

A meeting of the **OVERVIEW AND SCRUTINY PANEL (CUSTOMERS AND PARTNERSHIPS)** will be held in **CIVIC SUITE 0.1A, PATHFINDER HOUSE, ST MARY'S STREET, HUNTINGDON, PE29 3TN** on **THURSDAY, 7TH NOVEMBER 2019** at **7:00 PM** and you are requested to attend for the transaction of the following business:-

## **AGENDA**

### **APOLOGIES**

**1. MINUTES** (Pages 3 - 6)

To approve as a correct record the Minutes of the Overview and Scrutiny Panel (Customers and Partnerships) meeting held on 3rd October 2019.

**Contact Officer: A Green 388008**

**2. MEMBERS' INTERESTS**

To receive from Members declarations as to disclosable pecuniary and other interests in relation to any Agenda item.

**3. NOTICE OF KEY EXECUTIVE DECISIONS** (Pages 7 - 12)

A copy of the current Notice of Key Executive Decisions is attached. Members are invited to note the Plan and to comment as appropriate on any items contained therein.

**Contact Officer: H Peacey 388169**

**4. WASTE MINIMISATION** (Pages 13 - 32)

The Panel are to receive a briefing on Waste Minimisation.

**Contact Officer: N Sloper 388635**

**5. LITTER MINIMISATION** (Pages 33 - 50)

The Panel are to receive a briefing on Litter Minimisation.

**Contact Officer: N Sloper 388635**

**6. OVERVIEW AND SCRUTINY WORK PROGRAMME** (Pages 51 - 62)

The Overview and Scrutiny Work Programme is to be presented to the Panel.

**Contact Officer: A Green 388008**

**7. CABINET FEEDBACK: LIFELONG HEALTH TASK AND FINISH GROUP - PART ONE FINAL REPORT (Pages 63 - 66)**

The Panel are to receive Cabinet feedback on the Lifelong Health Task and Finish Group's Part One Final Report.

**Contact Officer: A Green 388008**

30th day of October 2019



Head of Paid Service

**Disclosable Pecuniary Interests and Non-Statutory Disclosable Interests**

Further information on [Disclosable Pecuniary Interests and Non - Statutory Disclosable Interests is available in the Council's Constitution](#)

**Filming, Photography and Recording at Council Meetings**

The District Council permits filming, recording and the taking of photographs at its meetings that are open to the public. It also welcomes the use of social networking and micro-blogging websites (such as Twitter and Facebook) to communicate with people about what is happening at meetings.

Arrangements for these activities should operate in accordance with [guidelines](#) agreed by the Council.

**Please contact Mr Adam Green, Democratic Services Officer (Scrutiny), Tel No. 01480 388008/e-mail [Adam.Green@huntingdonshire.gov.uk](mailto:Adam.Green@huntingdonshire.gov.uk) if you have a general query on any Agenda Item, wish to tender your apologies for absence from the meeting, or would like information on any decision taken by the Committee/Panel.**

Specific enquiries with regard to items on the Agenda should be directed towards the Contact Officer.

Members of the public are welcome to attend this meeting as observers except during consideration of confidential or exempt items of business.

Agenda and enclosures can be viewed on the [District Council's website](#).

**Emergency Procedure**

In the event of the fire alarm being sounded and on the instruction of the Meeting Administrator, all attendees are requested to vacate the building via the closest emergency exit.

## HUNTINGDONSHIRE DISTRICT COUNCIL

MINUTES of the meeting of the OVERVIEW AND SCRUTINY PANEL (CUSTOMERS AND PARTNERSHIPS) held in the Civic Suite 0.1A, Pathfinder House, St Mary's Street, Huntingdon, PE29 3TN on Thursday, 3rd October 2019

PRESENT: Councillor Mrs A Dickinson – Chairman.

Councillors B S Banks, R E Bellamy, S Bywater, S J Criswell, Ms A Diaz, K I Prentice and Mrs J Tavener.

APOLOGIES: Apologies for absence from the meeting were submitted on behalf of Councillors T D Alban, Mrs S Conboy and D A Giles.

IN ATTENDANCE: Councillors J W Davies, R Fuller, J M Palmer and Mrs S R Wilson.

### **30 ELECTION OF CHAIRMAN**

RESOLVED

that Councillor Mrs A Dickinson be elected Chairman of the Panel on an interim basis.

### **31 MINUTES**

The Minutes of the meeting held on 12th September 2019 was approved as a correct record and signed by the Chairman.

### **32 MEMBERS' INTERESTS**

Councillor S Bywater declared a non-statutory disclosable interest in relation to Minute Number 37 as a Member of Cambridgeshire County Council.

Councillor S Criswell declared a non-statutory disclosable interest in relation to Minute Number 37 as a Member of Cambridgeshire County Council.

### **33 APPOINTMENT OF VICE-CHAIRMAN**

RESOLVED

that Councillor S Bywater be appointed Vice-Chairman of the Panel on an interim basis.

### **34 NOTICE OF KEY EXECUTIVE DECISIONS**

The Panel received and noted the current Notice of Key Executive Decisions (a copy of which has been appended in the Minute Book) which has been prepared by the Executive Leader for the period 1st October 2019 to 31st January 2020.

## 35 TREE STRATEGY WORKING GROUP FINAL REPORT

With the aid of a presentation and an executive summary (copies of which are appended in the Minute Book) the Panel received a final update on the work of the Tree Strategy Working Group. Councillors Mrs J Tavener and J W Davies of the Working Group gave a verbal update of the Group's work to the Panel. The Arboricultural Officer, Ms T Miles, presented the slides to Members.

The Executive Councillor for Housing, Planning and Economic Development was also in attendance. In introducing the item, the Executive Councillor thanked the Working Group for the work they have done in assisting with the revision of the Tree Strategy. He also added that he is keen for Overview and Scrutiny Members to get involved in policy development and that this Working Group is a good example of that.

Councillor Tavener informed Members that the Working Group met with Arboricultural Officers, Ms T Miles and Mr A Sargeant, on a regular basis. In addition, the Working Group's observations (a copy of which is appended in the Minute Book) were read out to the Panel.

Councillor Davies added that due to recent events, people are realising the importance and benefits of trees. He added that the original reason for the Tree Strategy was because too many trees were being cut down. However the strategy has evolved to include other elements, including recognising the need for dead or rotten trees in order to support wildlife and tree canopies. Councillor Davies added that the Working Group is pleased with the work Ms T Miles and Mr A Sargeant have been doing.

In presenting to Members, Ms T Miles highlighted the need for review including internal factors and external influences. The revised strategy will highlight the fact that there are two services responsible but only one tree population and it will cover the aims of the strategy.

The Panel was informed of the principle alterations to the Tree Strategy including: moving from a five year plan to a ten year plan but with a five year review and annual reporting; a single document that encompasses all elements; a document that reflects government and industry best practice; revised policies and an action plan.

The next steps were outlined and Members were informed that it is planned the revised Tree Strategy will be adopted in June 2020.

Councillor S Bywater expressed concern over the management and maintenance of extra trees, although Ms T Miles stated that this will be considered when planting additional trees.

Councillor B Banks stated that as many trees as possible should be planted and that the Council should consider planting on the small parcels of land it owns. In response the Panel was informed that there is currently a push on local authorities to plant more trees but that the right balance needs to be struck.

The Panel welcomed the Working Group's verbal report and the presentation by Ms T Miles and thanked the Members of the Working Group for their hard work. The Panel,

RESOLVED

to dissolve the Tree Strategy Working Group and regain oversight of the Tree Strategy. Reviewing the strategy as and when required.

**36 EXCLUSION OF PRESS AND PUBLIC**

RESOLVED

that the press and public be excluded from the meeting because the business to be transacted contains information relating to the financial or business affairs of any particular person (including the authority holding that information).

*(At 7.34pm, during the consideration of this item, Councillor Mrs S R Wilson left the meeting and did not return.)*

**37 ONE LEISURE SAWTRY - OPERATIONAL MANAGEMENT**

With the aid of a report by the Head of Leisure and Health (a copy of which is appended in the Minute Book) the Panel received information on the operational management of One Leisure Sawtry.

Members were informed of the changes to the proposal since the original proposal was presented to the Panel in April 2019. In addition, legal advice was presented which clarified the position of the 1993 tripartite legal agreement.

The Panel discussed the proposal, the impact it would have upon the operational hours of the facility and the potential transfer date. Whilst Members were not content with some aspects of the proposal, it was recognised that the proposal would ensure that the village of Sawtry would have a leisure centre for, at least, the next two years.

The Panel supported the proposal and advised that Cabinet endorse the recommendations.

**38 RE-ADMITTANCE OF PRESS AND PUBLIC**

RESOLVED

that the press and public be re-admitted to the meeting.

*(At 8.03pm, during the consideration of this item, Councillors J W Davies, R Fuller and J M Palmer left the meeting and did not return.)*

## **39 OVERVIEW AND SCRUTINY WORK PROGRAMME**

With the aid of a report by the Democratic Services Officer (Scrutiny) (a copy of which is appended in the Minute Book) the Overview and Scrutiny Work Programme was presented to the Panel.

Chairman

**NOTICE OF EXECUTIVE KEY DECISIONS INCLUDING THOSE TO BE CONSIDERED IN PRIVATE**

**Prepared by:** Councillor G J Bull, Executive Leader of the Council  
**Date of Publication:** 23 October 2019  
**For Period:** 1 November 2019 to 29 February 2020

Membership of the Cabinet is as follows:-

Councillor Details		Councillor Contact Details
Councillor Mrs M L Beuttell	Executive Councillor for Operations and Regulation	3 Elton Road Wansford Huntingdon PE8 6JD  Tel: 01780 784025 E-mail: <a href="mailto:Marge.Beuttell@huntingdonshire.gov.uk">Marge.Beuttell@huntingdonshire.gov.uk</a>
Councillor G J Bull	Executive Leader of the Council	2 Lancaster Close Old Hurst Huntingdon Cambridgeshire PE28 3BB  Tel: 07780 511928 E-mail: <a href="mailto:Graham.Bull@huntingdonshire.gov.uk">Graham.Bull@huntingdonshire.gov.uk</a>
Councillor R Fuller	Deputy Executive Leader and Executive Councillor for Housing, Planning and Economic Development	8 Sarah Grace Court New Road St Ives Huntingdon PE27 5DS  Tel: 01480 388311 E-mail: <a href="mailto:Ryan.Fuller@huntingdonshire.gov.uk">Ryan.Fuller@huntingdonshire.gov.uk</a>

Page 7 of 66

Agenda Item 3

Councillor J A Gray	Executive Councillor for Strategic Resources	Vine Cottage 2 Station Road Catworth Huntingdon PE28 OPE  Tel: 01832 710799 E-mail: <a href="mailto:Jonathan.Gray@huntingdonshire.gov.uk">Jonathan.Gray@huntingdonshire.gov.uk</a>
Councillor J M Palmer	Executive Councillor for Partnerships and Well-Being	143 Great Whyte Ramsey Huntingdon PE26 1HP  Tel: 01487 814063 E-mail: <a href="mailto:John.Palmer@huntingdonshire.gov.uk">John.Palmer@huntingdonshire.gov.uk</a>
Councillor D M Tysoe	Executive Councillor for Digital and Customers	Grove Cottage Malting Lane Ellington Huntingdon PE28 0AA  Tel: 01480 388310 E-mail: <a href="mailto:Darren.Tysoe@huntingdonshire.gov.uk">Darren.Tysoe@huntingdonshire.gov.uk</a>

Page 8 of 66

Notice is hereby given of:

- Key decisions that will be taken by the Cabinet (or other decision maker)
- Confidential or exempt executive decisions that will be taken in a meeting from which the public will be excluded (for whole or part).

