



FYLDE BOROUGH COUNCIL



Meeting Agenda

Community Outlook Scrutiny Committee
Town Hall, Lytham St Annes
7 September 2006

**PLEASE NOTE MEETING TO COMMENCE
AT 6:00PM**

COMMUNITY OUTLOOK SCRUTINY COMMITTEE

MEMBERSHIP

CHAIRMAN - Councillor Kiran Mulholland
VICE-CHAIRMAN – Councillor John Prestwich

Councillors

John Dolan	William Thompson
Richard Fulford Brown	Stephen Wall
Louis Rigby	Colin Walton
Thomas Threlfall	

Contact: Peter Welsh, St. Annes (01253) 658502, Email:
peterw@fylde.gov.uk



CORPORATE OBJECTIVES

The Council's investment and activities are focused on achieving our five key objectives which aim to :

- Conserve, protect and enhance the quality of the Fylde natural and built environment
- Work with partners to help maintain safe communities in which individuals and businesses can thrive
- Stimulate strong economic prosperity and regeneration within a diverse and vibrant economic environment
- Improve access to good quality local housing and promote the health and wellbeing and equality of opportunity of all people in the Borough
- Ensure we are an efficient and effective council.

CORE VALUES

In striving to achieve these objectives we have adopted a number of key values which underpin everything we do :

- Provide equal access to services whether you live in town, village or countryside,
- Provide effective leadership for the community,
- Value our staff and create a 'can do' culture,
- Work effectively through partnerships,
- Strive to achieve 'more with less'.



A G E N D A

<u>PART I - MATTERS DELEGATED TO COMMITTEE</u>	
ITEM	PAGE
1. DECLARATIONS OF INTEREST: <i>In accordance with the council's code of conduct, members are reminded that any personal/prejudicial interests should be declared as required by the council's code of conduct adopted in accordance with the local government act 2000.</i>	4
2. CONFIRMATION OF MINUTES: <i>To confirm as a correct record the minutes of the community outlook scrutiny committee held on 6 July 2006.</i>	4
3. SUBSTITUTE MEMBERS: <i>details of any substitute members notified in accordance with council procedure rule 26.3</i>	4
4. CITIZENS ADVICE BUREAU	5 – 8
5. LGA/IDEA REPUTATION CAMPAIGN	9 – 23
6. LOCAL STRATEGIC PARTNERSHIP SCRUTINY REVIEW – PROGRESS REPORT	24 – 26
7. OUTSIDE BODIES UPDATE - THE BLACKPOOL INTERNATIONAL AIRPORT MASTER PLAN	27 – 30

REPORT



REPORT OF	MEETING	DATE	ITEM NO
DEMOCRATIC AND MEMBER SERVICES EXECUTIVE MANAGER	COMMUNITY OUTLOOK SCRUTINY COMMITTEE	7 SEPTEMBER	4

CITIZENS ADVICE BUREAU

Public item

This item is for consideration in the public part of the meeting.

Summary

This Committee requested to be kept up-to-date with the partnerships the Council has with Citizens Advice Bureaux within the Borough.

Councillor Pounder, Executive Portfolio Holder for Customer Relations and Partnerships will give a situation report on this issue together with Tracy Scholes, Lead Officer (temporary) for the partnerships.

Sheila Neil, Manager of the Kirkham and Rural Fylde CAB will also be in attendance to answer any service specific questions.

Recommendations

1. That it be noted that the National Association governing Citizen Advice Bureaux has validated the earlier work undertaken by this committee by advocating a revised service delivery option for the advisory service in Fylde.
2. That disappointment be expressed at the decision of the Lytham St. Annes CAB to close its operation without reference to its customers, partners, national organisation and the council and it be commented that a planned closure should have been implemented by the Lytham St. Annes CAB.
3. That progress made on the establishment of an SLA and the developmental work undertaken with the Kirkham and Rural Fylde CAB be welcomed.

- | |
|--|
| 4. That the Community Outlook Scrutiny Committee be invited to make any comments on the future delivery of a pan Fylde CAB advisory service. |
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Cabinet Portfolio

The item falls within the following Cabinet portfolio:

Customer Relations and Partnerships (Councillor Albert Pounder)

