

Notice of Meeting

Joint Public Protection Committee

A shared service provided by Bracknell Forest Council,
and West Berkshire Council

Monday, 13th June, 2022 at 7.00 pm

Venue: Council Chamber Council Offices Market Street
Newbury RG14 5LD

Note: This meeting will be streamed live here:

<https://www.westberks.gov.uk/jointpublicprotectioncommitteeelive>

To: Councillors John Harrison (Bracknell Forest Council), John Porter (Bracknell Forest Council), Thomas Marino (WBC Executive Member) and James Cole (WBC Council Representative)

Part I

	Page No.
1 Election of the Chairman To elect a Chairman of the Joint Public Protection Committee for the 2022/2023 Municipal Year.	1 - 2
2 Apologies To receive any apologies for absence.	3 - 4
3 Appointment of the Vice Chairman To appoint a Vice-Chairman of the Joint Public Protection Committee for the 2022/2023 Municipal Year.	5 - 6
4 Minutes To approve as a correct record the Minutes of the meeting of this Committee held on 14 March 2022 and provide an update on any outstanding actions.	7 - 16
5 Declarations of Interest Any Member with a Disclosable Pecuniary Interest in a matter should withdraw from the meeting when the matter is under consideration, and should notify the Democratic Services Officer in attendance that they are withdrawing as they have such an interest. If the Disclosable Pecuniary Interest is not entered on the register of Members' Interests, the Monitoring Officer must be notified of the interest within 28 days.	17 - 18

Public Protection Partnership Agenda - Monday, 13 June 2022 (continued)

- 6 **Notice of Public Speaking and Questions** 19 - 20
To note those agenda items which have received an application for public speaking.
A period of 30 minutes will be allowed for members of the public to ask questions submitted under notice.
The Partnership welcomes questions from members of the public about their work.
Subject to meeting certain timescales, questions can relate to general issues concerned with the work of the Partnership or an item which is on the agenda for this meeting. For full details of the procedure for submitting questions please contact Democratic Services.
- 7 **Forward Plan** 21 - 24
To detail future items that the Committee will be considering.
- 8 **Priorities Update - Emerging Issues** 25 - 64
To set out emerging issues for the service that may affect or supplement the implementation of the agreed priorities.
- 9 **PPP Communications and Engagement Plan 2022/23 to 2024/25** 65 - 84
To review the existing strategy in light of the revised partnership arrangements, consider any technological advances and procedural changes that can be used to enhance communication and engagement and to ensure that the current plan reflects the agreed Priorities of the Public Protection Partnership (PPP).
- 10 **Public Protection Partnership Service Update and Q4 Outturn for 2021/22** 85 - 108
To update the Committee on the work of the Service in Q4 and to report the end of year performance outturn, and to seek to carry forward the under-spend from 2021/22 to assist with the business recovery process post our involvement with the Covid Response.

Items for Information

- 11 **Terms of Reference** 109 - 112
To present the latest terms of reference.
- 12 **Any other items the Chairman considers to be urgent** 113 - 114

Contact Officer:

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A shared service provided by
Bracknell Forest Council and
West Berkshire Council



JPPC – 13 June 2022

Item 1 – Election of Chairman

Verbal Item

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JPPC – 13 June 2022

Item 2 – Apologies for absence

Verbal Item

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JPPC – 13 June 2022

Item 3 – Appointment of the Vice-Chairman

Verbal Item

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Note: These Minutes will remain DRAFT until approved at the next meeting of the Committee

JOINT PUBLIC PROTECTION COMMITTEE

Minutes of the meeting held on MONDAY 14 MARCH 2022

Councillors Present: Graham Bridgman (Substitute) (In place of Hilary Cole), John Harrison (Chairman), John Porter and Bill Soane

Councillors Present Remotely: Councillor Rick Jones and Councillor Barrie Patman

Also Present: Rosalynd Gater (Team Manager - Commercial), Sean Murphy (Public Protection Manager), Eric Owens (Service Director - Development & Regulation), Jon Winstanley (Service Director (Environment)), Stephen Brown (Wokingham Borough Council), Stephen Chard (Democratic Services Manager), Moira Fraser (Public Protection Partnership) and Damian James (Chair of the PPP Joint Management Board)

Apologies for absence: Councillor Hilary Cole

PART I

20 Minutes and Matters Arising

The Minutes of the previous meeting held on 13 December 2021 were approved as a true and correct record and signed by the Chairman.

Matters Arising – Training and Development Plan

It was noted that, post Wokingham leaving the Partnership, the service would continue to co-operate, under a contract, across many aspects of the Public Protection spectrum and this could include officer training. Where appropriate joint training would take place. Training was already carried out with other local authorities.

21 Declarations of Interest

There were no declarations of interest received.

22 Notice of Public Speaking and Questions

No public questions were received.

23 Forward Plan

Councillor Graham Bridgman sought clarification in regard to the June 2022 item 'Annual Review of the Noise Policy'. A review was also scheduled for June 2023 and he queried whether this policy needed to be reviewed on an annual basis. Sean Murphy, Public Protection Manager, said he would need to check this with the relevant Officer. It was the first time the Noise Policy had come before this Committee and he would confirm whether it had to be on the Forward Plan every year when it was unlikely there would be any change to the policy.

Post meeting note: The report would be included on the forward plan every two years unless any significant changes were required sooner than that.

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Councillor Graham Bridgman sought clarification on how the list of fees and charges went through the decision making cycle in Bracknell Forest and West Berkshire Councils (item scheduled for the JPPC in September 2022). Sean Murphy advised that the start of the cycle was the JPPC. He explained that it was a requirement of the Authority Agreement for the JPPC to propose a budget which included a proposed set of fees and charges which were brought to the September meeting annually.