A notice/agenda together with reports and supporting documents for each meeting will be published at least five working days before the date of the meeting. In order to enquire about the availability of documents and subject to any restrictions on their disclosure, copies may be requested by contacting the Democratic Services Team on 01480 388169 or E-mail [Democratic.Services@huntingdonshire.gov.uk](mailto:Democratic.Services@huntingdonshire.gov.uk).

Agendas may be accessed electronically at the [District Council's website](#).

Formal notice is hereby given under The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 that, where indicated part of the meetings listed in this notice will be held in private because the agenda and reports for the meeting will contain confidential or exempt information under Part 1 of Schedule 12A to the Local Government (Access to Information) Act 1985 (as amended) and that the public interest in withholding the information outweighs the public interest in disclosing it. See the relevant paragraphs below.



Any person who wishes to make representations to the decision maker about a decision which is to be made or wishes to object to an item being considered in private may do so by emailing [Democratic.Services@huntingdonshire.gov.uk](mailto:Democratic.Services@huntingdonshire.gov.uk).or by contacting the Democratic Services Team. If representations are received at least eight working days before the date of the meeting, they will be published with the agenda together with a statement of the District Council's response. Any representations received after this time will be verbally reported and considered at the meeting.

**Paragraphs of Part 1 of Schedule 12A to the Local Government (Access to Information) Act 1985 (as amended) (Reason for the report to be considered in private)**

1. Information relating to any individual
2. Information which is likely to reveal the identity of an individual
3. Information relating to the Financial and Business Affairs of any particular person (including the Authority holding that information)
4. Information relating to any consultations or negotiations or contemplated consultations or negotiations in connection with any labour relations that are arising between the Authority or a Minister of the Crown and employees of or office holders under the Authority
5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings
6. Information which reveals that the Authority proposes:-
  - (a) To give under any announcement a notice under or by virtue of which requirements are imposed on a person; or
  - (b) To make an Order or Direction under any enactment
7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime.

Page 9

Huntingdonshire District Council  
Pathfinder House  
St Mary's Street  
Huntingdon PE29 3TN.

- Notes:-
- (i) Additions changes from the previous Forward Plan are annotated \*\*\*
  - (ii) Part II confidential items which will be considered in private are annotated ## and shown in italic.

Subject/Matter for Decision	Decision/recommendation to be made by	Date decision to be taken	Documents Available	How relevant Officer can be contacted	Reasons for the report to be considered in private (paragraph no.)	Relevant Executive Councillor	Relevant Overview & Scrutiny Panel
Establishment of Employment Company##	Cabinet	21 Nov 2019		Oliver Morley, Corporate Director (Services) Tel No: 01480 388103 or email Oliver.Morley@huntingdonshire.gov.uk	3	J A Gray	Performance and Growth
Approval of Council Tax base 2020/21	Chairman of Corporate Governance and Section 151 Officer	2 Dec 2019		Amanda Burns, Benefits Manager Tel No: 01480 388122 or email Amanda.Burns@huntingdonshire.gov.uk		J A Gray	Performance and Growth
Huntingdon Town Centre Property Acquisition***##	Cabinet	5 Dec 2019		Ian Gifford, Interim Estates Surveyor Tel No: 01480 388548 or email Ian.Gifford@huntingdonshire.gov.uk	3	J A Gray	Performance and Growth

Subject/Matter for Decision	Decision/ recommendation to be made by	Date decision to be taken	Documents Available	How relevant Officer can be contacted	Reasons for the report to be considered in private (paragraph no.)	Relevant Executive Councillor	Relevant Overview & Scrutiny Panel
HDCV Housing Ltd***##	Cabinet	5 Dec 2019		Nigel McCurdy, Corporate Director (Delivery) Tel No: 01480 388332 or email Nigel.McCurdy@huntingdonshire.gov.uk	3	J A Gray	Performance and Growth
Shared Services Business Plans 2020/21***##	Cabinet	23 Jan 2020		Oliver Morley, Corporate Director (Services) Tel No: 01480 388103 or email Oliver.Morley@huntingdonshire.gov.uk	3	D M Tysoe	Performance and Growth
Treasury Management Strategy***	Cabinet	13 Feb 2020		Oliver Colbert, Principal Accountant Tel No: 01480 388067 or email Oliver.Colbert@huntingdonshire.gov.uk		J A Gray	Performance and Growth

Page 5 of 6

Subject/Matter for Decision	Decision/ recommendation to be made by	Date decision to be taken	Documents Available	How relevant Officer can be contacted	Reasons for the report to be considered in private (paragraph no.)	Relevant Executive Councillor	Relevant Overview & Scrutiny Panel
Final Budget 2020/21 and Medium Term Financial Strategy***	Cabinet	13 Feb 2020		Claire Edwards, Finance Manager Tel No: 01480 388822 or email Claire.Edwards@huntingdonshire.gov.uk		J A Gray	Performance and Growth
Homelessness Review and strategy***	Cabinet	13 Feb 2020		Jon Collen, Housing Needs and Resource Manager Tel No: 01480 388220 or email Jon.Collen@huntingdonshire.gov.uk		R Fuller	Customers and Partnerships

Page 12 of 66

## Briefing: Waste Minimisation Projects

- V1 – SLT - 17 September 2019
- V2 – Informal Cabinet - 22 October 2019

From: Waste Minimisation Team

### Strategic Plan

Minimising the creation of waste and increasing the awareness of recycling and composting through organising and supporting community initiatives, stronger communication with residents through face to face opportunities as well as social media and leafletting, promoting a higher quality of recyclable material.

### Objectives

- Consider a long term and sustainable approach to waste minimisation
- To increase understanding and engagement in waste and recycling of the local community
- To increase recycling rates
- Ensuring the correct materials are placed in the correct bins, as well as the importance of maintaining a high level of quality in what is recycled.
- Educating those that wish to know more on the reasons behind these processes
- To ensure effective, efficient value for money



### Why

It has never been more important to encourage residents to minimise the waste that they produce. The Waste Minimisation Team work to encourage a reduction in the amount of waste produced, improved reuse and recycling rates, and reduce the amount of waste taken to landfill.

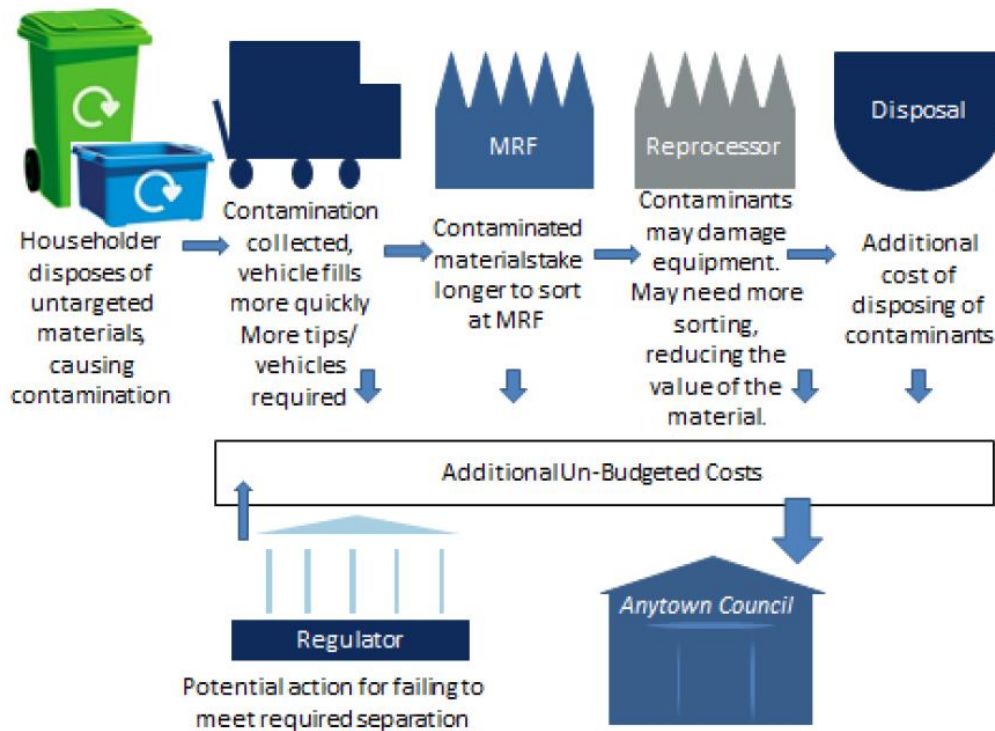
Improving the quality of recyclable material by cutting the contamination level at the point of collection can generate valuable benefits.

Unwanted materials placed out for recycling results in

- an increase in collection, sorting and reprocessing cost
- a reduction in the quality and quantity of materials destined for recycling
- Lower revenues and higher gate fees for the material.

The annual contamination rate is set at <7%. Once we hit this, a financial penalty is incurred which is calculated from 6% upwards. Year to date the rejection rate is at 7.03%. This equates to 500 tonnes of material which made it to the material recycling facility (MRF) and couldn't be recycled. Therefore focusing on contamination at the point of collection is fundamental to ensure unnecessary costs aren't gained. A contamination level of 9% equates to an additional revenue cost to the Council in the region of £100,000 for the year.

## Impact of contamination on recycling collections



### Projects to support the objections

To help achieve all this we are undertaking a number of projects to tackle from different angles, maximising impact and sustainability.

- **Prevention rather than cause – Zero Waste Initiatives**

We have been working with a number of different community groups and initiatives to help residents pick alternatives to the norm, such as refill shops to be able to refuse packaging, real nappy circles to encourage reusable options and repair cafes to help repair what they have. This will be available on the external website for reference. (Please see appendix 2)

We are looking to build this over time, being a point of connection and helping link the different groups together.

- **Contamination**

It has become apparent that many collection operatives do not know why contamination is a problem. In the past the collection crews rarely received feedback on any contamination checks undertaken.

By working more closely with the crews ensuring the rejection policy is being strictly followed, and providing the feedback will hopefully empower the crews to gather reliable information that will help us establish where contamination is an issue



Simultaneously we'll be working with residents to educate on what goes in what bin, ensuring that recycling is both maximised and maintained at the highest level. This



has been through targeted leafleting (**revamped literature, sent out to 466 households**) as well as a social media campaign. This has been difficult to enforce previously due to time and other role demands.