Report

1. During 2004/05, the Community Outlook Committee undertook reviews of the formal partnerships entered into by the council. The two Citizens Advice Bureaux (CAB's) in the Borough were subject to this review process – one covering Lytham St. Annes and the other Kirkham and the Rural Fylde. Both CAB's were independent of each other with a separate Trust Board governing the affairs of the respective CAB's and a separate management structure within each.
2. The Committee, when considering the outcome of the review which was undertaken by Councillors Liz Oades and Kiran Mulholland, concluded that whilst the two CAB's provided a worthwhile service they should consider ways of working more efficiently to reduce costs. The practice of having two separate CAB's within a locality with separate management and operational structures was pointed out to be unusual in comparison to practice elsewhere. In addition, the Committee was concerned that the council had no formal arrangement in place governing its partnership with the CAB's and requested that a Service Level Agreement was entered into for both partnerships which would set out expectations in terms of performance.
3. The Committee received an update on progress made on the issues outlined above at its meeting in November 2005. The Managers of both Lytham St. Annes and Kirkham and Rural Fylde CAB's made a presentation. David Wilkinson, who was lead officer for the partnership at the time, supported them. The Committee acknowledged that the level of performance information provided by both the St. Annes and Kirkham CAB's had improved significantly and a valuable service was provided but felt that more progress could have been made on the two organisations exploring joint working, funding opportunities together with the development of an SLA. More regular reporting against these issues was requested from the CAB organisations. These observations were reported to the Executive Committee in January who recommended that a cut in funding as had previously been agreed in 2005/06 but then delayed should now be implemented in 2006/07.
4. Since the commencement of the year Tracy Scholes has been overseeing the partnership arrangements with the two organisations and this was further enhanced in February 2006, when Councillor Albert Pounder took up the Portfolio for Customer Relations and Partnerships. In March 06, a meeting was held with both the Lytham St. Annes CAB and Kirkham and Rural Fylde CAB where it was outlined that payment of grant for the year 2006/07 would be dependant on a joint SLA being established with both CAB's. The National Association of CAB's (NCAB) was also invited to attend the meeting and the issues around the two organisations not progressing to a satisfactory level of joint working and funding opportunities was discussed. NCAB outlined that they themselves had identified that this was a potential weaknesses in the Fylde

operation in comparison to practice elsewhere and undertook to conduct a feasibility study with both CAB's to develop proposals for a sustainable service in the future.

5. In April 06 a Service Level Agreement was for the first time entered into and jointly signed up to by both CAB's. This established performance indicators, opening times for the service and reporting/monitoring mechanisms. Quarterly monitoring meetings were a requirement of the SLA together with an annual report to this committee summarising progress against the SLA.
6. In May 2006, NCAB produced a report on delivery options for the Fylde service in the future for initial discussion with both CAB'. NCAB recommended the closure of the St. Annes CAB and Kirkham and Rural Fylde CAB was identified as the vehicle for delivering a pan-Fylde service with its constitution altered to include the whole district as its area of benefit. Trustee Board membership would be reviewed and expanded to include the wider geographical spread, appropriate representation and skills. The decision to base the operation on an expansion of the Kirkham and Rural Fylde service was advocated for a number of reasons including:
 - *The ability of Kirkham to more easily recruit, train and retain a volunteer base*
 - *The premises of the Kirkham CAB being compared favourably with those of the St. Annes operation*
 - *The ability of Kirkham to deal with more clients than the St. Annes operation and at a lessor cost*
 - *Kirkham having a proven record of providing a quality service through the attainment of a Quality of Advice Scheme*
 - *Kirkham being a more financially viable operation*
 - *Confidence in the abilities of the Kirkham and Rural Fylde CAB to take forward the process of merging and developing a dynamic future pan-Fylde service.*
7. NCAB intended to work with the two CAB's to draw up plans for the planned closure of the Lytham St. Annes CAB and develop a Business Plan for the expansion of the Kirkham and Rural Fylde service. However, on 25 May, following a fire at the St. Annes CAB office the Lytham St. Annes CAB Trust Board took the decision to close the CAB with immediate effect. This was a highly undesirable decision from the perspective of clients of the service, NCAB, Kirkham and Rural Fylde CAB, other advice providers in the area together with the council. Since that time Kirkham and Rural Fylde CAB has worked hard to pick up as many clients as they possibly could from the St. Annes operation and encouragement has been given to the LSACAB to wind up its affairs in an orderly manner.
8. This has obviously resulted in the SLA not being honoured by the LSACAB and has caused considerable disruption. However, progress has been made with the Kirkham and Rural Fylde CAB and monitoring meetings established. The Kirkham and Rural Fylde CAB and NCAB are currently working together to produce a Business Plan outlining their proposals for a pan-Fylde service.
9. The Portfolio Holder and Lead Officer both have confidence in the abilities of the managers and trustees of the Kirkham and Rural Fylde CAB. It is considered that a

good relationship has now been established, with the requirements of the SLA being worked towards in very difficult circumstances.