Relevant fees were also taken to the Licensing Committees of Bracknell Forest and West Berkshire in October and November. The private hire operator, and hackney carriage and private hire vehicle licence fees were then subjected to a statutory consultation process. The consultation responses were then reported back to the January and February Licensing Committee meetings prior to a recommendation being made to the Executive and Full Council. The remainder of the fees were taken through the partner council's budget setting process.

RESOLVED that:

- **The Forward Plan be noted.**
- **Sean Murphy would ascertain whether the Noise Policy needed to be reviewed on an annual basis.**

24 West Berkshire Water Safety Partnership Annual report 2021/22

Jon Winstanley, West Berkshire Service Director for Environment, introduced the Annual Report (Agenda Item 6) which had been brought to the JPPC at the request of West Berkshire Council's Executive. This provided an opportunity to look at what was happening and to explore if this could also be adopted by Bracknell Forest Council.

Jon Winstanley said the group had come together following the very tragic incident that had occurred in Victoria Park in Newbury in which a young child fell into the canal and sadly passed away.

The report focused on water safety and what else the Council and emergency services could jointly do to reduce accidental death or injury as a result of taking part in activities in or near water. Initial work had focused around where the incident had taken place but the group had also looked at how best to utilise the combined activity and educational offerings to make the environment safer in relation to activities around water. The report summarised the work undertaken over the last year and outlined planned work for the coming year including a range of physical measures in and around Newbury as well as looking at where those could be rolled out in other parts of the District.

Councillor Graham Bridgman said he had spoken with Sean Murphy about the safety features that had been proposed across West Berkshire and whether there was an opportunity to install defibrillators on canal and river sides. Councillor Bridgman suggested this safety measure might also be of interest to Bracknell Forest. Jon Winstanley said he would take this point back to the Partnership for discussion before feeding back to the Committee with the response.

Councillor Harrison asked for details of the physical and educational measures planned by the Water Safety Partnership. Mr Winstanley said in terms of physical measures, the Partnership and Royal Berkshire Fire and Rescue Service had created an incident database in order to identify hot spots. The first area of concentration was the canal through Newbury with colleagues from the Fire & Rescue Service and the Council's Countryside Service who carried out an audit to identify where barriers could be erected, looked at throw ropes, access to the canal by boaters and generally looked at what physical safety measures could practicably be adopted. In terms of education, Mr

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Winstanley said the Fire & Rescue Service had a very comprehensive educational programme they took into schools which the Partnership intended to help them promote. In addition, the Partnership would target Water Safety Week and specific user groups that used the canal and who might be at risk of accidental injury in and around the area. Mr Winstanley said he would welcome representation from Bracknell Forest Council in the Partnership and would happily extend an invitation to them.

Councillor Rick Jones asked whether the scope of the work of the Partnership extended to all waterways flowing through the District, in particular the Thames tributaries. Mr Winstanley confirmed that the scope of the work did include all waterways, including the Thames, and would be supported by the involvement of the Environment Agency.

Sean Murphy added that there was a synergy in terms of some of the educational work and public engagement work between the two authorities in that the JPPC's communications team had been doing a lot of work with the Royal Berkshire Fire & Rescue Service Assessor for community engagement events. Mr Murphy said if colleagues in Bracknell wished to engage with the Partnership it would be very transferable to bring some of those events to Bracknell. Councillor Harrison suggested that Officers in West Berkshire and Bracknell Forest Councils meet to discuss what would be involved if Bracknell joined the Partnership given there were a large number of bodies of water in Bracknell Forest.

RESOLVED that:

- **The Annual Report be noted.**
- **Jon Winstanley would discuss with the Water Safety Partnership the potential to install defibrillators on canal and river sides before feeding back to the Committee with the response.**
- **Officers in West Berkshire and Bracknell Forest Councils would meet to discuss representation on the Partnership from Bracknell.**

25 Air Quality Status Reports 2020 - Bracknell Forest Council

Sean Murphy introduced the report (Agenda Item 7). He explained that the report had been submitted to DEFRA within the required timescale of the end of June 2021. However, whilst the response from West Berkshire and Wokingham had been returned and come to the JPCC in the Autumn of 2021, for an unknown reason, the report from Bracknell had been delayed.

There were a couple of minor errors in the monitoring data which had been corrected and the Council's evaluation of the report had now been received which had been largely positive and was set out in section 7 of the report.

The report updated on the DEFRA funded Air Quality Project for the three boroughs which centred on PM2.5 monitoring, engagement with schools and wider public engagement which would continue with Wokingham.

As the report author, Suzanne McLaughlin, had been unable to attend the meeting, Sean Murphy said he might have to return to the Committee with answers to any technical questions but was happy to try and answer any general questions from Members.

Councillor John Harrison said that 2020 had been an unusual year which saw people working from home during the height of the pandemic resulting in much fewer journeys being taken by car or by public transport and asked whether this had affected air pollution measurements to any degree or whether that had been compensated for. Mr Murphy confirmed that there had been a reduction in air pollution at that time and a decision had been taken during the various lockdowns and restrictions in 2021 to continue monitoring. This gave interesting background data as to what things could look like based on a

reduction in traffic. The report for 2021 was being pulled together ready for submission to DEFRA and Mr Murphy said he would update at the next JPPC meeting on the differences between the 2020 and the 2021 reports.