The first 4 weeks of this campaign have helped to identify the hotspot areas as:

Town	Number of collections	% of collections contaminated
Wansford	110	5%
Huntingdon	8454	4%
Wyton on the Hill	595	4%
Ramsey	2923	4%
Colne	369	4%

Analysis of the nature of the contamination, numbers reported per collection round and monitor which residents have provided feedback etc. Appendix 3 shows some of this analysis to date

- **Communal Collections**

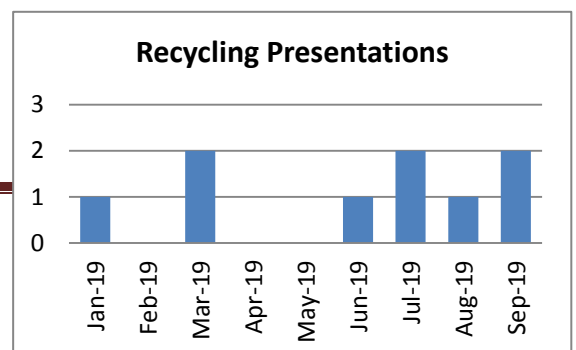
Recycling contamination has always been a bigger issue in communal collections due to the lack of ownership. We have been working with property management companies to resolve these issues. A common suggestion for the reasoning for this has been language barriers. A very word- light leaflet has been developed to highlight what goes into what bin in picture format. We have generated communication in another language, which if successful will be replicated in other languages too. We have also revamped the communal waste collection guide to help further educate residents on the reasoning for better recycling management (please see Appendix 4).

The recent waste analysis highlighted **38% food waste**. To help reduce this level we have set up the first trial of green waste collection from communal collections. We will be working closely with the property management companies to ensure a smooth running of the trial and ironing out any issues before rolling out to other communal collections (please see Appendix 5).

This project has been difficult to focus on previously due to time and other role demands within the team.

- **Communication**
  - **Recycling Presentations**

We have delivered 9 recycling presentations to date, engaging with a wider selection of residents



face to face, answering any questions they may have. We are looking at implementing an evaluation questionnaire which is sent out after each presentation to highlight any changes that may be needed and focus points for future presentations.

- **Social Media**

With so many people turning to social media platforms to keep up to date we have ramped up our activity on these.

Year to 31st Aug 2019, page **likes on Facebook** have grown from 484 to **1044**, with a slow and steady growth rate since the summer. The post reach has also improved, with average reach of a few thousand per post, and **one post reaching over 20k** in less than a week (please see Appendix 6). This drives new people to our page and generates more awareness. There has also been an increase in the number of followers commenting and educating each other, sharing the correct advice and guidance.

Our Twitter and Instagram pages have also seen increases. Twitter followers have increased from 254 followers a year ago to 307 followers at the beginning of September, 19 of these 53 followers have been in the last 2 months.

We regularly use a selection of #s to help keep consistent messages, and have begun to localise these too to the towns and villages to gain more buy in from residents. If you do not already follow us, please do, and please share the #s.

*#huntingdonshiredoes*  
*#huntingdonshirerecycles*

- **RECAP**

We have also been working with the RECAP Partnership on a number of projects, sharing literature for the contamination project as well as promoting the Recyclables Reading Challenge, which runs until 20<sup>th</sup> September. We have also taken the lead on the Recycle Week campaign, creating a series of videos to be shared on social media and intranet sites, showing a week in the life of a recycler to complement this year's theme of 'in our hands'

### **Measuring Success**

- The percentage of household waste sent to landfill Vs. recycling/organic
- Working towards the manifesto pledge of a 60% recycling rate
- Measuring the contract costs
  - Minimises the financial risk to the organisation by controlling contamination
  - Improving the quality of materials from householders will potentially increase the income giving better route to market and a higher value
- Collaborative working between litter minimisation and enforcement will ensure the same messages and policies are being followed throughout the district.
- Community engagement to spread the message will be measured from social media insights and feedback from presentations

### **Appendix 1**

Contacts:



Kathryn Cobb (Assistant Waste Minimisation Officer)  
[kathryn.cobb@huntingdonshire.gov.uk](mailto:kathryn.cobb@huntingdonshire.gov.uk)

Danette O'Hara (Waste Minimisation Support Officer)  
[Danette.OHara@huntingdonshire.gov.uk](mailto:Danette.OHara@huntingdonshire.gov.uk)

Heidi Field (Waste Minimisation Officer)  
[Heidi.Field@huntingdonshire.gov.uk](mailto:Heidi.Field@huntingdonshire.gov.uk)

Andy Rogan (Operation Manager)  
[Andrew.Rogan@huntingdonshire.gov.uk](mailto:Andrew.Rogan@huntingdonshire.gov.uk)

Neil Sloper (Head of Operations)  
[neil.sloper@huntingdonshire.gov.uk](mailto:neil.sloper@huntingdonshire.gov.uk)

## Appendix 2

Type	Name	Description	Contact Details	Opening Hours
Refill Shop	Arjuna Wholefoods	Arjuna is the original 100% vegetarian wholefoods shop in Cambridge. We are also a workers' cooperative - fully owned and run by its members	Address: 12 Mill Road, CB1 2AD Cambridge, Cambridgeshire <a href="#">Website</a> Facebook: @ArjunaMillRoad	Monday – Saturday: 9:30am-6pm Sunday: Closed
Refill Shop	Backyard Food	Shop offering food, cleaning and toiletry refill products as well as a range of local and ethical pre-packaged items.	Address: Oundel Road, Peterborough, PE2 8AT <a href="#">Website</a> Facebook: @backyardfoodpeterborough Twitter: @Backyard_Food Instagram: @backyardfoodpeterborough	Saturday: 11am-4pm Sunday: 11am-1:30pm
Swish	Backyard Food	Seasonal events every 4-6 months	Address: The Green Backyard, Oundle Road, Peterborough, PE2 8AT <a href="#">Website</a> Facebook: @backyardfoodpeterborough Twitter: @Backyard_Food Instagram: @backyardfoodpeterborough	
Repair Cafe	Barrington Repair Café	Repair Cafe	Address: 17 Orwell Road, Barrington, Cambridgeshire, CB22 7SE	
Refill Shop	Be Kind Kitchen	Be Kind Kitchen is a small grass roots venture serving cruelty free food that is kind for the planet, kind for animals and kind for your health	Address: Peterborough City Market, Unit 130 <a href="#">Website</a> Facebook: @bekindkitchenvegan Twitter: @bekindkitchen Instagram: @bekindkitchen_uk	Monday – Thursday: 10am-5pm Friday: 8.30am-5pm Saturdays: 10am-5pm Sunday: Closed
Repair Cafe	Cambridge Repair Cafe	Repair Cafe	Address: Cambridge Carbon Footprint, The Bike Depot, 140 Cowley Road, Cambridge, CB4 0DL <a href="#">News featuring Repair Cafe</a>	

Type	Name	Description	Contact Details	Opening Hours
			<a href="#">Facebook event</a> Twitter: @TransitionCambs	
Nappies	Cambs Reusable Nappies	Service offering parents the chance to see, learn more about and try a range of reusable nappies to decide which ones best suit their family's circumstances	Location: Ely and St Neots  <a href="#">Website</a>	By appointment
Repair Cafe	Cottenham Repair Cafe	Repair Cafe	Address: Cottenham Community Centre, 250A High Street, Cottenham, Cambridgeshire, CB24 8RZ	
Refill Shop	Daily Bread Co-Operative - Cambridge Ltd	Daily Bread Cambridge is a whole food shop, committed to supplying ethically-sourced natural foods to our local communities at affordable prices	Address: Kilmaine Close Unit 3 Cambridge, Cambridgeshire, CB4 2PH  <a href="#">Website</a> Facebook: @DailyBreadCambridge Twitter: @DB_Cambridge	Monday: 9am-4pm Tuesday – Saturday: 9am-5:20pm Sunday: Closed
Repair Cafe	Histon Repair café	Repair Cafe	Address: St. Andrews Centre, School Hill, Histon, Cambridgeshire, CB24 9JE	
Community Fridge	Millfield Community Fridge	Our fridge helps 2 reduce food waste and food poverty. Anybody can put food in anyone can take food out. Bringing community together. It has developed in to an amazing community hub.	Address: Open Door Baptist Church Hall, Searjeant Street, Millfield, Peterborough  <a href="#">Website</a> Facebook: @millfieldcommunityfridge	Wednesday: 10am-12pm Thursday: 10am-12pm Friday: 9.30am-11.30 am and 1pm-3pm
Community Fridge	Paston Farm Community Foundation	A community centre housing a community fridge	Address: Paston Farm Community Centre, Freston, Peterborough, Cambridgeshire, PE4 7XB  <a href="#">Website</a>	

Type	Name	Description	Contact Details	Opening Hours
Swish	PECT	Annual event during the Green Festival	Facebook: @pastonfarmcommunityfoundation <a href="#">Website</a> Facebook: @SustainablePECT Twitter: @SustainablePECT Instagram: @sustainable_pect	
Refill Shop	Refill Revolution Oundle	Bringing the Refill Revolution to Oundle! We're launching our popular zero waste shop in Oundle. Bring along your empty shampoo, conditioner, laundry detergent, fabric conditioner, washing up liquid, hand soap and body wash bottles for refills - all vegan friendly and cruelty free. We will also have a range of dry foods and other items to help you to reduce your plastic waste. Opening fortnightly on Fridays and Saturdays to begin with - to see if you like us - we are keen to open weekly & for more days from September.	Location: The Wharf, Oundle <a href="#">Website</a> Facebook: @refillrevolutionharbs Twitter: @refillrevoluti1 Instagram: @refill.revolution	
Refill Shop	St Neots Zero Waste Club	A group that buys wholesale food and domestic products in bulk and fills up with their own containers. Products are vegan and as plastic free as possible. The location is in Eaton Socon. Melina will place	Location: St Neots, Cambridgeshire <a href="#">Facebook Group</a>	

Type	Name	Description	Contact Details	Opening Hours
		orders based on our polls. A £10 deposit is needed to start off with in order to make the orders. You can then purchase the quantities and products you like. Please send Melina a message to get the address and bank details for deposit. Please check updates to see what there is in stock. This is a not-for-profit enterprise for us to use less plastic. We also sell Rawtangle dairy-free chocolate and nut milks.		
Repair Cafe	The Eversdens Repair Cafe	Repair Cafe	Address: Eversden Village Hall, 4 Chapel Road, Great Eversden, Cambridge, Cambridgeshire, CB23 1HP  <a href="#">Website</a>	
Repair Cafe	Villages South of Cambridge Repair Café (e.g. Fulbourn, Sawston, Shelford, Abington, Linton)	Repair Cafe	Address: The Fulbourn Centre, Townley Memorial Hall, Home End, Fulbourn, Cambridgeshire, CB21 5BS  <a href="#">Website</a>	
Community Fridge	WestRaven Community Fridge	Community Cafe - Has a community fridge on site	Westwood Community Hub, 31-35 Hampton Court, Westwood, Peterborough  <a href="#">Website</a>	Monday – Saturday: 8am-3pm Sundays: 11am-3pm

Type	Name	Description	Contact Details	Opening Hours
			Facebook: <a href="#">@BigLocalWestraven</a>	
Community Fridge	Yaxley Community Fridge	A community project set up by the parish council for the benefit of the parishioners. Free to use no matter what your social status is. if you wish you can leave something in the food bank in return, Example: biscuits or tins	Address: Austin Hall at the Amenity Centre on Main Street, Yaxley  <a href="#">Website</a> Facebook: <a href="#">@yaxleycommunityfridge</a>	Weekdays: 9 am-4pm Saturdays: 9am-1pm
Nappies	St Neots Cloth Nappy Chat	Facebook group	<a href="#">Facebook Group</a>	

Appendix 3

**Household Recycling Centres**

Huntingdonshire DISTRICT COUNCIL

**Residual Waste Only**  
Telephone: 01480 388640

**Recycling Waste Only**  
Telephone: 01480 388640

**Other recyclables**

Available at most supermarkets

CLOTHING BANK

Household Recycling Centres

Huntingdonshire recycles

HPS-2165





## Food Waste Collection for Flats and Communal Residents



We have provided you with a 7 litre caddy to use in the kitchen to collect food waste as and when it is generated. Once full, empty it into the green bin in the communal bin store.