Implications	
Finance	A pan Fylde CAB service will reduce in the economies of scale in the CAB operation that the council has been seeking – principally in terms of one management structure. NCAB have confirmed that the reduced budget provided by the Council in 2006/07 is sufficient to operate a pan Fylde improved CAB service.
Legal	
Community Safety	
Human Rights and Equalities	
Sustainability	A pan Fylde CAB service provides a more sustainable service from both the perspective of the council in terms of funding available and in terms of the CAB service with provision in Fylde being brought into line with practice elsewhere.
Health & Safety and Risk Management	In light of the closure of the LSACAB it is essential that the Council requires its partner to adopt a robust Risk Management strategy to ensure that service delivery to the public is maintained.

Report Author	Tel	Date	Doc ID
Name of author	(01253) 658	Date of report	

List of Background Papers		
Name of document	Date	Where available for inspection
Document name		Council office or website address

Attached documents

1. List any attachments, each on a new line

REPORT



REPORT OF	MEETING	DATE	ITEM NO
DEPUTY CHIEF EXECUTIVE	COMMUNITY OUTLOOK SCRUTINY COMMITTEE	7 TH SEPTEMBER 2006	5

LGA/IDEA REPUTATION CAMPAIGN

Public item

This item is for consideration in the public part of the meeting.

Summary

Included in the Council's Corporate Plan for 2006-07 is the key action: 'To enhance the reputation of the council through the Local Government Association/Improvement & Development Agency (LGA/IDeA) 'Reputation' toolkit (4 year action)'. This report describes the local government Reputation Campaign and the council's current position with regard to meeting the objectives of the campaign.

Recommendations

1. That the committee endorse the action of the Chief Executive in consultation with the Leader of the Council to commit the council's support for the local government Reputation Campaign.
2. That the committee notes the council's current position with regard to the LGA's Reputation measurement framework.
3. That officers formulate an action plan for the council to meet the objectives of the Reputation Campaign and report this to a future meeting of the committee.

Cabinet Portfolio

The item falls within the following Cabinet portfolio:

Customer Relations & Partnerships

(Councillor Albert Pounder)

Report

Background

1. In the spring of 2005, the LGA/IDeA commissioned MORI to hold a series of focus groups across England and Wales in a range of authorities including several 'excellent' performers. They showed that, despite improved council services, public perceptions of local government generally remain where they were decades ago. Most people see their council as remote, low profile, bureaucratic and inefficient.

Further MORI research revealed that, at the moment:

- just one per cent of people would talk highly of their council unprompted
- only five per cent know a great deal about what their council does

MORI went on to analyse hundreds of its residents' surveys from across Britain. From these they identified a number of key services and issues that have the greatest impact on how local people judge their authority. With councils that excel in each of these areas, MORI then identified 12 core actions that all councils can adopt.

2. The 12 core actions fit into two broad categories:

Cleaner, Safer, Greener:

- adopt a highly visible, strongly branded council cleaning operation.
- ensure no gaps or overlap in council cleaning and maintenance contracts.
- set up one phone number for the public to report local environmental problems.
- deal with 'grot spots'.
- remove abandoned vehicles within 24 hours.
- win a Green Flag award for at least one park.
- educate and enforce to protect the environment.

Communications:

- manage the media effectively to promote and defend the council.
- provide an A-Z guide to council services.
- publish a regular council magazine or newspaper to inform residents.
- ensure the council brand is consistently linked to services.
- communicate well with staff so they become advocates for the council.

The Reputation Campaign

- The LGA launched the Reputation of local government project at its 2005 Annual Conference in Harrogate and then asked all councils to formally commit to the core actions by signing up on the website. In this way the Association will be able to monitor progress and measure success in the standing and reputation of local government. A copy of the letter to all group leaders is appended. Fylde Borough Council has now signed up to the campaign. In partnership with the IDeA, the LGA has produced a toolkit to assist councils in meeting the objectives of the campaign. It has also established a database of good practice accessible via its website.

How We Measure Up -The Council's Current Performance

- The LGA has also produced a measurement framework designed to measure each council's implementation of the core actions. A description of the measurement framework is appended. Fylde Borough Council's current position within this framework is illustrated below and supporting evidence is appended.

