



Councillor Tim Grogan - Executive Member for Health and Culture

Report to Council on 28 September 2021

Heart of Yorkshire Destination Branding, Marketing Plan & Delivery

The Heart of Yorkshire website is now live and can be found at [Home, At The Very Heart Of Yorkshire | Heart Of Yorkshire \(exploreheartofyorkshire.co.uk\)](https://www.exploreheartofyorkshire.co.uk). It has a range of content which reflects our great tourism and culture offer across the district, including sections on What to Do, Where to Stay, Food & Drink and What to Do. Content is still being added and Members are asked to urge businesses and organisations in their Wards to use the site to add their own listings, especially for the district's villages.

The small launch event for key stakeholders, planned for July, had to be rescheduled to a later date owing to Covid self-isolation requirements. This will coincide with a new residents' engagement festival and campaign "Get to Know Your Own Heart", which includes family events programming and special offers for local people, designed to encourage residents to explore what's on their doorstep.

The soft launch of the new website gained excellent media coverage, including pieces in the Yorkshire Post and on BBC Radio York.

Selby Town High Street Heritage Action Zone – Cultural and Community engagement

There has been a great deal of activity over the summer on the HAZ cultural and community engagement programmes. 'Selby Stories' is in delivery and work to gather the oral histories and reminiscences of local people has begun. This autumn, there will be an artist in residence at Selby Abbey, a series of children's song-writing workshops and a new iteration of the Minecraft project (the pilot of which is now complete).

'Selby Faces' was a successful project researching famous and well-known Selby people with portraits developed and displayed in the Abbey. This includes people such as King Henry I, Rev Weetman and John Sherwood, our 1968 400m bronze winning Olympian. Other projects including lego builds and audio recording events are helping engage younger people in exploring their local heritage.

National Heritage Open Days have been promoted and local activity includes a 'Streets For All' audit approach to ask local volunteers what we can do to uplift our town centre public realm, to recognise local favourite places and embed our stories. You can find what's on through the Heart of Yorkshire website www.exploreheartofyorkshire.co.uk.

The 'Sounds of Selby' project is being developed in a partnership with Orchestras Live, Selby Town Council, and the Northern Chamber Orchestra. The NCO delivered

a musical pop-up over three Saturdays: 3rd, 11th, 18th September. Visitors and residents interacted with musicians playing at three locations in Selby town centre. People were encouraged to make their own musical contribution, which will inspire a new piece of music for Selby to be premiered at an NCO concert at Selby Town Hall on 3rd November. The sessions attracted over 150 visitors and residents.

Town Centre Events

In a partnership with Tadcaster & Rural CIC, “Welcome Back to Tadcaster”, a day of family programming (music and children’s entertainment) took place on 11th September to support people to return to the high street for cultural as well as shopping activity. The day was well-received by residents and traders.

Family entertainment is also being planned as part of a Residents Engagement Festival on 16/17 October. This will take place in Sherburn, Tadcaster and Selby encouraging residents to explore their high streets and other local attractions. Local businesses are the main focus creating offers and experiences for customers to engage and get to know what’s on offer.

Environmental Health, Enforcement

Covid response

Council officers from Environmental Services continue to support Public Health (PH) and other partners at a strategic and operational Level responding to the ongoing pandemic. The infection rate is still relatively high across the district. Weekly locality meetings led by PH involve the police, NYCC Trading Standards, Education, Covid Testing Team and Environmental Health Officers to ensure any Covid outbreak is effectively managed. Although the infection rate remains high there has not been any significant workplace outbreaks in the last 2 months.

Fly-tipping

- 24 FPN’s issued since 01/04/21.
- 11 littering
- 9 Fly Tipping
- 4 Household disposal

Only one payment is currently outstanding.

Gypsy and Travellers

In addition to the unauthorised encampment at Riccall park site, which required formal action prior to clearance of the site on 25th June, the Council has been involved with travellers on the field next to Brayton Church, Monk Fryston and Lumby. Although no formal action was taken by SDC at Brayton the Monk Fryston case is being pursued through the court. In terms of Lumby the Police served a Section 61 notice and the travellers left the site on 17 September 2021.

Licensing and Enforcement

Enforcement Officers were involved with a Taxi Enforcement Evening on 20 August with SDC Licensing and Officers from NYP traffic and VOSA. 9 vehicles were checked and 3 received prohibitions.

Environmental Services

- Grange Road playground works commenced 30 August and are due to be completed within around four weeks. The new equipment includes an accessible roundabout and additional accessible seating. We will also be reinstalling the swings that were removed from all play areas to aid social distancing.
- A review has been carried out of the first year of the new recycling service. Headline outcomes include a 38% increase in the tonnage of dry recycling collected compared to the previous year. A full report was presented to the Executive on 9 September and is available on the Councils website.
- Following a suggestion from the Street Cleansing operatives, the Council is now using the what3words app to assist in the locating of fly tipping and other issues in rural areas. The app divides the Country into 3 square meter blocks which are given a unique three-word reference that is plotted onto Google maps to aid location. Residents will also be able to report incidents through the website using a what3words reference if they also have the app. This will help make the locating and removing of fly tipping and other environmental issues more efficient.

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