Communal bins are provided in the bin store for food waste, which are for you to share with your neighbours.

**Please use them properly and look after them.**



If the wrong items are put in the food waste bin the collection may not take place and the bins may have to be removed.

- ✓ Do use paper liners, newspaper and kitchen roll
- ✓ Do Keep your bin store tidy

- ✗ Do not use plastic or biodegradable caddy liners
- ✗ Do not overfill the bins
- ✗ Do not block the bins

## Why RECYCLE your food waste?

Food waste that is sent to **landfill** doesn't harmlessly breakdown. It has a big impact on the **environment** as it rots and releases **methane** – a harmful greenhouse gas that is 25 times more potent than carbon dioxide.

Recycling food waste creates **compost** for **local parks** and to sell to **farmers**. All while **saving money** over disposal and creating local jobs.

### Top tip:

You cannot use biodegradable liners in your food bin, but please feel free to use newspaper or kitchen roll to line, or wrap scraps directly in newspaper and place in your green bin.



Last year households in Huntingdonshire recycled 19,000 tonnes of food and garden waste

Last year 525 tonnes of food and garden waste was disposed of in the dry recycling system, adding to the charges we receive for contaminated waste

## FOOD FOR THOUGHT

Remember there is **no amount too small**. The **best thing** we can do with our food is enjoy it but some waste like banana skins, tea bags and plate scrapings are inevitable.

### Remember to recycle

- ✓ All uneaten food & plate scrapings
- ✓ Mouldy or out of date food - inc. ready meals removed from their packaging
- ✓ Peelings
- ✓ Tea bags & coffee grounds
- ✓ Bread & pastries
- ✓ Dairy products (inc. egg shells)
- ✓ Rice, pasta & beans
- ✓ Meat, fish & bones (raw & cooked)

### Please do not recycle

- ✗ Packaging of any kind
- ✗ Liquids such as milk
- ✗ Oil or liquid fat
- ✗ Any material that is not food waste



## Appendix 5

Social Media:

Facebook:

Year to 31st Aug 2019

Total Page Likes as of Today: 1,044



Year to 31<sup>st</sup> Aug 2019

### Post reach

The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise.



Daily data is recorded in the Pacific time zone.

## Appendix 6

### **Waste Minimisation Team Update – July/August 2019**

In July we **welcomed Danette** to the team.

**Assisted collection and additional grey bins reviews** took place - letters sent to 3500 properties and the team has processed returned forms

There is still c. 900 who have not been in contact – further correspondence

#### **Additional Garden bin renewal on 1 July**

- Updated 3342 records to ensure crews schedules are accurate
- Arranged for new stickers/permits to be sent to all
- Correspondence with those who's DD were unsuccessful of which there were 46

#### **Throughout July we have dealt with**

- 50 Assisted collection requests
- 18 Additional grey bin request
- Processed 1053 bin requests – includes printing schedules, updated address records and completing schedules once delivery had taken place
- 124 resident enquires responded to
- Weekly missed bin reports
- Responded to 12 planning consultations
- Database management – routing new properties, updating schedules, LLPG updates
- Reporting to DEFRA, County Council and Corporate

#### **Community engagement**

- July :
  - Buckden Primary School
  - National Women's Register
  - Kimbolton WI
- August:
  - Oxmoor group
  - Huntingdon Carnival

#### **Communications**

- Social Media Stats
  - 74 new Facebook likes taking the total to 951
  - 26.4k people reached via Facebook posts

301 Twitter followers  
182 Instagram followers

- Communications Plan
- Social Media Plan
- Inventory of communications material and proposed changes

### **RECAP projects**

- Waste Analysis
  - Data requirements for KAT Proforma – Deadline- 9 August
- Recyclable Summer Reading Challenge – attended workshop on 2 August at St Ives Library
- Recycle Week Comms with Amey & Charpak
  - Working with Siobhan in housing to create a number of short films to support Recycle Weeks theme of 'It's in our Hands'
    - Ideas for a number of films showing a day in the life of a recycler
      - Washing/sorting
      - Donating clothing
      - Etc..

### **Project Updates**

#### **Anti-Contamination Campaign – Communications Plan**

- Crew training took place 2 August
- From w/c 5 August crews are being hot on checking bins
- Team are monitoring crew rejections over the next 4 weeks – this will assist with identifying our worst areas for targeted communications
- Increased social media posts
- Textile and food waste specific leaflet designed which will be sent to those who have had their bins rejected because of these contaminants
- Vehicle livery being designed and printed

#### **Communal Areas – Communications Plan**

Redesigning the leaflet with a pictorial leaflet too

Focusing on Percy Green Place & Traders Walk to look at different communications and working with the management companies

Introducing a food waste trial – dedicated leaflet being created

### **Upcoming projects/work**

## **APSE benching marking data for 2018/19 – deadline 10 October**

### **Zero Waste Zones**

- Refill shops,/advisors
- Repair café
- Community fridges
- Further recycling facilities – crisp packets, cartridges, batteries etc...
- Dedicated webpage on HDC website providing contacts – what's happening were

### **Internal Waste Initiatives**

To initially increase the quality and quantity of the materials we are currently collecting and to also look at collecting the following for recycling

- Crisp packets
- Batteries
- Food
- Small WEEE

### **Annual Leave**

- Heidi – 19<sup>th</sup> August – 4<sup>th</sup> September
- Danette – 5<sup>th</sup> September
- Kathryn – 12<sup>th</sup> & 13<sup>th</sup> September

## Waste Minimisation Team Update – August/Sept 2019

**Assisted collection and additional grey bins reminder letters** have been sent to c.900 – the team are processing returned forms and information from these residents

### Throughout August we have dealt with

- 39 Assisted collection requests
- 21 Additional grey bin request
- Processed 806 bin requests – includes printing schedules, updated address records and completing schedules once delivery had taken place
- 288 resident enquires responded to
- Weekly missed bin reports
- Responded to 10 planning consultations
- Database management – routing new properties, updating schedules, LLPG updates
- **Q1 2019/2020 waste figures for WasteDataFlow by 30 Sept 2019**
- County Council and Corporate

### Community engagement

- August:
  - Oxmoor group
  - Huntingdon Carnival
- September
  - 17<sup>th</sup> Huntingdon Conservatives Group
  - 19<sup>th</sup> – Warboys – Zero Waste Talk

### Communications

- Social Media Stats
  - 107 new Facebook likes taking the total to 1058
  - 160k people reached via Facebook posts
  - 305 Twitter followers
  - 192 Instagram followers
- Communications Plan
- Social Media Plan
- Inventory of communications material and proposed changes

### RECAP projects

- **Waste Analysis** – Initial results show that 35% of the grey bin includes food waste which could be recycled within the green bins. Complete report is imminent
- **Recyclable Summer Reading Challenge** – ongoing promotion. **Closing date 20 September**

- **Recycle Week (23<sup>rd</sup> September)** Comms with Amey & Charpak
  - Working with Siobhan in housing to create a number of short films to support Recycle Weeks theme of 'It's in our Hands' will include Batteries, Clothes, visiting the HRC etc..  
All films have be recorded, editing is taking place
- Reviewing RECOUP's Pledge2Plastics campaign materials
- Food waste project team to be brought together

## **Project Updates**

### **Anti-Contamination Campaign –Communications Plan**

- The recycling crews have been monitoring bins. Through August 1342 recycling bins were rejected for having the wrong materials in.

New leaflets have been created for advice on textile recycling and food waste recycling. These leaflets are being sent to though who contaminate for these specific reasons.

- 249 residents have received the textiles leaflets
  - 184 have received the food waste leaflet
  - 47 letters have been sent to the repeat offenders
- Increased social media posts
  - Vehicle livery being designed and printed
  - Full page 'Green News' page within the Hunts Post on 4 September highlighting the rejection policy to readers

### **Communal Areas – Communications Plan**

Redesigning the leaflet with a pictorial leaflet too

**Traders Walk, Godmanchester** – communal bins have be sited so that one bin store is for refuse and the other is for recycling. The management company has written to all tenants' information of their responsibilities. They have also served notice to two residents who have continued to misuse the bins

Introducing **food waste collection trial** to flats at Walston way, Brampton. Residents have been informed; caddies and bins are being delivered 10 September. Collections commence Thursday 19 September

### **Upcoming projects/work**

**APSE benching marking data for 2018/19 – deadline 10 October**

### **Zero Waste Zones**

- Refill shops,/advisors

- Repair café
- Community fridges
- Further recycling facilities – crisp packets, cartridges, batteries etc...
- Dedicated webpage on HDC website providing contacts – what's happening were

### **Internal Waste Initiatives**

To initially increase the quality and quantity of the materials we are currently collecting and to also look at collecting the following for recycling

- Crisp packets
- Batteries
- Food – Introduction of a food waste collection as part of the Commercial waste service. Collections from Pathfinder House & Eastfield House to be implemented initially. Caddies & Bins to be provided and comms to be written
- Small WEEE

### **Annual Leave**

- Heidi –
- Danette – 13<sup>th</sup> September, 7<sup>th</sup> to 11<sup>th</sup> October
- Kathryn – 12<sup>th</sup> September, 16<sup>th</sup> to 20<sup>th</sup> September, 30<sup>th</sup> Sept to 4<sup>th</sup> October



## **Briefing: Litter Minimisation**

**Date:** October 2019

**From:** Matt Chudley – Operations Manager – Environmental Services  
Kristie Wilson – Litter Minimisation Officer

### **Background**

Members supported a bid to establish a Litter Minimisation role in 2019 to deliver:

- Pride of place
- The Corporate Strategic Plan objectives: Supporting a safe and healthy environment by making Huntingdonshire a better place to live, work and invest.
- Part of the prevention agenda that focuses on social responsibility and pride under a proposed theme of 'Love Huntingdonshire'.