REPUTATION CAMPAIGN: MEASUREMENT FRAMEWORK

Core Actions	PLANNING (BRONZE)	IMPLEMENTATION (SILVER)	EVALUATION (GOLD)
Cleaner, Safer, Greener			
Branded cleaning operation		Implementing plan	
No gaps in cleaning contracts		New contracts prepared	
One environmental number		Implementation of technology	
Deal with 'grot spots'		Implementing plan	
Abandoned cars / fly tipping	Plan Being Developed		
Green Flag award			Green Flag (x 2)
Educate and enforce	Plan Being Developed		

Communications			
Manage the media			<i>Media evaluation shows success</i>
A-Z guide			<i>A-Z Guide 2003-07 Distributed</i>
Magazine / newspaper			<i>Fylde in Focus Distributed</i>
Council branding		<i>Consistently branded comms</i>	
Internal communications		<i>Implementing internal comms plan</i>	

Implications	
Finance	There are no direct financial implications.
Legal	There are no direct legal implications.
Community Safety	There are no direct community safety implications.
Human Rights & Equalities	There are no direct human rights implications.
Sustainability	There are no direct sustainability implications.
Health & Safety and Risk Management	Poor reputation can have a direct impact on the Council's CPA scoring.

Report Author	Tel	Date	Doc ID
Dave Joy	(01253) 658700	2 nd August 2006	

List of Background Papers		
Name of document	Date	Where available for inspection
The Local Government Reputation Campaign	July 2005	http://www.lga.gov.uk/ProjectReputations.asp?lsection=59&ccat=965

Attached documents

1. Appendix 1 – LGA letters to all Group Leaders.
2. Appendix 2 – LGA Reputation measurement framework.
3. Appendix 3 – The Council's current position – supporting evidence.

promoting better local government

*From the LGA Conservative Group Leader
Councillor Margaret Eaton OBE*

TO ALL CONSERVATIVE GROUP LEADERS AND MEMBERS OF LGA BOARDS AND PANELS

1st August 2005

Dear Colleague

LOCAL GOVERNMENT REPUTATION

You may be aware that the LGA launched the ‘local government reputation’ project at the recent LGA Conference in Harrogate.

This project, which has been running for the past year, aimed in the first instance to find out why it is that the public’s perception of councils remains low despite the trend of significant improvement in council services over the past few years, and what action should consequently be taken to enhance local government’s reputation. We now have answers to both those questions from the research that MORI has been carrying out with the LGA over the last six months. Those of you who heard Ben Page’s presentation immediately after the General Assembly will need no persuasion of the problem that we all face. But the good news is that the evidence, and the analysis the LGA has done in conjunction with a selection of authorities from district to city boroughs, gives us a clear direction for how to make a real improvement in our reputation across the board, with some practical actions.

In short, the results of our work with MORI shows that, at the local level, authorities can increase public approval of their council by taking action in two areas as a matter of priority. First, demonstrating improvement in relation to streetscene/liveability, which affects all our citizens. Second, telling the story to our communities about what their authority does, why it does those things, and how it has responded to the communities’ needs. These core actions, an explanation of why and how they can make a difference, together with examples of good practice, are set out in the enclosed ‘reputation’ pack produced by the LGA.

A number of councils have already indicated their support for the reputation project and willingness to implement these core actions. The LGA is now asking all leaders – including those who have informally ‘signed-up’, to formally commit to the core actions. This can be done by completing a

short form on the webpage on the LGA website: www.lga.gov.uk/reputation. In this way we will be able to monitor progress and measure success in the standing and reputation of local government. In parallel, the LGA will be stepping up its media work with the aim of raising the profile at national level of the good work that councils do in their communities, as well as continuing to use media channels to support its lobbying work and also to highlight the pressure on resources within this area of local government.

In response to the clear messages from our members that you would all wish the LGA to do more engagement outside London on substantive issues, the LGA Executive and senior officers intend to attend a series of events or meetings in the autumn in each region, to get your input to policy development on key issues for local government. We are discussing with the regional LGAs the best way of setting up events, or building on events already planned. We will in advance circulate a 'refreshed manifesto' as the basis for consultation and engagement, setting out what it is that local government can and will do, and what it is that we demand from central government. The 'refreshed manifesto' will cover issues such as local government finance, the neighbourhoods agenda, and pushing forward with LAAs, as well as reputation which underpins our ambitions for our communities. We will write again with the 'refreshed manifesto', and will welcome views on the range of issues set out in it, and whether they include those you would wish to have on the agenda for events in your region.

With best wishes.

Yours sincerely

A handwritten signature in dark ink, reading "C. Margaret Eaton". The signature is written in a cursive, slightly slanted style.

Cllr Margaret Eaton
LGA Conservative Group Leader

PS. Also enclosed in this mailing are the results of the LGA Conservative Group Executive elections.

from the **Independent Group**

11 August 2005

Dear Colleague

LOCAL GOVERNMENT REPUTATION

I am writing as a follow-up to the LGA conference in July. This was, as you will have seen from the considerable positive media coverage in the trade press, a very successful occasion, if marred by the horrific bombings in London. On the plus side, as well as all the useful and well-attended events at the conference itself, the announcement of the Olympics coming to Britain in 2012 allowed Group Leaders to express our delight on behalf of all authorities.

