media and had then been resolved quickly with the correct information. She stated that the person who had reported this through Facebook had the feeling that he could influence what happened and also the story would have been seen by all of his followers. Members were also informed of a story about abandoned horses and how 20,000 people had looked to see what had happened to them. Following a question Members were told that the Council's Facebook page had been closed due to security reasons during 2015 and that the team was now working on building the number of followers back up. Also the Council was asking other councils and interest groups to share relevant posts.

Moving forward the Performance, Reputation and Constitutional Services Manager stated that the team would like to move away from reactive work and be more proactive and use more visually engaging media such as photos and video. It had been noted that there had been an increase in flytipping and the team was working with officers on a campaign to address this. She stated that there was a lot of work undertaken in the community that could be publicised more and that they would like to work more with Members. Members welcomed the flytipping campaign.

Councillor Combellack stated that she produced a newsletter for the parish magazines in her area and would be interested in including more of the good news items. She asked that the good news stories be included in Members' Matters in order that Members could disseminate these to their communities.

Members discussed the content of Members' Matters and how it had recently improved. They felt that it should be more of a briefing note so that Members received an overall view of what was happening in the Council.

With regard to communication Members queried if there were any guidelines for responding to residents as they sometimes received complaints that people

felt their calls and emails were not being returned. The Performance, Reputation and Constitutional Services Manager explained that officers had recognised that people communicated with the Council via different channels now and that the standards that had been set needed to be reviewed. With regards to complaints Members were informed of the Council's two stage complaints procedure and that, if still not satisfied, people had the opportunity to contact the Local Government Ombudsman. It was agreed that the Council did need an up-to-date standard for communications. Members stated that the majority of complaints received fell into three distinct categories, the state of the roads/pavements, grass cutting and street lighting, none of which fell under the Borough Council's remit. However, the Group agreed that cleanliness of the Borough was important to residents and Members. It was suggested that a future article for Rushcliffe Reports could be a 'who does what and how to contact them'. The Performance, Reputation and Constitutional Services Manager agreed that this could be beneficial, however she and the Customer Services Manager thought that it was better to ensure that the query/complaint was directed to the correct person even if it was for someone in another authority to ensure that the customer received a quick response. Members agreed that the public dealt with "the council" and did not differentiate.

With regard to complaints the Group was informed that the Performance Management Board monitored complaints annually and that there was a strong internal monitoring process. Officers agreed to put an article in the Autumn edition of Rushcliffe Reports regarding different Council's remits and to confirm the complaints process with Members.

4. Leisure Facilities Strategy

The Community Development Manager gave a presentation updating Members on the proposed development of a new Leisure Strategy. He explained that the original Strategy had been produced in 2006 and refreshed in 2011. The Group had been requested by Cabinet to develop the new Strategy and it was proposed that this would take approximately ten months. The work would be broken down into three areas, to prepare and tailor the approach, to gather information on supply and demand and to assess and bring together the information into a future vision and draft Strategy which would be presented to Cabinet in March 2017. It was agreed that the Edwalton Golf Course would not be included in the discussions as this was currently being considered by Cabinet and a Member Group was being set up to provide further information.

With regards to supply and demand the Group was informed that this would consider the quantity, quality, accessibility and availability of provision. Officers knew of the Borough provision but there was also private facilities and those provided by the parish and town councils. It was noted that quality had an impact on the public's perception and that a new centre could increase usage by up to 400%. In respect of accessibility it was important to understand how easy it was for people to travel to the facilities by personal or public transport. With regard to availability Members were informed of the issues with joint use centres, including timings and safeguarding concerns. Also hire costs could act as a barrier to facilities availability. The Group would consider the current usage, latent demand and the implications of housing growth over the next ten years. Members were informed that the Group would

receive information from the current leisure providers and from Sport England research.

Following a question the Community Development Manager explained that the quality was not just confined to the fixtures and fittings but also included the capability of the staff. He stated that research had shown that bad experiences of school PE was one of the factors negatively influencing future adult participation. The Sports Development Officer worked on improving the quality of coaches within clubs and Parkwood Leisure were always looking for courses to improve their coaches.

Councillor Thurman stated that new equipment had been introduced at East Leake Leisure Centre and that this had increased membership. He queried if this increase would remain. The Community Development Manager explained that there was a transient element although it was anticipated that some would remain.

Members felt that it was important to communicate with the parishes and small providers to ascertain their views. The Community Development Manager stated that this could be an item for the Autumn parish forum. He recognised that it was important for wider views to be sought and the scope of consultation would be discussed at the next meeting.

The Group considered the Council's leisure centres and what areas were within six miles of each centre, which was well within Sport England's guidance on a twenty minute journey. Members were informed that Sport England research indicated that 71% of Rushcliffe residents were satisfied with the provision which was 10% above the national average. It was noted that the present rationalisation of the two centres in West Bridgford was part of the vision of the revised Strategy. The Strategy had also identified that Bingham was a priority centre to improve. It was noted that there was a Community Led Plan for Bingham and that as part of the evidence gathering there had been a question about leisure. Councillor Purdue-Horan stated that this evidence could help the Group with its deliberations and that this would also show that the public could influence Council decisions. It was noted that the current Strategy had an aspiration for a new site at Bingham.

The Community Development Manager stated that the current Strategy has a standard for open spaces which had supported negotiations with developers, however it had been identified that there was not enough detail on playing pitch provision to assist groups with obtaining external funding. Following a question officers stated that the Council was working with Rushcliffe School to ensure there was still community use of the playing pitches. The Executive Manager - Communities stated that Parkwood Leisure were working with all the clubs to ensure that they were accommodated.