RESOLVED that:

- **The contents of the report be noted.**
- **The feedback received on the report from DEFRA be noted.**
- **Progress on the measures to improve air quality be noted.**
- **The ongoing and planned future measures to improve air quality be approved as set out in the report.**

26 Wokingham Exit Closure Report

Sean Murphy introduced the report (Agenda Item 8) which set out the final arrangements for Wokingham Borough Council to exit the Public Protection Partnership (PPP). This included the governance arrangements for agreeing the exit, the arrangements that would be put in place with Wokingham around traded services and other outstanding issues arising from the decision by Wokingham to exit the PPP in March 2021.

Mr Murphy said a project team had been set up working across Wokingham, Bracknell and West Berkshire covering matters including IT, legal issues and a range of operational transfer issues. Mr Murphy said there was still work to be done in order to implement a transfer of operational matters to the new service and he was working closely with his colleagues in Wokingham to achieve this.

The report included a proposal around the rebranding of the service for Bracknell Forest and West Berkshire and the potential commissioned services from Wokingham such as Trading Standards, Case Management, Intelligence, Financial Investigations and Food Standards. The rebranding would have to reflect that the Trading Standards element would be three-Authority as set out in the report.

The report also set out future governance arrangements for the elements of the commissioned services which would be through the Joint Management Board (JMB). These arrangements included the fact that today's meeting was the last as a three-Authority Committee with a move to a two-Authority Committee of Bracknell Forest and West Berkshire from April 2022. From April 2022, one of the two weekly JMB meetings each month would have a two-part agenda with one part dealing with areas of commonality across the three Authorities.

The report dealt with Food Standards and Food Hygiene inspections which had been put on hold due to Covid response work taking priority over the last two years. It was proposed that any outstanding work not completed by the end of March 2022 would be finalised in Q1 of 2022/23.

Mr Murphy advised that the primary piece of work to be dealt with over the next few weeks would be the transfer of staff, a smooth operational handover to Wokingham of assets such as equipment and data, and the sign-off of the legal agreements to bring the old Partnership to a close.

Councillor Graham Bridgman reflected on the goodwill that had been shown during the negotiations and thanked everyone involved for reaching an amicable resolution.

Stephen Brown said he wanted to put on record his thanks to Sean Murphy and other Officers who had worked hard over the last year to effect the transfer to the new service.

RESOLVED that:

- **The report be noted.**

- **The proposed branding, as set out at Section 7 of the report, be approved. Councillor Bill Soane abstained from the vote as Wokingham would have no part in this. However, Councillor Graham Bridgman pointed out there was an element of branding relating to all three local authorities in relation to Trading Standards.**
- **A report would be received on the implementation of PPP MK2 at its meeting in June 2022.**
- **The outstanding Wokingham food standards unrated inspection work would be concluded in Q1 of 2022/23.**

27 Public Protection Partnership Q3 of 2021/22 Performance and Service Update

Sean Murphy introduced the Quarter Three performance and service update report (Agenda Item 9). This was the summary report received by the Committee every quarter. The report outlined the work undertaken in relation to Covid until the point at which all measures had been revoked in recent weeks.

He explained that the period between December 2021 and March 2022 saw a significant increase in infections due to the Omicron variant which led to a rise in contact tracing, outbreak work and the implementation of Plan B measures.

The intention of the report was to provide a combination of data and performance indicators, including customer service which saw very high levels of satisfaction. Team updates showed the work being undertaken around Housing, Food, Health and Safety, Trading Standards, Licensing and Environmental Quality. The report summarised some of the prosecution cases that had been taken forward since the report last came to Committee, five of which were from the Public Protection area. Mr Murphy pointed out that the report now included some of the Service compliments that had been received which, if Members found helpful, would be included in all future reports. The report also outlined some of the issues faced by Finance, HR and IT.

Councillor Bill Soane wished to record his thanks to all Officers involved in the work undertaken over the previous 12 months which he described as first-class.

Councillor John Harrison proposed that the Committee note the report. He gave thanks to the Partnership for the work undertaken over the past year which had been challenging and ever-changing, not only due to Covid but also due to negotiating the change in relationship with Wokingham Borough Council which had been dealt with in a very mature and calm way.

RESOLVED that:

- **The 2021/22 Q3 data for the Public Protection Service be noted.**
- **The update on service delivery be noted.**
- **The continued role the Public Protection Service were playing across the Councils with respect to Covid19 response be noted.**
- **Adjustments would be made to service priorities for the coming period.**

28 Revised Performance Management Framework

Moira Fraser, Principal Officer – Policy & Governance, introduced the report (Agenda Item 10) which was brought before Members as agreed at the December meeting. The report asked the Committee to consider a revised set of Key Performance Indicators and Measures of Volume for inclusion in the Performance Monitoring Framework for the

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2022/23 Financial Year. The report also gave assurance that the priorities set out in the Public Protection Service Delivery Plan 2021 to 2023 were being managed effectively and that strong performance was maintained for business as usual activity.

Moira Fraser said that the two measures required under the Inter-Authority Agreement relating to Finance and Customer Satisfaction had been retained and it was also agreed that the Performance Monitoring Framework would be reviewed to ensure that it supported the revised Delivery Plan and the PPP Strategic Assessment which was agreed by the JPPC in June 2021.

The Joint Management Board considered the data on a monthly basis and quarterly reports would continue to be brought to this meeting. Members were asked to consider if they thought the framework covered all the aspects they would wish to see included or if there were any additional areas, measures or targets they would like to see.

Councillor Graham Bridgman said some key performance indicators were straightforward, such as the timeframe in which to submit a report. However, there were a number of percentage parameters and Councillor Bridgman asked how it would be possible to obtain KPIs around those without first understanding the amount that was targeted to achieve. Councillor Bridgman said that the large number of measures of volume needed to be meaningful by showing their percentage against a specific target.