You may be aware that the LGA launched the 'local government reputation' project at our conference. This project has been running since last year. The aim in the first instance has been to find out why it is that the public's perception of councils remains low despite the trend of significant improvement in council services over the past few years, and what action should consequently be taken to enhance local government's reputation. We now have answers to both those questions from the research that MORI has been carrying out with the LGA over the last six months. Those of you who heard Ben Page's presentation immediately after the General Assembly will need no persuasion of the problem that we all face. But the good news is that the evidence, and the analysis the LGA has done in conjunction with a selection of authorities from district to city boroughs, gives us a clear direction for how to make a real improvement in our reputation across the board, with some practical actions.

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A number of councils have already indicated their support for the reputation project and willingness to implement these core actions. We are now asking all leaders – including those who have informally ‘signed-up’, to formally commit to the core actions. This can be done by completing a short form on the webpage on the LGA website: www.lga.gov.uk/reputation. In this way we will be able to monitor progress and measure success in the standing and reputation of local government. In parallel, the LGA will be stepping up its media work with the aim of raising the profile at national level of the good work that councils do in their communities, as well as continuing to use media channels to support its lobbying work.

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Yours sincerely



Cllr Chloe Lambert
LGA Independent Group Leader

Sir Jeremy Beecham
LGA Labour Group
Local Government House
Smith Square
London SW1P 3HZ

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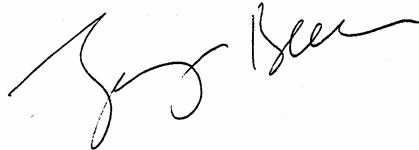
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A number of councils have already indicated their support for the Reputation Project and their willingness to implement these core actions. We are now asking all leaders – including those who have informally 'signed-up', formally to commit to the core actions. This can be done by completing a short form on the webpage on the LGA website: www.lga.gov.uk/reputation. In this way we will be able to monitor progress and measure success in the standing and reputation of local government. In parallel, the LGA will be stepping up its media work with the aim of raising the profile at national level of the good work that councils do in their communities, as well as continuing to use media channels to support its lobbying work.

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Yours sincerely,

A handwritten signature in black ink, appearing to read 'Sir Beecham', written in a cursive style.

Sir Jeremy Beecham
Labour Group Leader

To: All Liberal Democrat Council Group Leaders
From: Richard Kemp, Leader, LGA Liberal Democrat Group

5th August 2005

Dear Colleague,

LOCAL GOVERNMENT REPUTATION

I am writing as a follow-up to the LGA conference in July. This was, as you will have seen from the considerable positive media coverage in the trade press, a very successful occasion, if marred by the horrific bombings in London. On the plus side, as well as all the useful and well-attended events at the conference itself, the announcement of the Olympics coming to Britain in 2012 allowed Group Leaders to express our delight on behalf of all authorities.

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If you are a leader involved in running the Council I would ask you to encourage the Council to sign up to this important initiative. If you are a Group leader in opposition, this is the sort of thing your Council ought to be doing to demonstrate a commitment to improving the reputation not only of your Council, but of Local Government as a whole. We will of course want to supplement this LGA activity with visiting Groups and regions by LGA Lib Dem Group Reps – seeing how this sort of initiative can work on the ground, as well as identifying where Lib Dem Councils and Leaders can be more joined up in thinking about Council performance and improvement.

With very best wishes,

A handwritten signature in black ink, appearing to read 'Richard Kemp', with a stylized, cursive script.

Richard Kemp

Leader, LGA Liberal Democrats

REPUTATION CAMPAIGN: MEASUREMENT FRAMEWORK

In signing up to the campaign, councils agree to implement 12 core actions within 12 months:

Cleaner, Safer, Greener:

- adopt a highly visible, strongly branded council cleaning operation.
- ensure no gaps or overlap in council cleaning and maintenance contracts.
- set up one phone number for the public to report local environmental problems.
- deal with 'grot spots'.
- remove abandoned vehicles within 24 hours.
- win a Green Flag award for at least one park.
- educate and enforce to protect the environment.

Communications:

- manage the media effectively to promote and defend the council.
- provide an A-Z guide to council services.
- publish a regular council magazine or newspaper to inform residents.
- ensure the council brand is consistently linked to services.
- communicate well with staff so they become advocates for the council.

The following framework is designed to measure each council's implementation of the core actions. The actions are graded as bronze (planning stage); silver (implementation stage) and gold (evaluation stage).