Street Cleansing nationally has a traditional focus on responding to and addressing the problem of litter once it has occurred, littering has therefore already impacted people, their lives and where they live. Litter Minimisation will find practical ways to address the cause.

HDC continues to support a significant and growing number of Community Litter Pick activities by local communities (36 since April), but this is still focussed on clearing up.

### **Aims and Objectives**

Litter minimisation aims to establish a long-term and sustainable approach to litter reduction and prevention by:

- Coordinating and extending the Council's current operations with an integrated approach including other agencies
- Engaging the community in what is a community issue
- Developing a range of mechanisms to increase community awareness, ownership, responsibility and civic pride.

Prevention activity in 2019/20 is focused on pilot schemes to test and develop successful projects, within Huntingdon. Pilot locations have been selected to give the most representative sample of the district, with the overall aim to create projects which can be rolled out through the district. These pilots will create robust evidence as to the effectiveness of the proposed ideas and create justifiable evidence to support the roll out of these pilots into a district-wide project.

There are five key themes of pilot activity (fully detailed in Appendix A):

- **Town Centre** – Recycling on the go (turning litter into recycling and litter in the right bin)
- **Roadside** – Surveillance, enforcement, messages targeting motorists
- **Business** – Responsibility and securing waste so it does not become litter, improving recycling and education of the surrounding communities
- **Community Fly-Tipping** – Engagement regarding impact and cause, bulky collection

pilot

- **Rural Litter** - Encouraging responsibility through litter reduction initiatives, recycling pilot and education within primary schools

In addition, a **branding activity** is proposed to establish 'Love Huntingdonshire' with consistent messaging about the impacts of litter, encourage responsibility, publishing all activities, pilots and successes. Suggested logo's are presented for the launch (see Appendix B).

This is also a collaborative initiative led by Litter Minimisation within the Council joining up

Community Services, Recycling and Waste Services, Waste Minimisation and Street Cleansing.

### Benefits and Messages

- To reduce the incidence of littering in Huntingdonshire by increasing civic pride and responsibility, whilst directing resources at key areas of concern.
- To encourage recycling instead of littering, responding and harnessing public interest in recycling and a clean environment
- To address the cause of litter, to be more efficient and effective at prevention to then minimise the need for extensive conventional street cleansing.
- To develop a cost/benefit assessment of prevention activities to drive future service change.

The measures for each activity area are set out below. Each activity is setting a baseline for the first time to monitor progress.

Pilot	Benefit Measures
Town Centre	Photos, Cigarette survey, Change in volume of waste in general waste/recycling in comparison with initial survey. Survey
Roadside	Collaborative working with Highways England to provide a consistently low volume of litter alongside highways. Lower
Business	Reduction in litter throughout Industrial pilot area based on NI195 survey. Photos.
Community fly-tipping	Number of bulky collections booked through scheme. Number of fly tips reported.
Rural Litter	Overall reduction in litter based on

Further Information

Kristie Wilson (Litter Minimisation Officer)  
[kristie.wilson@huntingdonshire.gov.uk](mailto:kristie.wilson@huntingdonshire.gov.uk)

Matt Chudley (Operations Manager (Environmental Services))  
[matthew.chudley@huntingdonshire.gov.uk](mailto:matthew.chudley@huntingdonshire.gov.uk)

Neil Sloper (Head of Operations)  
[neil.sloper@huntingdonshire.gov.uk](mailto:neil.sloper@huntingdonshire.gov.uk)

This page is intentionally left blank

## **APPENDIX A: Litter Minimisation Activities**

### Town Centre Pilot (On-Street Recycling)

#### What Success Looks Like (Why):

The overall aim is to match the manifesto pledge for household recycling, to recycle 60% of waste.

- No litter is currently recycled.
- It is estimated that 55-65% of litter within high street general waste bins is recyclable.
- On average 50 bags of refuse are collected from the current Huntingdon Town Centre bins on a weekly basis.
- The target for the number of bags of recycling for a weekly collection is 20%, based upon the current weekly average of refuse bags collected.



#### Overview (What):

Huntingdon town centre has a lack of recycling facilities, meaning no street waste is taken to be recycled.

We will trial methods of on street recycling from November 2019 to November 2020 to establish the cost benefit of rolling out similar schemes throughout the district should the Huntingdon Town Centre pilot be successful.

20 recycling stations will be trialled, which will comprise of containers for cans, plastic bottles and general waste. The location of these new recycling provisions will be decided by evaluating the efficiency of the existing facilities, including surveys on footfall, usage and location.

It will be established if an income can be achieved for the materials recycled from street litter.

#### Key Actions & Timescales (How):

HDC are currently in the procurement phase of sourcing the most appropriate and cost-effective recycling station for this pilot, whilst looking into scope for extending this to other areas of the district. Evaluating and confirmation of orders is estimated to be completed by mid-October 2019. The lead time for these products is variable dependent upon supplier, however HDC estimate that

based on an average lead time of 6 weeks that initial installations will mid-November 2019, with aims to finish installation before the end of November 2019.

Action	Timescale
Apply for 'Clean Our High Street' Central	<i>Complete July 2019</i>
Identify pilot locations	<i>Complete July 2019</i>
Rationalisation of bin locations in line with footfall	<i>Complete by 16/11 Mapping in progress as to not impact the Market stall</i>
Create specification for on street recycling	<i>Complete by 16/09- Currently in procurement</i>
Introduce on street recycling within the pilot	<i>Estimated December 2019</i>
Introduce new designs of cigarette bins	<i>Installation November 2019</i>
Enterprising sale of high-grade recyclable materials to create and income stream	<i>TBC- based upon future success and volumes of recyclable materials and receiving</i>
<i>Before and After audits and reporting to measure success</i>	<i>Initial audits complete 15/08. After audits scheduled July 2020.</i>
Collaborating with key stakeholders to include, Town Council, Police, BID, Cambs County Council, Businesses	<i>All relevant stakeholders will be contacted throughout the process between July 2019-July</i>

#### Measures:

Initial cleanliness will be taken using surveys. These will identify hotspots for litter, including cigarette litter, and subsequent surveys will be taken to identify whether recycling stations are located in the most appropriate place based on relative footfall and usage, and quarterly surveys will identify whether there has been a reduction in overall litter in Huntingdon Town Centre.

Before and after photos will be taken to show change in the overall aesthetic of Huntingdon Town Centre and surrounding areas.

#### Roadside Litter Pilot

##### What success looks like (Why):

A roadside litter pilot has been established due to the large volumes of litter left on verge-sides along main highways within the district. Huntingdon has some of the busiest 'A' roads connecting major routes for lorries to Folkestone and on to Europe. This pilot trials methods of reducing the incidence of littering from vehicles, particularly lorries.

A reduction in collected litter (tonnage) in pilot areas, after baseline figures are taken, will be analysed in comparison with previous months and the volume of waste (in bagged quantity) collected.

Success will also be monitored in the form of uptake of a mobile application for hauliers and haulage companies after a successful bid to WRAP and DEFRA to support innovative practices to reduce litter.

Successful collaborations with Highways England are a key objective: to create a safer and more efficient way of clearing litter from roadsides, increased number of prosecutions from offenders and improving prevention through the use of signage to educate members of the general public. To maintain the condition of the newly constructed A14 through the district, we aim for these meetings to allow educational signage to be added to coincide with the opening of this highway to discourage littering from vehicles.

#### Overview (What):

Evidence highlights road service stations and users of their facilities are the main road litter hot spots. We are working collaboratively with Highways England and other stakeholders to provide the most efficient solution to this issue, with safety of staff at the forefront of the conversation. We are discussing covert surveillance cameras along highways to enable enforcement and mapping hotspots. (Likely to be slow to implement due to the nature of contracts and multi-agency areas).

HDC were successful in our bid to secure funding from WRAP, whom are partnered with DEFRA and other central government departments, for innovative practices to reduce litter as part of a Litter Innovation Fund application. This includes:

1) Developing a mobile application for hauliers, which will be used to promote different initiatives, send messaging and to give a platform in which they can report fly tipping and litter whilst on the road. This is currently at the public consultation stage, whereby hauliers will be targeted to give feedback on the use of a mobile application, which features would be desirable and whether this would work for them. Subject to positive feedback this idea will be drafted, and timescales given from 3C ICT, who will be tasked with making a working application for us to promote. The promotion of this will be through various channels, including roadside signage and working directly with haulage companies to attempt to infiltrate its use into the target audience.

2) Pilot laybys being used to introduce roadside waste facilities and movable signage. This is still in

its early stages, however, is likely to include localised statistics from the collection data sources prior to the implementation of the pilot.

#### Key Actions & Timescales (How):

HDC are currently in the process of organising a meeting with Highways England to discuss using gantry footage and laybys for signage and bins. Whilst this is arranged, HDC are currently advising street cleansing to collect data sheets on the selected pilot laybys within the district, this will be conducted on a weekly basis over a one-month period to ensure data is representative and averages can be taken. This will also act as baseline data for comparisons of tonnage collected in the following months of this project.

Some timescales for this project are heavily influenced by external organisations, such as Highways England, due to the required collaborative approach with other agencies with their own priorities.



The following shows the schedule of event for this project with estimated time frames:

Action	Timescale
Litter Innovation Fund Application	<i>Complete 2018- Successful Grant funding</i>
Identify laybys used for highway litter	<i>Complete</i>
Monitor data on volumes of litter collected in	<i>Complete beginning of November 2019- One</i>
Public Consultation with hauliers for scope of the mobile application and features	<i>Estimated completion end of November 2019</i>
Collaborate with Highways England, Cambs County Council and Enforcement	<i>November 2019- Meetings organised for further discussion</i>
Building rapport with key stakeholders eg Highways England	
Explore options for use of Highways England gantries to display anti-littering	<i>November 2019-January 2020 Meeting booking in progress to discuss further with</i>
Explore opportunity to share Highways England gantry footage with the enforcement team for	<i>January-March 2020- Meeting booking in progress with Highways England and HDC</i>
Explore options for covert surveillance cameras and suitable locations	<i>January-March 2020- Meetings organised with HDC enforcement team to discuss legislation surrounding surveillance</i>
Meeting with 3C ICT about possibilities of app	<i>Meeting scheduled November 2019 for possible</i>
Improved littering enforcement	<i>Estimated March 2020- Meeting pending contact with Highways England</i>
Before and After surveys of the area to monitor progress	<i>Before estimated October 2019, after estimated July 2020- Will be based on selected areas identified by enforcement, street cleansing and Highways</i>

### Local Business Litter Reduction Community Pledge

What success looks like (Why):

There have been significant issues identified surrounding volumes of litter within the Stukeley Industrial Estate, Huntingdon. These have been identified through site visits, street cleansing teams and public complaints and general enquiries.