Sean Murphy advised that officers had sought to cover this off and used food inspections as an example of where the percentage showed the number of food inspections that had been completed in the year in which they were due. However, from looking at the report, it did appear that the KPIs needed to tie-up with measures of volume. He therefore agreed to this at this further as suggested by Councillor Bridgman.

Mr Murphy said the other key question was which of the KPIs from the extensive list did the Committee particularly want to see and suggested this could be re-visited in the June meeting. Councillor John Harrison said if KPIs were going to be set, more discussion was needed to decide whether to look at a certain percentage or to look at a particular volume of something and what the intended target was. For example, in relation to fly-tipping, how many had led to the identification of the perpetrator or how many had led to a prosecution. Councillor Harrison suggested Officers could look at this over the coming months for further discussion at the June meeting. Moira Fraser suggested holding a workshop with Members outside of the meeting before bringing the results back to the June Committee. Councillor Harrison agreed and stated it was important for colleagues in Bracknell Forest and West Berkshire to collaborate to decide which KPIs were important to focus on. Sean Murphy said the purpose of the KPIs was to see year-on-year improvement in the different areas, for example, test purchases for alcohol which had showed low levels of compliance when first carried out many years ago but which saw much higher levels of compliance now.

Councillor Harrison recommended that the Committee continued to review this issue and undertake further work prior to the next meeting. The motion was carried.

Councillor Harrison concluded the meeting by thanking Members for their attendance and noting that this was the last meeting that Wokingham Members and Officers would be attending in a formal capacity. He thanked them for their work and collaboration over the years. Wokingham Members would be invited to attend future meetings to discuss relevant items albeit that they would not be attending in a voting capacity.

Councillor Harrison added that this was his last meeting in the Chair and thanked everyone for their help and support over the past year. The next meeting would be held on 13 June 2022.

JOINT PUBLIC PROTECTION COMMITTEE - 14 MARCH 2022 - MINUTES

(The meeting commenced at 7.00pm and closed at 7.48pm)

CHAIRMAN

Date of Signature

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Joint Public Protection Committee Actions Arising from Previous Meetings

Ref	Meeting Item	Action	Officer	Update
1.	13 June 2022 West Berkshire Water Safety Partnership Annual report 2021/22	Jon Winstanley to raise the possibility of installing defibrillators alongside the water safety cabinets with the partnership	JW	
2.	13 June 2022 West Berkshire Water Safety Partnership Annual report 2021/22	Officers to discuss the possibility of Bracknell Forest being represented on the partnership.	DJ/JW	A range of events and initiatives have been set up in West Berkshire and Bracknell over the summer. PPP leading for BFC but are liaising with colleagues in Countryside Team
3.	13 June 2022 Air Quality Status Reports 2020 - Bracknell Forest Council	Officers to provide any headline differences for air quality data collected in 2020 (during the pandemic) and 2021	SM	

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JPPC – 13 June 2022

Item 5 – Declarations of Interest

Verbal Item

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JPPC – 13 June 2022

Item 6 – Public Speaking and Questions

Verbal Item

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PPP Forward Plan September 2022 to September 2023

No.	Ref No	Item	Purpose	Lead Officer	Comments
19 September 2022					
1.	JPPC4068	PPP Private Sector Housing Policy 2022/23 to 2024/25	To provide the Joint Public Protection Committee with an update on the work of PPP within Private Sector Housing and to highlight the high level priorities which we will undertake over the next two years.	Rosalynd Gater	
2.	JPPC4134	Public Protection Partnership - Food and Feed Plan	To agree the annual PPP Food and Feed Plan.	Rosalynd Gater	
3.	JPPC4070	Public Protection Partnership Q1 2022/23 Performance Report	To consider the Quarter 1 Performance Report.	Moira Fraser	
4.	JPPC4133	PPP list of Fees and Charges 2023/24	To consider the PPP budget and list of Fees and Charges to be submitted to Bracknell Forest Council and West Berkshire Council budget setting cycle for consultation.	Sean Murphy	
5.	JPPC4131	Review of the Contaminated Land Strategies	To consider and where appropriate update the Contaminated Land Strategies for both authorities prior to them being agreed by the Executive of each authority.	Suzanne McLaughlin	
6.	JPPC4187	Business Plan 2022 to 2027	To include a Medium Term Financial Strategy and to update the business plan in light of the priorities agreed at the June meeting and revisions to the Inter Authority Agreement to reflect the new two authority partnership.	Sean Murphy	
JPPC 12 December 2022					
7.	JPPC4188	Public Protection Partnership Q2 2022/23 Performance Report	To consider the Quarter 2 Performance Report.	Moira Fraser	

No.	Ref No	Item	Purpose	Lead Officer	Comments
8.	JPPC4189	Training and Development Plan 2023	To agree the plan for the forthcoming year.	Moira Fraser	
9.	JPPC4190	PPP Delivery Plan Update	To set out progress has been made against the PPPs agreed priorities as set out in the 2021 to 2023 Delivery Plan.	Sean Murphy	
10.	JPPC4064	Air Quality Status Reports	To set out the response received from DEFRA.	Suzanne McLaughlin	
11.	JPPC4191	Workforce Strategy 2022 to 2027	To review the Workforce Strategy in line with the revised Business Plan.	Sean Murphy	
JPPC 13 March 2023					
12.	JPPC4073	Public Protection Partnership Q3 2022/32 Performance Report	To consider the Quarter 3 Performance Report.	Moira Fraser	
13.	JPPC4193	Water Safety Partnership	To provide an annual update of the work of the Partnership.	Jon Winstanley	
JPPC June 2023					
14.	JPPC4194	Public Protection Partnership Q4 2022/23 Performance Report	To consider the Quarter 4 Performance Report.	Moira Fraser	
15.	JPPC4195	Noise Policy	To review the policy and agree any changes.	Suzanne McLaughlin	
16.	JPPC4196	Public Protection Partnership Priorities 2023/24 to 2025/26.	To set out the proposed priorities for the Public Protection Service for 2023 to 2025.	Sean Murphy	
17.	JPPC4197	Communications Strategy 2023/24 to 2025/26	To review and if appropriate amend the two year strategy.	Moira Fraser/ Lisa Norgate-Barnes	