If you haven't already done so, please email ben.dudley@lga.gov.uk letting him know which colour your council is for each of the core actions. Gold councils for each core action will be listed on the website, so those planning or implementing an action can contact teams that have already been there. Please call Ben on 020 7664 3279 with any questions.

	PLANNING (BRONZE)	IMPLEMENTATION (SILVER)	EVALUATION (GOLD)
Cleaner, Safer, Greener			
Branded cleaning operation	Plan in place	Implementing plan	Consistent council presence
No gaps in cleaning contracts	Plan in place	New contracts prepared	Implemented
One environmental number	Plan in place	Implementation of technology	Installed / communicated
Deal with 'grot spots'	Plan in place	Implementing plan	>90% dealt with
Abandoned cars / fly-tipping	Plan in place	>70% removed	>90% removed
Green Flag award	Preparations underway	Application submitted	Green Flag
Educate & enforce	Plan in place	Implementing plan	Examples of success
Communications			
Manage the media	Effective media plan	Implementing plan	Media evaluation shows success
A-Z guide	Budget / issue date agreed	Production stage	Distributed
Magazine / newspaper	Budget / issue dates agreed	Production stage	Distributed
Council branding	Corp identity guidelines exist	Consistently branded comms	Signage audit / action plan
Internal comms	IC plan in place	Implementing plan	Survey shows effective IC

Supporting Evidence of current position - Cleaner, Safer, Greener

1. Branded cleaning operation (Current status - Silver)

Council has corporate branding policy in place. Council vehicles and uniforms branded.

Comment: Need to ensure all frontline staff especially street cleaning staff have full uniform and look clean and professional.

2. No gaps in cleaning contracts (Current status - Silver)

Council has incorporated the street cleaning and parks services into the Streetscene business unit. Need to ensure a joined up approach regarding litter removal.

Comment: Commercial / domestic waste – enforcement of non-paying trade customers. Needs closer working between SS and CWP to ensure waste isn't just left uncollected.

3. One environmental number (Current status - Silver)

Council has a dedicated number for fly tipping 01253 658657.

Comment: Needs to be broadened to cover other environmental issues – abandoned cars, graffiti, litter etc. Requires training for OSS and Flare codes to be reviewed.

4. Deal with 'grot spots' (Current status - Silver)

Council uses CCTV in problem areas. Central Ward clean up and Wesham clean up planned for October. Freckleton - Lower Lane received an award for a community clean up 'taking a stand'.

Comment: No concerted plan for grot spots. Clean ups arise in response to problems we encounter.

5. Abandoned cars / fly tipping (Current status - Bronze)

Have a fly tipping hotline, leaflets and policy in place.

Fly tipping - current response times allow 3 days to investigate and 3 days for removal.

Abandoned vehicles - currently only responding to 50% within 24 hours.

Comment: Need to monitor more closely, improve and review response times.

6. Green Flag award (Current status - Gold)

Received two Green Flag awards in 2006 (Lowther and Fairhaven).

Comment: need to consider priority and resource implications of increasing number of Green Flag parks.

7. Educate & enforce (Current status - Bronze)

Currently developing school talks to cover dog fouling, litter and recycling.

Some limited enforcement action has taken place regarding fly tipping. Since April a total of 13 x £50 Fixed Penalty Notices (EPA Section 88) have been issued.

Comment: The enforcement role needs a dedicated staff resource in order to have the necessary impact. A full-time officer that can focus on enforcement issues and follow actions through from their outset to conclusion is needed.

Supporting evidence of current position - Communications

Within the last six months Fylde Borough Council has entered into a partnership arrangement with Blackpool Borough Council. As a result, the communications office at Blackpool now provides an external and internal communications service for Fylde. The LGA Reputations Initiative is part of the rationale for this arrangement, providing the council with an increased resource, economy of scale and expertise to deliver the aims of the Reputations agenda.

To date the partnership has shown considerable success with a noticeable increase in positive press coverage, well received and improved editions of Grapevine and a more accessible media service.

Specific progress on the Reputations agenda is shown below

8. Managing the Media (Current status - Gold)

The council has developed an effective mechanism for managing the media as described above. Focused around a Communications Strategy and Media strategy, the success is demonstrated through monthly performance and activity reports.

Comment – Need to undertake survey with media to establish whether their experiences of our press interface have improved

9. A - Z Guide (Current status – Gold)

The council has published a Council Information Guide 2003/07 that includes a comprehensive A – Z guide. This has been distributed widely across households. The A – Z is also a key service on the council's new website. With the impending local election in May 2007 a revised edition will be required.