Huntingdonshire District Council have worked closely with the street cleansing team to identify key areas which have significant volumes of litter from the

industrial estate. One of the key issues which HDC will be tackling through this scheme will be the level of litter which is produced from commercial units due to inefficient storage of waste. This litter creates an unsightly environment for residents, commuters and for visitors to Huntingdon and degrades the overall perception of the town and surrounding areas.

Success of this project will be primarily identified through comparative surveys of the pilot area to analyse against baseline data which has already been collected. The aim is to see a reduction in overall litter, graffiti, detritus and flyposting, as noted from the NI 195 survey conducted before and after the implementation of the project, in line with the corporate plan place indicators.

Another measure of success will be identified from uptake of the scheme from businesses in the pilot areas. This will also be analysed in terms of the higher number of businesses on higher levels, the more successful the project implementation and advertising has been.

#### Overview (What):

HDC will trial an audited award scheme to encourage businesses to voluntarily improve their storage and surrounding environment. Through this award scheme HDC will be able to offer a package of different services alongside offers on commercial tasks e.g. cleansing and recycling services, which will be offered exclusively to businesses signed up to the scheme.

The main channel of promotion will be through direct contact to advertise the scheme and provide information. This promotion is likely to include focussing on incentives another channel for advertisement and marketing which will be trialled is via communal business groups, such as monthly business breakfast, whereby representatives can register interest and information can be provided on how to take part.

There is also reason to involve media outlets, including newspapers, radio and social media platforms to allow the public to see what we are aiming to achieve within these areas. This will subsequently provide enhanced reasoning for businesses within this area to partake in the scheme, as there will be added benefit from customers and visitors who see this award advertised on site.

#### Key Actions & Timescales (How):

Action	Timescale
Identify Pilot area	<i>Complete 07/19</i>
Undertake NI 195 litter surveys and map to	<i>Complete 30/08</i>
Create a comprehensive list of businesses with	<i>Complete 30/08</i>
Produce award branding	<i>Complete 15/08</i>
Produce accompanying audit	<i>Audit draft complete 15/08- Final deadline</i>
Produce accompanying award	<i>Estimated 30/10</i>

Offer free advice on improved housekeeping and recycling offered to those signing	<i>Estimated 30/10 Meeting scheduled to discuss benefits that HDC could offer as</i>
Engaging with local businesses within Huntingdon (Piloting Stukeley Industrial	<i>Estimated January 2020</i>

to sign up to an environmental pledge, this will	
Explore commercialisation opportunities with local businesses for operational	<i>Meeting scheduled January 2020 with various departments to discuss</i>
Audits scheduled for businesses who have	<i>Estimated January 2020 (bi-annually thereon)</i>
Advertisement through media and social media outlets eg HuntsPost to promote the	<i>Estimated February 2020</i>
Before and After surveys of the area to monitor progress	<i>July 2020- Before surveys complete, after surveys will be completed at key</i>

### Community Fly-Tipping Reduction

#### What success looks like (Why):

When speaking with the street cleansing team and enforcement, it was evident that there is a large issue with fly-tipping in the Oxmoor area, with suggestion that the main reasons for this issue is a combination of lack of education, language barrier and cost.

Success will be monitored over the duration of the project, including the number of fly-tips recorded. The overall aim will be to see a reduction in the number of fly-tips recorded within the Oxmoor area, which will be analysed monthly with the aim of seeing a negative trend. Success will also be monitored in terms of number of bulky waste collections booked through HDC, alongside the idea of a white goods amnesty, to provide areas of deprivation with an accessible service to remove bulky goods, which might otherwise become fly-tipped.

#### Overview (What):

When speaking with the street cleansing team and enforcement, it was evident that there is a large issue with fly-tipping in the Oxmoor area, with suggestion that the main reasons for this issue is a combination of lack of education, language barrier and cost. Furthermore this has led to an overall strategy which incorporates the community in its foundations, offering residents the chance to integrate with the project through education and community champions who will be encouraged to spread the understanding of our project, this could be especially prominent with those with a language barrier.

After the initial analysis of fly-tipping and bulky waste collection data, it was evident that fly-tipping far outweighs bulky collections, and when analysed over the district, Oxmoor still remains one of the largest urban hotspots for fly-tipping.

Hotspots for fly-tipping have been mapped and fly-tipping statistics will be further analysed in the coming quarters to monitor changes in rates in fly-tipping.

## Key Actions & Timescales (How):

The following shows the schedule of event for this project with estimated time frames:

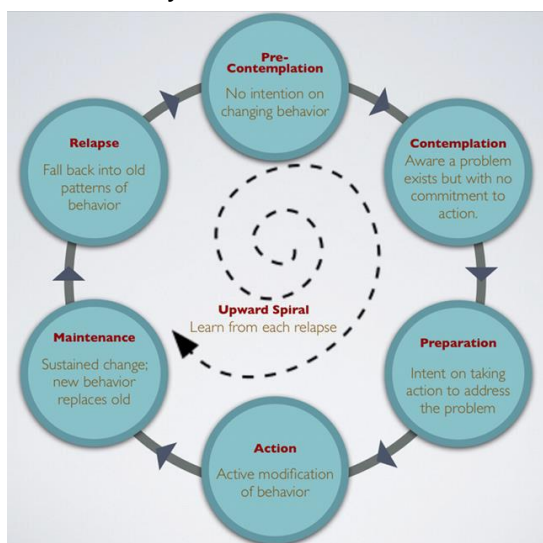
Action	Timescale
Collate statistics from previous 12 months for	<i>Complete</i>
Pilot to run alongside the existing Oxmoor projects. Meeting to understand how litter minimisation can be	<i>October 2019</i>
Identify community champions	<i>December 2019</i>
Complete walk around to identify key issues	<i>Scheduled 18/09</i>
Undertake community forum to understand	<i>December 2019</i>
Gauge community opinion on the causes of fly-tipping and how this can be improved	<i>December 2019- Meeting scheduled with</i>
Explore piloting free bulky waste collections/white goods amnesty	<i>Communities department to discuss</i>
	<i>December 2019- Data analysis shows underuse of bulky collection service in Huntingdon (Oxmoor particularly low), in comparison with fly tips which show Oxmoor as a hotspot. Further discussion needed to identify cost- benefit analysis of this scheme</i>
Education created and encourage uptake through community champions	<i>December-February 2019- Meeting with</i>
	<i>Communities Department to identify key figures and community champions to help infiltrate the message of our scheme into the local community with the message of respect and</i>

## Rural Litter Reduction Campaign

What success looks like (Why):

It is common practice throughout Europe to have a limited number of public litter bins (These are mostly in Town centres), with the social norm that the public take litter home with them. It is also evident that our friends on the continent are way ahead when it comes to recycling. This is a behavioural change we are aspiring to instil into the residents of the local communities which this six-month pilot has been selected for, to encourage recycling and to adopt responsibility for their local environment.

Initial surveys will be taken as bench line figures, including number of bags of waste taken from litter bins in these areas and volume of litter. The overall aim is to improve education for the public and in turn reducing the volume of waste going to landfill. The target for these parishes will be a reduction of 60% of on street waste going to landfill, by encouraging recycling and taking litter home to dispose of with domestic waste, this is in line with the manifesto pledge to reduce waste to landfill. Based on initial surveys, we can expect litter in these areas to reduce, as the presence of litter bins are known to encourage fly tipping and loose litter to be poorly discarded or littered by animals, often resulting in a high volume of litter nearby to on street litter bins.



We will be using the behaviour change cycle to base our educational campaign on, as this explains how behaviour change is developed and what to expect when implementing the campaign. This also considers how action creates modification of behaviour and the potential for relapse.

### Overview (What):

There will be a pilot running to educate the public on how to effectively recycle and encourage behavioural change through interaction with local primary schools and community groups. This pilot will include Stibbington, Water Newton, Alwalton, Chesterton, Elton, Haddon, Morborne, Folksworth and Washingley, whereby it has been identified that these bins are underutilised or misused. Currently 100% of litter bin waste from these areas goes to landfill. Litter bins also encourage wild animals which inviable distribute litter from bins across the open spaces. There are also incidents of people fly tipping adjacent to litter bins which people regards as acceptable because they regarded it as a collection point.

Within this pilot different areas will be identified to trial different ideas to encourage behavioural change and increased recycling. This will include removal and relocation of litter bins. When this pilot has been implemented, there will be a phase of education throughout these target parishes on recycling and disposal of waste. This will include collaborative working with parish councils, schools, local businesses and community groups to inform and educate the public on what we are trying to achieve in their neighbourhood.

Key Actions & Timescales (How):

Action	Timescale
Research effectiveness of on-street litter bin in	<i>Complete</i>
Identify key locations for litter bin pilot	<i>Complete</i>
Create educational materials on	<i>November 2019</i>
Identify key community groups and parishes which will be contacted with	<i>December 2019</i>
Remove litter/relocate bins in rural/semi-rural	<i>December 2019</i>
Circulate educational materials to community	<i>December- February 2019</i>
Before and After litter surveys of the area to	<i>November 2019 Before March 2019 After</i>

This page is intentionally left blank



## APPENDIX B: Branding and Logo Designs

### Branding

What success looks like (Why):

Success for the branding element of this project will be measured by creating a successfully recognisable brand for Huntingdonshire, which can not only incorporate the pilots we have created within the litter minimisation briefing, but other projects being undertaken by different departments.

The overall aim of this branding is to create a sense of connection for the residents and those visiting Huntingdonshire, to stimulate community spirit and pride for the district. This in turn will encourage the idea of responsibility, not only to reduce litter, but to improve the overall community and engage with the council and other community projects.

The measure for this will be based upon recognition of the brand in our sampling and survey activities, to identify whether they have seen the logo, whether they can identify what projects the logo is associated with and whether this project makes them feel a greater sense of pride in their community. This will also give a platform to the public to demonstrate the new projects which are being developed.

Overview (What):

This branding has been researched and designed based around what we would like to achieve from our pilots, and other projects throughout HDC, this being an improved sense of civic pride and responsibility for their local community. Similar branding materials have been created for other councils nationally, including a particularly successful campaign from 'Love Essex', which has instilled community pride and encouraged recycling throughout the county. With this in mind, we were inspired to create a similar scheme for Huntingdonshire, with the idea of being able to incorporate other projects within the overall theme of 'Love Huntingdonshire'.

Key Actions and Timescales (How):

Action	Timescales
Branding name- Love Huntingdonshire	<i>Complete</i>
Draft logo designs	Complete
Order logo Stickers for Cigarette bins	December 2019
Incorporate logo into Business litter reduction	December 2019
Create marketing materials/social media	January 2020
Incorporate logo into Highways anti-litter	January 2020
Incorporate 'love Huntingdonshire' logo into	TBC
Incorporate 'love Huntingdonshire' logo into further educational materials for community projects.	June 2019- incorporated into all further educational materials for the duration of the project timescale.