No.	Ref No	Item	Purpose	Lead Officer	Comments
September 2023					
18.		Public Protection Partnership - Food and Feed Plan	To agree the annual PPP Food and Feed Plan.	Rosalynd Gater	
19.		Public Protection Partnership Q1 2023/24 Performance Report	To consider the Quarter 1 Performance Report.	Moira Fraser	
20.		PPP list of Fees and Charges 2024/25	To consider the PPP budget and list of Fees and Charges to be submitted to Bracknell Forest Council and West Berkshire Council budget setting cycle for consultation.	Sean Murphy	

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Priorities Update – Emerging Issues

Committee considering report:	Joint Public Protection Committee
Date of Committee:	13 June 2022
Chair of Committee:	To be agreed at the meeting
Date JMB agreed report:	23 May 2022
Report Author:	Sean Murphy
Forward Plan Ref:	JPPC4184

1. Purpose of the Report

- 1.1 On the 14th June 2021 this Committee considered a report setting out the Strategic Assessment of priorities for 2021 to 2023. The purpose of this paper is to set out emerging issues for the service that may affect or supplement the implementation of the agreed priorities.

2. Recommendations

2.1 The Committee:

- **REVIEWS** the developing issues set out in this report.
- **AGREES** that the Strategic Assessment and Service Priorities for 2021/23 be amended to reflect these developments.
- **AGREES** the performance framework for the forthcoming year.

3. Implications and Impact Assessment

Implication	Commentary
Financial:	<p>All identified activities undertaken as part of the core work of the Public Protection Partnership (PPP) are done within the existing revenue budget including any ring fenced grants. Once agreed by the Joint Public Protection Committee (JPPC) the implementation is overseen and scrutinised by the Joint Management Board (JMB).</p> <p>Where appropriate grants such as support for public health related activity or investigations will be sought and used to deliver the key work streams set out in the Work Plan. The same would apply for grants for new burdens identified by the Government. Working with other authorities as part of shared working arrangements to deliver efficiencies and effectiveness will also feature as a key priority and delivers financial and service efficiencies.</p>

Human Resource:	The Service is experiencing difficulties in recruiting experienced and qualified staff. This report addresses this issue and proposes a way forward.			
Legal:	<p>The functions delegated to the Joint Committee (Joint Public Protection Committee or JPPC) by the partner councils have their basis in statute. In this respect many are statutory duties placed on the councils. In some areas (such as food safety and standards, health and safety etc.) there is a high level of prescription about how elements of the service are delivered.</p> <p>In other areas there is a high degree of flexibility for local policy making. It is the role of the JPPC under the terms of the Inter-Authority Agreement (IAA) to set the strategic direction of the service. This is then consulted on with Members at partner councils where prioritisation to meet particular local needs are set.</p>			
Risk Management:	<p>The risk register is regularly scrutinised by JMB which meets fortnightly. The JMB considers the red risk action plans at these meetings.</p> <p>The most significant identified risk at this juncture is recruitment and retention. This report sets out how that risk will be addressed through the training and development strategy and workforce planning.</p>			
Property:	None specifically arising from these proposals. The issue of accommodation and rationalisation of accommodation remains a priority for the service. As Bracknell and West Berkshire move to a rationalised property strategy and new working styles the service will look at its property requirements and in particular the role that the Theale Office is playing as a central delivery point and helping the service realise the efficiencies of central teams working together.			
Policy:	It is a key responsibility of the Joint Committee as set out in the IAA to set the strategic direction and priorities for the service. The Committee has approved three previous assessments of priorities. The priorities before the Committee today build on these previous documents and also seek to address the IAA priorities set out at Appendix A			
	Positive	Neutral	Negative	Commentary
Equalities Impact:				
A Are there any aspects of the proposed				The Plan sets out the strategic direction for the Service for the next two years with expected improvements on a number of prioritised areas.

decision, including how it is delivered or accessed, that could impact on inequality?				Changes in policy impacting on groups of population with protected characteristics will involve specific Equality Impact Assessments.
B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?				The aim of the Plan is to deliver better outcomes for people living and working in Bracknell Forest and West Berkshire.
Environmental Impact:				The aim of the Plan is to deliver better outcomes for people living and working in Bracknell Forest and West Berkshire
Health Impact:				The aim of the Plan is to deliver better outcomes for people living and working in Bracknell Forest and West Berkshire
ICT or Digital Services Impact:				The Priorities will be published on the PPP website.
PPP Priorities :				The Plan seeks to agree the priorities for the next two years while building on the three sets of priorities previously agreed.
Data Impact:				None
Consultation and Engagement:	JMB has been consulted on the priorities’.			
	Workshops have been arranged with Members of both partner authorities to consider the priorities and the performance management framework.			
Other Options Considered:	None			

4. Executive Summary

- 4.1 The Inter-Authority Agreement (IAA) that was agreed by the Council’s on the 6th January 2017 contained a set of initial priorities. These had been drawn from the cross cutting and local priorities of the partner councils. Since 2017 the Committee has received three strategic assessments and work plans to consider. The latest Strategic Assessment and priorities were agreed in June 2021 and an updated work plan approved in December 2021.
- 4.2 It was not envisaged that a full scale review of priorities would take place in 2022 but that emerging issues would be considered and adjustments made to the existing priorities.