Comment – This guide has been produced by a commercial company and funded through the sale of advertising space and therefore at no cost to the council.

10. Magazine /newspaper (Current status – Gold)

The council co-ordinates and contributes to Fylde in Focus, a bi-annual newspaper distributed to every household in the borough (35,000) this publication is a Local Strategic Partnership initiative. Ideally the newspaper should be produced four times per year.

Comment – Members may wish to consider the need for a specific council newspaper with more frequent editions

11. Council Branding (Current status – Silver)

The council has a corporate logo policy and templates are readily available on the intranet for staff use. Publications, press releases, the website, signage and advertisements, both internally and externally, follow the branding guidelines.

Comment – The council should now complete an audit of the usage of the corporate identity and develop an action plan to address any gaps in provision

12. Internal Communications (Current status – Silver)

The council has a programme of internal communication designed to disseminate information throughout the organisation to staff and elected Members and to provide a channel for feedback and information to reach the Executive management in an effective manner. Initiatives include Grapevine (fortnightly staff newsletter), a weekly Members newsletter, the intranet, fortnightly Management Team meetings with a standing feedback item, regular staff briefings at all levels of the structure, paper based newsletters for staff without access to e mail, group leader briefings and selective use of 'all staff' emails.

Comment – The effectiveness of the council's internal communication plan will be demonstrated within the next two months when it carries out a comprehensive staff survey. A survey of middle managers has already been actioned

REPORT



REPORT OF	MEETING	DATE	ITEM NO
DEMOCRATIC SERVICES AND MEMBER SUPPORT	COMMUNITY OUTLOOK SCRUTINY COMMITTEE	7 TH SEPTEMBER 2006	6

LOCAL STRATEGIC PARTNERSHIP SCRUTINY REVIEW – PROGRESS REPORT

Public item

This item is for consideration in the public part of the meeting.

Summary

This report details the progress made by the Task and Finish Group on the in depth Scrutiny review of the Local Strategic Partnership.

Recommendations

1. Members approve the new completion date of January 2007
2. Members comment on the next stages of the review following a verbal update from the Task and Finish Group.

Cabinet Portfolio

The item falls within the following Cabinet portfolio:

Customer Relations and Partnerships (Councillor Albert Pounder)

Report

1. In May 2006, the Community Outlook Scrutiny Committee agreed to nominate a Task and Finish group to carry out an in depth scrutiny review of the Local Strategic Partnership (LSP), following concerns from Members that they knew little about the structure of the LSP and how Members could get involved. It was proposed that the review would also address the role the Scrutiny process would play in the future

monitoring of the LSP in light of a Government consultation paper on the future of Local Strategic Partnership's.

2. The task and finish group met in June to agree the terms of reference for the review which were agreed as::
 - To develop a full and greater understanding of Fylde Local Strategic Partnership (LSP) on behalf of all Councillors.
 - To review the role of the LSP, its composition and accountability
 - To set out the role of Scrutiny in future monitoring of the LSP to ensure the Council works in partnership with the LSP to deliver services.
 - To make recommendations as appropriate to Cabinet and Council
3. Since that meeting, the group have undergone an information gathering exercise with a view to pulling together the relevant information about the LSP to enable them to carry out the review successfully. The Task and Finish group has suffered a series of setbacks in this period with the resignation of the LSP Manager, Penny Rose. As a result, we have had some difficulty in obtaining some of the basic detailed information required. An interim LSP Manager, Christine Miller has been appointed to take over from Penny until the permanent post is filled, so we are now in a better position to progress with the review as planned. Consequentially, we would like to extend the period of the review to January 2007.
4. Councillor Kiran Mulholland, Chairman of the Task and Finish Group and Carolyn Whewell, Overview and Scrutiny Officer are able to answer further questions on the review to date.

Implications	
Finance	None arising from this report
Legal	None arising from this report
Community Safety	None arising from this report
Human Rights and Equalities	None arising from this report
Sustainability	None arising from this report
Health & Safety and Risk Management	None arising from this report

Report Author	Tel	Date	Doc ID
Carolyn Whewell	01253 658423	18 th August 2006	LSP Prog Aug 06

List of Background Papers		
Name of document	Date	Where available for inspection
Minutes of the Community Outlook Scrutiny Committee		Council office or website address

Attached documents

1. List any attachments, each on a new line

REPORT



REPORT OF	MEETING	DATE	ITEM NO
DEMOCRATIC SERVICES AND MEMBER SUPPORT	COMMUNITY OUTLOOK SCRUTINY COMMITTEE	07 SEPT 2006	7

OUTSIDE BODIES UPDATE

The Blackpool International Airport Master Plan

Public Item

This item is for consideration in the public part of the meeting.