The litter minimisation pilot schemes are ready for implementation; we need to associate them with a clear and identifiable brand, in keeping with the aspirations of the Council.

This is extremely important in helping to market some of the projects initially and creating a positive identity for the pilots we are trialing.

The following designs have been designed to work alongside the projects, the following designs have been shortlisted by SLT:

A



B



\*Logo designs still contain watermarks which will be removed once designs are confirmed. This will be at a cost of \$1-2 per logo for the use and image rights

## Overview and Scrutiny (O&S) Work Programme 2019/2020

### Active Studies

#### O&S (Customers and Partnerships)

O&S (Customers and Partnerships)	Summary of Scope	Advisors	Progress	Interim Reporting Date
<p><b>Lifelong Health – Part Two</b></p> <p>Identify ways in which the Council can improve the lifelong health of residents. Identify the benefits of a whole system approach for the Council.</p>	<ul style="list-style-type: none"> <li>Identify ways of developing better health outcomes.</li> <li>Discuss with the CCG and Public Health in order to establish if collaboration between the Council, the CCG and Public Health is worthwhile.</li> </ul>	<p>CCG CCC Public Health 'Friends of the Rec' Jayne Wisely Cllr J Palmer Cllr Mrs J Tavener</p>	<p>12th September 2019 – The Panel received the final report of Part One and agreed to continue the study under the guise of 'Part Two'.</p> <p>14th October 2019 – The task and finish group met with Liz Robin, Public Health.</p> <p>The Task and Finish Group plan to do the following:</p> <ul style="list-style-type: none"> <li>Invite a representative from 'Friends of Rec' to inform the Group what they do and how successful they are.</li> <li>Invite a representative from the Clinical Commissioning Group (CCG) to inform Members on how the Council and CCG can work more closely to improve resident's health particularly around the wider determinants of health and the prevention agenda.</li> <li>Have a workshop or two on developing better health outcomes for specific conditions (to be confirmed).</li> <li>Take an in depth look at one of the LGA report case studies.</li> <li>Review all the evidence, produce recommendations and present a final report.</li> </ul>	<p><b>02/04/2020</b></p>

## O&S (Performance and Growth)

O&S (Performance and Growth)	Summary of Scope	Advisors	Progress	Interim Reporting Date
<b>Skills</b>  <ul style="list-style-type: none"> <li>Increase in educational attainment, and achievement of key skills.</li> </ul>	<ul style="list-style-type: none"> <li>Combined Authority strategy impacts, particularly advancing recommendations from CPIER.</li> <li>Alignment to future skills and sectoral demand identified through EMSI study.</li> <li>Role of EDGE programme and wider Combined Authority skills and business support advisory services.</li> <li>Relationship to CPBS 'Grand Challenges' outcomes.</li> </ul>	<p>Andy Moffat John T Hill - CPCA</p> <p>CA Business Board / Company CEOs – reasons for locations choices and future workforce aspiration</p>	<p>Once the Combined Authority has published their skills strategy, Mr John T Hill will be invited to discuss the strategy with Members.</p> <p><b>A report is to be submitted to Overview and Scrutiny outlining potential study options.</b></p>	<b>08/01/2020</b>
<b>Wider Economic Environment</b>	<ul style="list-style-type: none"> <li>To be confirmed</li> </ul>		<p>During a discussion on the work programme at their meeting in October 2019, the Panel decided to review the topic Wider Economic Environment and identify potential areas of study.</p> <p><b>An Options Paper is to be submitted to Overview and Scrutiny.</b></p>	<b>03/12/2019</b>

## Prospective Future Studies

### O&S (Customers and Partnerships)

Page 53 of 66

O&S (Customers and Partnerships) idea	Objective test ideas	Advisor potential	Suggested Scope	Progress
<b>Health</b> – What are the issues facing the young and elderly populations of Huntingdonshire. How can HDC, either with partners or on its own initiative, assist with the health and well-being of residents in the District.	1. Reducing isolation - reducing age-specific dependency rates by 1 per cent per year would reduce public expenditure by £940m per year by 2031 - reducing the rate of institutionalisation by 1 per cent a year could save £3.8bn.	Age UK	Identifying opportunities (particularly technology) to deliver key activities identified by Age UK, to address isolation: <ul style="list-style-type: none"> <li>- Creating a new social link</li> <li>- Developing wider social networks</li> <li>- Meeting like-minded people through clubs and groups</li> <li>- Meeting people with similar needs and supporting each other</li> <li>- Using local services and facilities</li> <li>- Changing social attitudes so that users become accepted and valued as full members of the community in their own right.</li> </ul>	Dependent upon outcome of bid for inclusion in CCC digital services programme – Spring 2018
	2. Improving mental health Contributes to addressing: <ul style="list-style-type: none"> <li>- Worklessness</li> <li>- Homelessness</li> <li>- Poor health outcomes</li> <li>- Self-reliance</li> </ul>	CCG	<ul style="list-style-type: none"> <li>- Quantifying the cost and impacts of isolation</li> <li>- Recommendations for our services to address</li> <li>- Designing communities for the future</li> </ul>	
	3. Reducing hospital admissions in over 65's	Sports England/Active Lifestyles/CCG	Identifying non health interventions that can support mental health – e.g. social referral, links to community activities, volunteering activities. <ul style="list-style-type: none"> <li>- Opportunities to improve impact of DFG's?</li> <li>- Assisted collections. Investigate if having an assisted collection is an indicator that a resident may require a DFG.</li> </ul>	

O&S (Customers and Partnerships) idea	Objective test ideas	Advisor potential	Suggested Scope	Progress
<b>Homelessness</b> – Investigating the links between homelessness and housing supply. Finding triggers for homelessness. Discovering options and opportunities to reduce homelessness in Huntingdonshire.	1. Increase supply of affordable property.	Development Advisor	<ul style="list-style-type: none"> <li>- Closer partnership working with health</li> <li>- Establishing greater community resilience</li> </ul>	
	2. Reduce number of homelessness presentations.	Jon Collen / Helen Brown	<ul style="list-style-type: none"> <li>- Engagement with Places for People/Luminus</li> </ul>	
	3. Increase number of homelessness preventions – solutions that prevent people losing their home	Jon Collen	<ul style="list-style-type: none"> <li>- Working with Private Sector landlords to understand reasons behind end of AST and incentives to address</li> <li>- Looking to develop options to incentivise Private landlords to take social tenants.</li> <li>- Strategies around use of HMOs</li> <li>- Testing effectiveness of Trailblazer</li> <li>- Testing Homelessness pilot work</li> <li>- Looking at opportunities for partners to signpost and intervene</li> <li>- Taking evidence from best practice providers elsewhere</li> </ul>	
	4. Increase number of empty properties brought back into use		<ul style="list-style-type: none"> <li>- Working with Registered Providers to maximise housing stock utilisation and fit</li> </ul>	
<b>Environment</b> – What are the environmental (and lifestyle) quality issues facing Huntingdonshire,	1. Reducing air pollution	Chris Stopford	<ul style="list-style-type: none"> <li>- Transport options</li> <li>- Natural environment – exploring opportunities to enhance HDC country parks (Hinchbrook / Paxton Pits)</li> </ul>	
	2. Reducing long term flood issues	Environment Agency	<ul style="list-style-type: none"> <li>- Role of Great Fen as a regionally significant habitat / tourism destination</li> </ul>	

O&S (Customers and Partnerships) idea	Objective test ideas	Advisor potential	Suggested Scope	Progress
	3. The community role in grounds maintenance and cleansing	Neil Sloper	- A14 and Cam Ox corridor – actively influencing Govt and key transport agencies on investment pipeline and funding options - Exploring the options and Council/communities appetite for scalable growth linked to new infrastructure and ‘healthy places’ with sustainable living choices	
	4. Definition of ‘Place’ and ‘People’ vision for Huntingdonshire		- Role of Neighbourhood Plans and Market Town Master Plans in promoting and directing employment and housing growth - Influencing long term utility provision – water/power	

#### O&S (Performance and Growth)

O&S (Performance and Growth)	Objective test ideas	Advisor potential	Suggested Scope	Progress
<b>Housing</b> – Increasing quality of housing developments and increasing supply of Affordable/Social housing – specifically in the villages.	1. Increase in the number of affordable houses built in the District – positively impacting on the quality of developments	Andy Moffat Cllr Corney (a builder by trade)/ Developers	- Review the effectiveness of rural exception sites and 60/40 policy - Explore viability assessment mechanisms to ensure proper value is created form development sites - Review of CIL charging regime and utilisation of funds	
	2. Reduce voids of all types, inc empty homes and RP turnaround times	Homes England	- Relationships with RPs (Registered Providers) and options to increase pace and tenure type of supply plans	
	3. Increase the availability of social housing	Registered Providers	- Utilisation of HDC non-operational land assets to increase supply and generate	

O&S (Performance and Growth)	Objective test ideas	Advisor potential	Suggested Scope	Progress
<b>Wider Economic Environment</b> – How to best position Huntingdonshire as an attractive place to do business	4. Reduce Council spend on Homelessness		system savings (eg reduction in B&B spend.	
	5. Enhanced infrastructure and liveability on developments		- Improving infrastructure on developments to enhance liveability, including digital, environmental – flooding etc, energy use, health land and space for wildlife. Supporting positive transport choices, and community self-reliance.	
	1. A Local Industrial Strategy for Cambridgeshire within which Huntingdonshire is prominent	Andy Moffat / Clive Mason	- Creation of an Investment prospectus for Huntingdonshire	
	2. GVA (Gross Value Added) net increase	CA Business Board / Company CEOs – reasons for locations choices and future workforce aspirations	- Input into a Local Industrial Strategy - Digital infrastructure and Connected Cambridgeshire roll-out across market towns	
	3. Increase in business rates receipts and invest to accumulate utilisation thereof (subject to Govt regs)		- Better Business for All pilot initiative matching regulatory services to advice and promotion - Roads and rail infrastructure investment deal with Govt / CA - Business rates retention and utilisation of AW Enterprise Zone NNRD receipts - Role of strategic sites such as Alconbury Weald in delivering floor space and clusters	
4. Increase average earnings and percentage earnings derived in Huntingdonshire/Cambridgeshire		- Sector analysis - what are the indicators of existing success and productivity. Sectors to nurture and attract. - Understanding locational advantages of Huntingdonshire and investment decisions of business leaders to stay/relocate here.		
5. Opportunities to enhance the Councils industrial portfolio and Corporate Investment Strategy in facilitating,			- Scope and mechanisms for HDC interventions in infrastructure/redevelopment programmes	



O&S (Performance and Growth)	Objective test ideas	Advisor potential	Suggested Scope	Progress
	retaining and securing new business opportunities			
	A package of 'Deals': <ul style="list-style-type: none"> <li>- HDC &amp; Govt/CA</li> <li>- HDC and Local Councils</li> <li>- HDC and communities</li> </ul>			