The Executive Manager - Communities explained the Local Plan was a strategic influence on the Strategy. It identified key sites for development and the number of properties planned. This information was key to demonstrating what contributions were needed from developers towards leisure provision. Currently these were agreed as part of Section 106 agreements but the Council was developing a Community Infrastructure Levy which should be introduced in eighteen months. He said that on average it was approximately £1,000 per dwelling for sport and leisure. The proposed number of houses in

Bingham would not provide enough funding for a new centre, however it was noted that other developments in the surrounding areas could also contribute. Members queried if the proposed housing at the 'South of Clifton' key site would contribute to facilities outside of the Borough. Officers stated that this was part of the negotiations, but according to Sport England's requirements Rushcliffe was well provided for in terms of leisure centres. Although it was noted that Rushcliffe had a higher participation and satisfaction level with leisure provision. Members were informed that, especially with regard to playing pitches, the type of provision needed to be taken into account, for example an artificial turf pitch offered more options for use than a grass pitch.

The Group was informed that other strategic influences included the Borough demographics, especially as Rushcliffe had a higher % of 65+ population; one of the Council's Corporate Strategy principles was maintaining and enhancing the quality of residents' life, which included activating the Leisure Strategy as one of its tasks; the Notts Health and Wellbeing Strategy, which included a priority to reduce the number of overweight/obese people, and all in the present period of public austerity.

Members were informed that the Government had just released a Strategy 'Sporting Future' which had five key outcomes, physical health, mental health, individual development, social & community development and economic development. Sport England had identified that the Rushcliffe economy received £49,000,000 per annum and supported 1,700 jobs. The Community Development Manager explained that in the future funding from Sport England would be prioritised for multi-sport hubs rather than single sport facilities.

Members asked about ancillary health activities in centres, such as physiotherapists. The Community Development Manager explained that more centres were moving towards colocation of services and indeed the fact that the Council offices would be located in the Arena would attract more people to the different facilities. The Executive Manager - Communities explained that there would be a well-being room in the new Centre and there was a physio based at the Gresham Pavilion. He agreed to discuss this further with Parkwood Leisure.

Following a question regarding the provision of trim trails and tracks the Executive Manager - Communities stated that there were guidelines for planning officers to ensure that these were provided as well as footpaths and cycle tracks. He said that it was a challenge to ensure that developers took these into account.

With regard to open spaces Members queried the provision of children's play areas and stated that the provision in Rushcliffe was below the national standard. Officers explained that the Borough Council provided play areas in West Bridgford and at Rushcliffe Country Park and that the parish and town councils provided play areas in the rest of the Borough. It was stated that the current strategy applied the local standard unless the national standard was higher in which case that was adopted. Following a question officers stated that they had not taken into account any provision at public houses and that the response from the parishes had been mixed.

The Community Development Manager asked Members to clarify their top five outcomes for the review. He then summarised the proposed scope for the

project. He said that it would focus on swimming pools and sports halls directly provided by the Borough Council and that officers would consult with the parishes regarding local needs and provision for sport/leisure. It was not proposed to incorporate other indoor sports in any great depth such as indoor bowls and gymnastics. Playing pitches would be included as it would support the Local Plan phase 2 and assist with developer contributions and external funding. It was not proposed to incorporate countryside and natural resources, nor sailing and rowing provision as there was less opportunity for the Borough to have any influence.

Members felt that it would be beneficial to look at the usage of artificial turf pitches and multi use areas. It was noted that sport was always changing and developing and therefore facilities should be able to adapt to meet the need. Officers said that three squash courts were being provided at the Arena but the area was being designed with moveable walls and could be converted into a multi use area.

It was agreed that Parkwood Leisure would be invited to the next meeting to give Members an insight into leisure provision and its future. It was noted that the Group would discuss supply and demand at the next meeting and the consultation exercise.

5. Work Programme

The Group considered its work programme and agreed that the issue of rural broadband should be included on the agenda for either the November or February meeting. The Executive Manager - Communities agreed to contact Nottinghamshire County Council to finalise the date. It was also proposed that an update on the Council's work on economic development be included on a future agenda.

The Chairman noted that the Group would consider the Draft Leisure Facilities Strategy in February 2017 prior to it being sent to Cabinet for approval.

The meeting closed at 9.20 pm.

Action Sheet

COMMUNITY DEVELOPMENT GROUP - TUESDAY 24 MAY 2016

Minute Number	Actions	Officer Responsible
3. Reputation Management	a) Officers to include good news stories in Members' Matters b) A future article on 'who does what and how to contact them' be included in the Autumn edition of Rushcliffe Reports	Performance, Reputation and Constitutional Services Manager
4. Leisure Facilities Strategy	Officers to invite Parkwood Leisure to the next meeting to inform the Group about leisure provision and its future	Community Development Manager

Responses

Minute Number	Actions	Officer Responsible	Response
3. Reputation Management	a) Officers to include good news stories in Members' Matters	Performance, Reputation and Constitutional Services Manager	Currently being included.
	b) A future article on 'who does what and how to contact them' be included in the Autumn edition of Rushcliffe Reports		Will be included in the Autumn edition of Rushcliffe Reports.
4. Leisure Facilities Strategy	Officers to invite Parkwood Leisure to the next meeting to inform the Group about leisure provision and its future	Community Development Manager	Will be present at the meeting.