



Councillor Christopher Pearson - Executive Member for Housing, Health, & Culture

Report to Council – February 2020

New Recycling Service

Most Councillors will be aware that the mobilisation of the new recycling service commenced in January with an extensive communications campaign and all councillor briefings also held in January. We started issuing the new bins to households from 20th January and by the end of this week we will have issued 40,000 bins to 20,000 households, keeping the programme on target for completion as planned. There is a separate report on this agenda relating to the cost of the service. The changes to the collection services once fully implemented will reduce the Council's environmental impact from this service through less vehicle miles and reductions in residual waste.

We also launched the video "Bin Love Actually" to support and enhance the communications campaign which has had over 10,000 Facebook views, giving the video a reach of 17,230 people. This includes 112 shares of the actual post, 33 comments on the post and 148 reactions to it – likes, loves, ha has, wows, sad faces. Compared to our previous Christmas recycling film (views of 5.2k) and Christmas singing binmen (views of 6.5k) making it the most viewed video the Council has ever produced.

Streetscene Task and Finish Group

I have also held the second street scene task and finish group where we reviewed the contract and service information to identify an area requiring further work, we also examined the Keep Britain Tidy report on street cleansing that concluded the District has no issues with graffiti and flyposting, litter results show a 4% failure rate but this is also well below the national benchmark of 14%. There are some issues with detritus but Keep Britain Tidy advise this is not unusual for a rural district. Both reports have been distributed to all Councillors and hopefully you will have had time to read them. The one area requiring further review is ground maintenance which the task and finish group will concentrate on.

Consulting on the Homelessness and Rough Sleeping Strategy

The Executive agreed the draft Homelessness and Rough Sleeping Strategy be issued for consultation on 5th February 2020. This strategy will run from 2020 to 2025 and is required by central government to be renewed in order to include a specific focus on addressing rough sleeping. This provides us opportunity to refresh our current strategy and look for new opportunities to improve our service provision in terms of preventing and relieving homelessness.

The draft strategy includes a number of key priorities which are supported by a range of actions and resources, recognising the importance of partnership working. Homelessness

is not inevitable and, in many cases, can be prevented. This is not only best for the customer but often more cost effective for the Council.

Consultation on the draft will incorporate the views of tenants and residents, customers of the service and our partner agencies to ensure our priorities are supported by those who matter most to the service. This feedback will then be used to shape and improve the draft as required, securing a shared vision as to how we can tackle homelessness and rough sleeping throughout the Selby district. The final version of the Homelessness and Rough Sleeping Strategy will then be resubmitted for Executive approval in May 2020.

Selby 950

The programme of work is nearly complete: an average of 80 – 100 people have enjoyed the Selby Treasures exhibition each day in the Abbey. The exhibition ran from 25th January to 9th February. The portraits of Selby people with their treasures will then embark on a short tour of other venues after the close of the main exhibition. Arts Council and National Lottery Heritage Fund have recently visited to see Selby Treasures and the Hidden Histories and feedback from both is that officers are pleased with the implementation and impact of the work. The programme itself has been a great success not only in engaging and enthusing our local community but in showing how seed-corn funding from the council can encourage others to invest in the district. The initial £50,000 of Programme for Growth funding which has supported the year long programme of events has levered a further £135,000 in support from funders such as the Arts Council England, National Lottery Heritage Fund and Drax Power Ltd. This does not include the resources, time and efforts of our wider community and cultural sector to support the celebrations. It has been a real opportunity to bring together partners for future investment and action in developing the people culture in our place. A full evaluation of the 950 programme is underway and the results of this will be shared with Members and programme partners in the Spring.

Visitor Economy Action Plan delivery

Selby District Council's Community, Partnerships and Customers team have supported the Abbey to appoint a new Community Engagement Officer as part of the Selby 950 legacy and to develop this district principal visitor attraction. The role will enable the Abbey to develop its local and international visitor offer as well as help the Abbey engage strategically with potential investors on further community events and building restoration projects.

Work has begun on developing a series of itineraries or 'niche' trails which are a key piece of delivery for the Visitor Economy Strategy to draw people around the district's hidden gems. These will showcase Selby District's treasures - the quirky, the tasty, the energising and the relaxing corners of our place - and encourage people to follow itineraries which vary from a couple of hours to a whole day. Early plans for the trails are being designed with the local creative sector and are likely to include encouraging explorative walking and cycling and will focus on heritage such as transport, brewing etc. The next phase of introducing this work will be to establish 10 Visitor Information Points across the District using local businesses as key stopping points for information, 'hidden' stories and to encourage local trade.

'The Explorer's Road' project, a £1.2 million Discover England project developing an East of England Touring Route promoting to the German markets has now been extended to

include the American market and local businesses such as Stillingfleet Gardens are benefiting through development of new booking systems and grant support. Drax Visitor Centre has also been included in the programme as well as Selby Abbey. District businesses benefit from our involvement in this project which has enabled participating businesses to apply for support with enhancements to the visitor experience.

Strategic Health

Selby Health Matters is a local partnership which seeks to address health inequalities. The work is co-facilitated by the Community and Partnerships team and North Yorkshire Public Health as part of our Better Together collaboration. An annual newsletter was recently circulated to members which identifies the range of work that we collectively do to improve healthy lifestyles in our district. Examples of the kind of work that make a difference include: development of 28 community energy ambassadors across Tadcaster, Riccall and Selby with further training identified in Hambleton, Eggborough and Selby. Support with energy bills has helped residents save over £160,000. The Community Engagement Forums in these areas have supported the establishment of some of this work; Drax Power Ltd have developed a schools cluster programme creating access to skills development and aspiration projects for schools within our areas of most deprivation. The next stage of this work is to engage in the development of two new Primary Care Networks which are establishing across our GP surgeries in the district. This includes how GPs work with local communities to offer alternative solutions to support health issues. I would encourage members to attend the Local Government Association training on 28th February in Tadcaster which will look at local data and offer a better insight into our role in improving the health of our communities.

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