Summary

The Community Outlook Scrutiny Committee has requested to be kept updated on the progress on the Blackpool International Airport Master Plan. The Planning Policy Scrutiny Committee are carrying out a review on the implications for Fylde of the growth of Blackpool Airport. Councillor Kevin Eastham, Chairman of the Planning Policy Scrutiny Committee will provide a verbal update on the progress made so far.

Recommendations

1. Members to note the report
2. To thank Councillor Kevin Eastham for his time

Cabinet Portfolio

The item falls within the following Cabinet portfolio:

Development and Regeneration (Councillor Roger Small)

Report

1. At the meeting of the Community Outlook Scrutiny Committee on 6th July 2006, members of the Committee raised concerns over the proposed expansion of Blackpool Airport. In view of this, it was felt that an update from Councillor Longstaff as member

representative on the Blackpool Airport Consultative Committee would be useful. However, Councillor Longstaff has subsequently stepped down and Councillor Eastham has kindly agreed to give an update in view of the fact that the issue has been before the Planning Policy Scrutiny Committee.

2. At the Planning Policy Scrutiny Committee meeting held on Tuesday 25 July 2006 Tony Donnelly (Development Plans Manager) introduced a report on the Blackpool International Airport Master Plan consultation document. Detailed below are the main findings from the initial presentation given to the Planning Policy Scrutiny Committee.
3. Mr Donnelly explained that the purpose of the report was to provide members with an opportunity to consider the implications of the master plan in terms of the council's responsibilities in order to inform a formal response to the Airport Company.
4. In brief, the report provided details of government guidance on the preparation and function of airport master plans. It also provided information on the content of the Blackpool Airport Master Plan; details on passenger growth; infrastructure development; surface access; impact on people and the natural environment; aircraft noise; air quality; landscape; heritage and water quality; cost/benefit of airport growth and information on the integration with the planning process.
5. The committee considered each subject heading contained in the report, which included comments made by the officer and suggested recommendations.
6. Concerns were raised about the implications of airport development taking place as permitted development irrespective of green belt designation. Mr Donnelly confirmed the situation as set out in the report. In terms of the infrastructure development an indicative plan was made available at the meeting. This detailed the existing and proposed development layout at the airport site. Members raised the issue of whether or not Fylde Borough Council should work in conjunction with Blackpool Borough Council in preparing an Area Action Plan for the site.
7. Members raised a number of issues about reference in the plan to development at the south side of the airport, which included the proposed location of the hangers/helicopter pad. Members suggested that this area is unsuitable for its purpose as maintenance work would cause vibrations in the ground.
8. The Committee commented on the potential for further aircraft noise/ air pollution. Mr Walker responded stating the majority of complaints from residents related to aircraft schools and helicopters. There was limited information about noise mitigating measures but suggested that recent aircraft technology would go some way to improve the situation.
9. Additional information was also sought on the cost and benefits of aircraft growth and whether or not this depended on the casino led regeneration of Blackpool. Mr Donnelly reminded members that York Aviation was currently undertaking a socio-economic study of the airport for Lancashire Economic Partnership which would report soon on the contribution that the airport makes to the local and sub-regional economy.
10. The Planning Policy Scrutiny Committee resolved to establish a Task and Finish Group comprising of the Chairman and Vice-Chairman of the Committee together with Councillors Fiddler and Small to tailor the final response prior to the conclusion of the consultation period. The recommendations of the Task and Finish group are attached at Appendix A.

Implications	
Finance	None
Legal	None
Community Safety	None
Human Rights and Equalities	None
Sustainability	None
Health & Safety and Risk Management	None

Report Author	Tel	Date	Doc ID
Christopher Kitchen	(01253) 658491	23 August 2006	

List of Background Papers		
Name of document	Date	Where available for inspection
Blackpool International Airport Master Plan	23 August 2006	www.fylde.gov.uk or Town Hall, St Annes

Attached Documents

Appendix A – Recommendations of the Blackpool Airport Task and Finish Group

Appendix A

Planning Policy Task and Finish Group Recommendations

On the 24th August, the Planning Policy Task and Finish group agreed the following recommendations:

1. That the recommendations made within the report to Planning Policy SC be agreed and submitted to the Airport Company.
2. That the portfolio holder should draw up a letter to the Airport Company, noting that their plans are still in draft, and stating that the Council would like to be consulted again after they have addressed the issues raised. A copy of this letter will be copied to the Department of Transport.
3. That the Council's legal officer should further explore making an article 4 direction to “take away” permitted development rights at Blackpool Airport, and report his findings back to the committee

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