## Closed Studies

### O&S (Customers and Partnerships)

O&S (Customers and Partnerships)	Summary of Scope	Advisors	Progress	Outcome
<p><b>Lifelong Health – Part One</b></p> <p>Identify ways in which the Council can improve the lifelong health of residents.</p> <p>Identify the benefits of a whole system approach for the Council.</p>	<ul style="list-style-type: none"> <li>Identify what the main health issues facing the residents of Huntingdonshire are (and if there are any problem areas).</li> <li>To discover what leisure activities/provision residents enjoy and/or want.</li> <li>Identify what leisure provision/facilities are most effective. (Investment shouldn't be made in a particular facility if the benefits are minimal.)</li> <li>Discuss with the CCG in order to establish if collaboration between the Council and the CCG is worthwhile.</li> </ul>	<p>CCG CCC Public Health Jayne Wisely Cllr J Palmer Cllr Mrs J Tavener</p>	<p>10th January 2019 – The Task and Finish (T&amp;F) Group met and reviewed the scoping document. Based on the Group's discussion the scoping document is being revised. The revised scoping document will be presented to the Group at their next meeting for approval.</p> <p>7th February 2019 – The T&amp;F Group met and agreed the scoping document. Members planned out the next steps of work and agreed to focus on collaboration with Parish Councils.</p> <p>20th March 2019 – Members visited Little Paxton Parish Council to view their physical activity equipment and learn how they engage with the community. Members had a further meeting on 4th April to discuss key learning points of the visit.</p> <p>8th July 2019 – The T&amp;F Group visited Yaxley Parish Council and discovered what leisure facilities there are and how they engage with the community.</p> <p>31st July 2019 – Members met to discuss their findings, agree the content of the final report and discuss future work programming.</p> <p>12th September 2019 – The Panel received a final report which outlined the Group's recommendations and proposed timetable for future study work.</p>	<p><b>Members agreed the recommendations within the report and agreed to conduct further study under 'Part Two'.</b></p> <p><b>The report was presented to Cabinet for comment in October 2019.</b></p>

O&S (Customers and Partnerships)	Summary of Scope	Advisors	Progress	Outcome
<b>Tree Strategy Working Group</b>  Membership <ul style="list-style-type: none"> <li>• Cllr Mrs J Tavener (Lead)</li> <li>• Cllr B Banks</li> <li>• Cllr J W Davies</li> </ul>	At the O&S Panel (Communities and Environment) meeting in September 2017, Members agreed to establish a working group with the aim of refreshing the Tree Strategy and scrutinising the Action Plan.	Andy Moffat Tamsin Miles Adrian Sargeant	5th September 2017 – O&S Panel (Communities and Environment) established the Tree Strategy Working Group.  6th February 2018 – Councillor Mrs J Tavener updated Members on the progress of the Working Group.  12th July 2018 – The Panel received an update from Councillor Mrs J Tavener.  February 2019 – The Arboricultural Officer (Planning) and the Arboricultural Officer (Operations) began liaising with the Working Group in order to review and update the Council’s Tree Strategy.  3rd October 2019 – The final report was presented to O&S. In addition, the Arboricultural Officer (Planning) gave a presentation on the next steps of the Tree Strategy Revision.	<b>The Tree Strategy Working Group was dissolved. A revised Tree Strategy will be presented to O&amp;S in March 2020.</b>

## O&S (Performance and Growth)

O&S (Performance and Growth)	Summary of Scope	Advisors	Progress	Outcome
<p><b>Delivery of Affordable Housing</b> <i>(Accelerating the delivery of Affordable Housing across Huntingdonshire communities primarily through Rural Exception Site mechanisms)</i></p> <p>• Increase in the number of affordable houses built in the District – positively impacting on the quality of developments.</p>	<ul style="list-style-type: none"> <li>To explore methods that maximise the effectiveness of the Council's approach to achieving additional affordable housing provision beyond allocated sites.</li> <li>To advise on a strategic programme and range of mechanisms to promote and secure rural exception sites (RES) appropriate to settlement scale and need across the District.</li> <li>To explore how RES sites can best be promoted locally, including the role of Ward Members and Parish /Town Councils.</li> </ul>	<p>Andy Moffat</p> <p>Cllr Corney (a builder by trade)/Developers</p>	<p>8th January 2019 – The Panel reviewed and agreed the scoping document.</p> <p>12th February 2019 – The Task and Finish Group met and reminded themselves of the scoping document. Members also discussed the documents presented to them and considered them when planning future work.</p> <p>12th March 2019 – Mark Deas, Cambridgeshire ACRE, was in attendance to discuss the work of the organisation and the mechanism of Rural Exception Sites (RES). Members are keen to discuss with Housing Associations their development plans for Huntingdonshire.</p> <p>23rd April 2019 – Mark Hanson, Cross Keys Homes and Ian Jackson, Longhurst were in attendance to discuss RES and opportunities to accelerate the supply of affordable housing.</p> <p>30th April 2019 – Nigel Finney and John Walton of Luminus were in attendance to discuss ways that HDC and Luminus could accelerate the delivery of affordable housing in Huntingdonshire.</p> <p>1st October 2019 – The final report was presented to O&amp;S.</p>	<p><b>The report was presented to Cabinet for comment in October 2019.</b></p>

## Ideas

<p><b>Topics</b></p> <p><b>Health</b> – What are the issues facing the young and elderly populations of Huntingdonshire. How can HDC, either with partners or on its own initiative, assist with the health and well-being of residents in the District.</p> <p><b>Evidence</b></p> <p>Local Authority Health Profile 2018 published by Public Health England. We have three key indicators where we perform significantly worse than the national average:</p> <ul style="list-style-type: none"><li>- Killed and seriously injured on roads</li><li>- Alcohol-specific hospital stays (under 18s)</li><li>- Excess weight in adults (aged 18+)</li></ul> <p>Not significantly worse, but underperforming national average</p> <ul style="list-style-type: none"><li>- Hip fractures in older people (aged 65+)</li></ul> <p>We have a number of projects already underway or receiving support which are directly contributing to these outcomes (Ramsey Think Healthy / Live Heathy project).</p> <p>Support for activity though our leisure centres and for community initiatives such as Park Run. With a new run supported to start in St Neots this year. One Leisure Active Lifestyles Team creating opportunities for social engagement, particularly ageing population, through its class programmes, particularly 'Right Start'</p>
<p><b>Homelessness</b> – Investigating the links between homelessness and housing supply.</p> <p>Finding triggers for homelessness. Discovering options and opportunities to reduce homelessness in Huntingdonshire.</p> <p>A large amount of work is happening in this space already, as a key corporate priority. Our own net spend on Homelessness is has more than doubled since 2015/16. This is in line with national figures. Housing affordability is an issue locally. With private rentals being very limited within the rates that national benefits pay. Huntingdonshire's average house price increased by 36% in four years from April 2014 and the average household would now need to borrow 7.1 times its income to purchase the average house based on median values.</p>
<p><b>Environment</b> – What are the environmental (and lifestyle) quality issues facing Huntingdonshire,</p> <p><b>Evidence</b></p> <p>2036 Local Plan and associated studies, particularly Infrastructure Delivery Plan</p> <p>Combined Authority strategies and CPIER report</p>
<p><b>Affordable Housing</b> – Increasing quality of housing developments and increasing supply of Affordable/Social housing – specifically in the villages.</p>

<b>Topics</b>
<b>Wider Economic Environment</b> – How to best position Huntingdonshire as an attractive place to do business

**Public**  
**Key Decision - No**

## HUNTINGDONSHIRE DISTRICT COUNCIL

**Title/Subject Matter:** Cabinet Feedback: Lifelong Health Task and Finish Group – Part One Final Report

**Meeting/Date:** Overview and Scrutiny Panel (Customers and Partnerships) – 7th November 2019

**Executive Portfolio:** Councillor J M Palmer, Executive Councillor for Partnerships and Well-Being

**Report by:** Cabinet

**Ward(s) affected:** All

---

### **Executive Summary:**

To provide feedback to the Overview and Scrutiny Panel (Customers and Partnerships) on the outcome of Cabinet's deliberations on the Lifelong Health Task and Finish Group – Part One Final Report.

### **Recommendation:**

The Overview and Scrutiny Panel (Customers and Partnerships) is

### **RECOMMENDED**

to note the contents of this report.

## **1. PURPOSE OF THE REPORT**

- 1.1 The Cabinet considered the Lifelong Health Task and Finish Group's – Part One Final Report at its meeting on 24th October 2019. This report provides feedback on the Cabinet's deliberations.

## **2. COMMENTS OF CABINET**

- 2.1 Councillor Mrs S Smith addressed the Cabinet on the initial findings of the Task and Finish Group. She drew attention to the aims of the review and the outcome of site visits undertaken at Little Paxton and Yaxley Parish Councils. The Task and Finish Group wish to continue their investigations and plan to investigate the fear of benefit claimants at losing income if they were to adopt healthier and active lifestyles.
- 2.2 The proposed timetable of activities for the Task and Finish Group's future work was discussed. The Cabinet is supportive of the continuation of the Task and Finish Group but has stated that the scope of further work should be reviewed and refined at their next meeting.
- 2.3 Whilst the Cabinet has recognised the work undertaken at Little Paxton Parish Council, there are some reservations around the success of initiatives in other areas as it will be reliant on the dedication and enthusiasm of driven volunteers.
- 2.4 The wording of the third recommendation was also discussed. With the agreement of Councillor Mrs S Smith, it was agreed to amend the wording of the recommendation so that it reflects the Leisure and Health Service's continued liaison with Parish Councils and Community Groups.
- 2.5 The Cabinet thanked the Overview and Scrutiny Panel for their report and endorsed the following recommendations:
- (a) to produce and distribute an electronic guide for Parish Councils in order to encourage them to install their own health and sport facilities;
  - (b) to include on the agenda of the next Parish Conference a section which highlights the experiences of Little Paxton and Yaxley;
  - (c) that the Leisure and Health Service should continue to regularly liaise with Parish Councils and Community Groups, in order to establish what events are taking place and attend them to promote the Council's health and well-being offer; and
  - (d) to support the continuation of the Task and Finish Group and note the timetable contained in paragraph 6.3 of the report now submitted on the understanding that the scope of further work is reviewed and refined at its next meeting.



### **3. REASONS FOR THE RECOMMENDED DECISIONS**

- 3.1 There is a constitutional requirement for the relevant Executive Councillor to provide a written response to the Overview and Scrutiny Panel's recommendations.

### **4. BACKGROUND PAPERS**

[Lifelong Health Task and Finish Group – Part One Final Report - Cabinet, 24th October 2019.](#)

### **CONTACT OFFICER**

Name/Job Title: Habbiba Peacey, Democratic Services Officer  
Tel No: 01480 388007  
Email: [Habbiba.Peacey@huntingdonshire.gov.uk](mailto:Habbiba.Peacey@huntingdonshire.gov.uk)

This page is intentionally left blank