

CABINET MEMBER - ENVIRONMENTAL

**MEETING HELD AT THE TOWN HALL, BOOTLE
ON WEDNESDAY 21 OCTOBER 2009**

PRESENT: Councillor Tattersall

ALSO PRESENT: Councillor D. Jones

52. APOLOGIES FOR ABSENCE

An apology for absence was received from Councillor P. Hardy

53. DECLARATIONS OF INTEREST

No declarations of interest were received.

54. MINUTES OF THE MEETING HELD ON 23 SEPTEMBER 2009

RESOLVED:

That the Minutes of the meeting of the Cabinet Member held on 23 September 2009 be confirmed as a correct record.

55. HEALTH AND SAFETY EXECUTIVE FLEXIBLE WARRANT SCHEME

The Cabinet Member considered the report of the Environmental Protection Director on the latest health and safety enforcement innovation using flexible Warrants (the Warrants) and outlining an example of how the system would work for the 'Digital Rollout'; and indicating that a decision on this matter was required as Warrants were being trialled in Merseyside and Cheshire and would allow officers from other regulatory bodies to carry out health and safety regulation in Sefton Council enforced premises and also allow Sefton's officers to enforce in other local authority areas.

The report indicated that the Warrants were particularly useful where a project was being carried out across a number of Authorities, or on a regional basis when flexibility may be required because of the need for immediate enforcement action; that the Warrants were also useful if a business being investigated was working across two or more Authorities, as the investigation could take place unhindered by boundary jurisdiction issues; and identified the objectives of the scheme as:

- to increase the flexibility and responsiveness of health and safety regulators to situations of significant risk;
- to increase communication between health and safety regulators; and

- to facilitate the collective use of resources and target them to the areas of greatest risk.

The report also identified how a Flexible Warrant Scheme would be established; and that the first scheme in the North West was to ensure aerial installers, in the run up to and the short time after digital switch over in November, were carrying out installations in a safe manner, including the safe use of ladders or access platforms and the secure installation of TV aerials and dishes. Following the scheme, an assessment would be carried out on its success or failure and recommendations would be considered for further projects of a similar nature in the future.

RESOLVED:

That the use of and involvement in the Flexible Warrant Scheme by the Environmental Protection Department be approved.

56. TENDERS FOR THE PROVISION OF CLEAR PLASTIC SACKS

Further to Minute No. 114 of the 6 May 2009, the Cabinet Member considered the report of the Environmental Protection Director advising of the outcome of the evaluation of tenders for the provision of clear plastic sacks and seeking approval to award the contract in this matter; and indicating that a decision on this matter was required to comply with the Contract Procedure Rules of the Constitution.

RESOLVED:

That the tender in the sum of £155,000 submitted from BPI Recycled Product, Derbyshire for the provision of clear plastic day coded refuse sacks and clear plastic litter bin sacks be approved.

57. CHRISTMAS AND NEW YEAR REFUSE AND RECYCLING COLLECTION ARRANGEMENTS 2009/10

The Cabinet Member considered the report of the Environmental Protection Director seeking approval of the proposed refuse and recycling collection arrangements for the Christmas and New Year 2009/10 period, together with the methods for communicating the revised collection arrangements.

RESOLVED:

That the arrangements for refuse and recycling collections over the Christmas and New Year 2009/10 period, together with the methods for communicating such arrangements, be approved.

58. SEFTON TRADING STANDARDS ALCOHOL SURVEY OF YOUNG PEOPLE - AUGUST 2009

The Cabinet Member considered the report of the Environmental Protection Director on the alcohol survey (the Survey) of young people carried out by the Trading Standards North West (TSNW); and indicating that a decision on this matter was required to seek reconsideration of the alcohol sales enforcement strategy by the Public Health Partnership (PHP) in the light of the findings of the Survey.