- 4.3 This report sets out a number of emerging issues and considers where they fit with existing priorities and proposes their adoption by the Committee. For ease they have been broken down by reference to the overarching themes.

5. Protection of Health, Wellbeing and Safety

- 5.1 There is a requirement under the Homes for Ukraine Scheme that accommodation checks are carried out on accommodation that hosts are providing under the terms of the scheme. In Bracknell and West Berkshire these checks are being carried out by Environmental Health and managed by the Private Sector Housing Team. At the time of writing around 200 checks have been carried out in the last two months. This has been a significant piece of work from a standing start and additional resource has been brought in to support the private sector housing functions. It is anticipated that there will continue to be the need for further checks as more hosts and guests are matched or guests are re-matched.
- 5.2 The Health and Safety Executive have now released their enforcement priorities for 2022/23. These include gas safety in commercial premises, electrical safety in hospitality settings, storage and handling of pesticides, health protection controls at visitor attractions with animals and welfare facilities for delivery drivers. The Service will consider these in the context of resource and the local employer / business profile and report back to Committee which programmes, if any, it is able to support.
- 5.3 The Service is currently looking at what role we may have with respect to new building safety provision particularly with respect to existing accommodation. This will sit alongside the previously agreed programme relating to commercial to residential conversions set out in the existing work plan.
- 5.4 Another high profile area with legislative change followed the introduction of Natasha's Law. This legislation came into force in October 2021 and requires food which is for direct sale to have labelling including allergens. Previously food pre-packed for direct sale did not need such labelling. Additional funding was made available and initial visits conducted. Officers will now follow up on those visits to ensure compliance is being maintained and to provide advice if needed. More information on the law can be found here [What is Natasha's Law? — Natasha Allergy Research Foundation \(narf.org.uk\)](https://www.narf.org.uk/what-is-natasha-law/)
- 5.5 New legislation has recently been enacted which requires calorie labelling on food for direct consumption provided by businesses that employ more than 250 people. Compliance with this is expected to be very high given that such businesses are likely to be part of regional or national chains.
- 5.6 Post Grenfell the Government is leading a major programme to look at compliance standards of construction products. The Trading Standards Service will have a role to play in this work and will be looking at opportunities for grant funding from government as they become available. This will include sampling and testing products.
- 5.7 This year we are also intending to look at school meal standards as set out in the levelling-up agenda. This will include sampling and analysis to look at nutritional values against existing guidelines and in so doing look at establishing the level of compliance with any contractual arrangements.

5.8 Surgical Cosmetic Procedures - The Amendment to the Health and Care Bill will give the Health Secretary powers to introduce a licence for non-surgical cosmetic procedures such as Botox and fillers. The scope and details of regulation will be determined via national public consultation. The move follows a ban on procedures for cosmetic purposes on under 18's in England.

6. Environmental Protection

6.1 The Environment Act 2021 establishes a legally binding duty on Government to bring forward at least two new air quality targets in secondary legislation by 31 October 2022. This duty sits within the environmental targets framework outlined in the Environment Act (Part 1).

The proposed air quality targets are:

- Annual Mean Concentration Target ('concentration target') - a maximum concentration of 10µg/m³ to be met across England by 2040;
- Population Exposure Reduction Target ('exposure target') - a 35% reduction in population exposure by 2040 (compared to a base year of 2018).

6.2 There has been a recent public consultation on the Air Quality aspects of the Act but there was no specific update on progress with the Regulations due this autumn. Officers responded to the consultation on behalf of the PPP but there was a lack of information provided to be able to respond fully. It is understood that the consultation responses will assist in the development of the proposed targets.

6.3 This Act sets an additional statutory duty on local authorities to assess the PM2.5 levels. The Service is going to need to start monitoring PM2.5 in relevant locations across the three local authorities (in addition to that already being carried out under the DEFRA project and any potential with the Bracknell Forest Council Public Health budget allocated). We already monitor PM10 at the Bracknell monitoring station and from that data we can calculate the likely PM2.5 data.

6.4 The other major work stream in the environmental field is the full scale review of contaminated land strategies in both Bracknell and West Berkshire. The new draft strategies will come before this Committee for consideration in September prior to being taken to the respective Executive's for approval.

6.5 The Public Protection Service has set up and run a successful Community Larder in Thatcham for over 12 months as part of the wider environmental agenda. A new Community Larder is being developed in Bracknell with a view to launching this year.

6.6 The final area where audits are now planned that were not included in the original priorities is energy performance certification in the private rented sector. This links in with the wider work around responding to rising energy costs but also the wider climate change agenda.