The report indicated that in 2005 and 2007, TSNW commissioned Ci Research (Ci) to conduct a survey of young people and alcohol use; that the findings of these surveys were used to help inform a strategy for dealing with the sale of alcohol to young people who were underage; that in early 2009 TSNW commissioned Ci to conduct a similar survey to monitor any changes in behaviour and to provide further insight into the sale of alcohol and tobacco; and that the primary objective of the research was to identify how and where youngsters obtained alcohol in order to effectively plan intelligence led campaigns.

The report indicated that the report compiled by Ci was divided into six parts, namely sample profile, alcohol consumption, purchasing alcohol, general attitudes and behaviour, understanding of legislation and smoking behaviour; and analysed and commented on the survey outcomes.

The report concluded that the results demonstrated the need for continued investment in the underage enforcement programme operated by Trading Standards and the initiatives commissioned by the PHP Alcohol Related Crime Sub-Group; that the results also highlighted the worrying increase in supply of alcohol by over 18's and parents/adults and the use of 'fake' identification; but however, this could also be interpreted as a measure of the success of current proactive enforcement practices.

A copy of the Survey was attached as an appendix to the report.

RESOLVED:

That

- (1) the report on the Sefton alcohol survey of young people, be noted;
- (2) the Public Health Partnership Alcohol Related Crime Sub Group be requested to reconsider its enforcement strategy in consideration of the findings of the research; and
- (3) in light of her interest in this subject, the report be submitted to the Cabinet Member – Communities for information.

**59. SEFTON TRADING STANDARDS ALCOHOL SURVEY OF
YOUNG PEOPLE - "OPERATION SOFT DRINK : PHASE 2 - BUY
BOOZE, THEY LOSE"**

Further to Minute No. 106 of 12 March 2008, the Cabinet Member considered the report of the Environmental Protection Director on the

outcome of 'Operation Soft Drink: Phase 2 – Buy Booze, They Lose' (the Operation), a strategic intervention tackling the incidence of underage alcohol related anti-social behaviour in Sefton that was commissioned by the Public Health Partnership Alcohol Strategy Group (PHPASG); and indicating that a decision on this matter was required to obtain endorsement for further similar interventions.

The report indicated that the Operation was designed to retain the strongest elements of the original Operation Soft Drink but extended both in terms of its duration and scope to provide support to a range of Local Strategic Partnership objectives; how the Operation was publicised; detailed the evaluation framework of the Operation; and the key outcomes from the separate strands of the Operation.

The report concluded that the Sefton Tracker Survey clearly demonstrated significant reductions in the negative perceptions of underage drinking, groups of teenagers hanging about the street and people being drunk or rowdy in public places; that whilst this positive trend could not singularly be attributed to the activity occurring during the Operation, the targeting of specific interventions directed to address these three perceptions within hotspot areas could be assumed to be a contributory factor in this recorded improvement.

RESOLVED: That

- (1) the report on 'Operation Soft Drink: Phase 2 – Buy Booze, They Lose' be noted; and
- (2) the continued partnership work within the Public Health Partnership Alcohol Strategy Group and Alcohol-Related Crime Sub-Group for addressing the issues of underage alcohol purchase/consumption and alcohol-related nuisance, disorder and Anti-Social Behaviour be approved.

60. TRADING STANDARDS - COMMUNITY NEWSLETTER "ISSUE 17"

The Cabinet Member considered the report of the Environmental Protection Director which advised on the seventeenth issue on the Trading Standards – Community Newsletter.

The report identified the aims of the newsletter, detailed the articles contained within it (relating to the creation of Sefton's new Approved Trader Scheme; Cold Calling Zones; the Digital Switchover, Teenager Alcohol Survey results; and Best Bar None) and how and where they would be published and distributed.

The report concluded by indicating that the newsletter would increase awareness of 'self help' for consumers and that 'self regulation' by business would eventually lead to the service being able to assist those in

CABINET MEMBER - ENVIRONMENTAL- WEDNESDAY 21 OCTOBER
2009

greatest need, and enhance equal opportunity of access to the service and promote social inclusion.

Attached to the report was a copy of the seventeenth issue of the Community Newsletter.

RESOLVED:

That the publication and distribution of the seventeenth issue of the Trading Standards Community Newsletter be approved.