7. Protecting Communities

- 7.1 The Offensive Weapons Act 2019 brought about new provisions that came into force on 6th April 2022 regarding the sale of knives and corrosive products. Enforcement powers for trading standards have also been strengthened for those who do not adhere to the new regulations on the sale of knives, corrosive products and offensive weapons. The PPP will be looking at engagement with businesses alongside enforcement checks including test purchases.
- 7.2 Officers are also looking to expand our work around 'safer streets'. This will include further work with colleagues from Thames Valley Police (TVP) and the Community Safety Teams to raise awareness of drink spiking and raising safeguarding awareness with staff in risk settings such as pubs. Work will also be undertaken with partners to promote 'safe spaces' and increasing opportunities for reporting of concerns. This will be supported by further work on the sale of age restricted products such as alcohol and knives.
- 7.3 At the meeting of this Committee in March 2022 it was agreed that the West Berkshire Water Safety Partnership work would be replicated in Bracknell Forest. A series of community engagement activities are being initiated through early years and school settings along with a series of public facing community engagement events across Bracknell Forest and West Berkshire during the summer. We are working with colleagues from Countryside Services, TVP and the Royal Berkshire Fire and Rescue Service (RBFRRS) to deliver these events.
- 7.4 Newly proposed legislation in the form of the Animal Welfare (Kept Animals) Bill will bring in controls around the keeping of primates without a licence and also measures to tackle puppy smuggling. These will be enforced and administered by PPP for the Councils.
- 7.5 The Digital Markets, Competition and Consumer Bill is likely to bring about new enforcement responsibilities for trading standards with respect to matters such as subscription traps, fake reviews, Christmas savings clubs etc.
- 7.6 The Energy Security Bill will pave the way for new low-carbon technologies and grow the consumer market for electric heat pumps. The service will play a role in creating public awareness around engagement of suppliers and consider any suggestions of unfair trading.
- 7.7 The [Taxis and Private Hire Vehicles \(Safeguarding and Road Safety\) Act 2022](#) (the act) received Royal Assent on 31 March 2022 (aka Sian's Law). The Act places a legal duty on licensing authorities to record certain information in a national database including decisions to refuse, refuse to renew, suspend and revoke licences of taxi and private hire drivers. This will be a major safeguard in stopping those, who for an adverse determination for safeguarding reasons, simply licensing in another local authority area.
- 7.8 From 04th April 2022, when renewing a taxi, private hire or scrap metal licence in England and Wales a 'tax check' must be completed first and the PPP are obligated as part of the licensing process to ensure it has been done. Information has been circulated to the trade, press releases and social media campaign information issued and information on the website has been updated to highlight this change.

7.9 The final area we are considering is measures to reflect the current issues around fuel and energy costs and wider costs of living issues. It is proposed that we take a number of measures including looking at the accuracy of petrol pumps and bulk fuel meters, provision of further awareness campaigns on illegal lending and high cost borrowing and the re-sale of electricity and gas to tenants. We shall also look again at the issues of smuggled and counterfeit products.

8. Effective and Improving Service Delivery

8.1 The service has conducted a fundamental review of its investigation and case management processes and documentation to ensure that these meet current standards and legislative framework. Some updates have been made but by and large the processes and procedures were in a good shape. Across the service procedure manuals are constantly being reviewed and this work will feed into the service improvement plan for 2023.

8.2 Recruitment is an issue and the service has a number vacancies in key areas most notably licensing, trading standards and housing. There are also pressures in other areas such as case management and investigations. Whilst some of this can be covered in the short term by temporary and agency staff longer term we need to fulfil our service delivery and succession planning aspirations. To this extent we are instigating a review into whether certain elements of the service can be delivered differently to maximise the use of the expertise of professional, technical and specialist officers. An example of this would be supporting the case management unit with a skilled paralegal. Secondly we are embarking on a major training and apprenticeship programme aiming to employ up to six graduate trainees / apprentices in the first instance.

8.3 Finally we should have the new single IT system come on-line this summer. This will be transformational in terms of service delivery and customer access to the service.

8.4 At the March 2022 meeting Members also agreed to review the performance framework for the Service at this meeting. We have consulted Members from both partner authorities and the proposed revised framework is attached at appendix B.

9. Appendices

9.1 Appendix A – PPP Strategic Assessment

9.2 Appendix B – Proposed Performance Framework for 2022/23 (*to follow*)

10. Background Papers:

10.3 None

Subject to Call-In:

Yes: No:

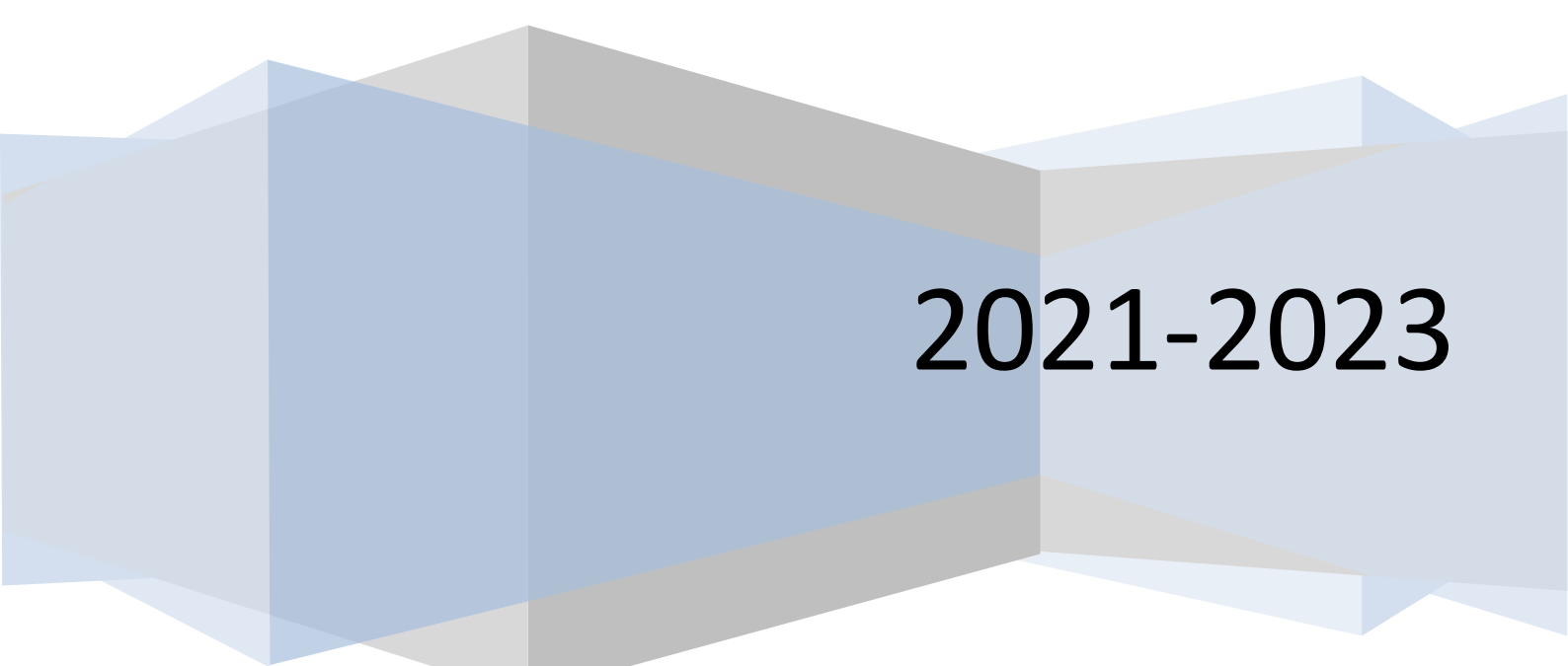
Wards affected: All Wards

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PPP STRATEGIC ASSESSMENT

June 2021 (updated May 2022)



2021-2023

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1. Introduction

The Public Protection Partnership (PPP) Strategic Assessment seeks to bring together national, regional and local information to identify priority areas which will have the greatest positive impact on the communities it serves.

By identifying key local threats, emerging issues and priority areas this document will help The Committee fulfil its obligations to set the priorities for the Service.

The 2021-2023 assessment builds on its predecessor produced in June 2019.

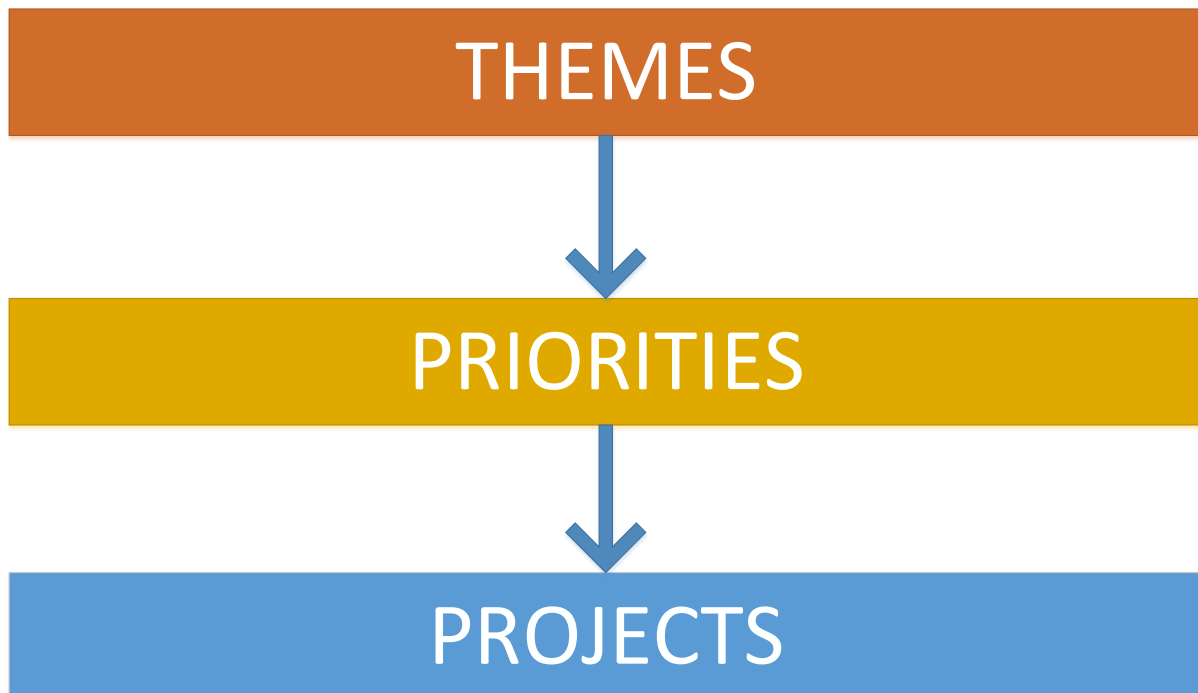
It also seeks to build upon the work of environmental health, licensing and trading standards.

The Coronavirus pandemic has presented new and unanticipated demands on the Partnership over 2019/2020 and into 2021. As the country moves towards recovery¹, the PPP too will seek to return to an intelligence led, planned and structured work plan, focussed on identifiable themes and priorities.

A key change over the next twelve months is the exit of Wokingham from the joint service by the 31 March 2022, and the movement from a three authority joint service to two. This change will impact resources and potentially priorities as the partnership moves to serving the needs of two communities as opposed to three.

¹ COVID-19 Response - Spring 2021', Cabinet Office, published 22 February 2021

This document is divided into three key areas:



Themes are designed to be top level, broad subject headers which match up with the most important and relevant areas of the three partner Council's Strategies.

Priorities are the more specific areas of work that have been shown to be most important to the areas of Bracknell, West Berkshire and Wokingham.

Projects are the way the service will deliver the priorities, bringing together the expertise of the staff to solve problems which affect the communities we serve.

2. Executive Summary

The partnership is responsible for ensuring an appropriate level of service across a very broad range of topics, including the compliance with, and enforcement of hundreds of pieces of legislation. This combines with a significant amount of preventative and educational work designed to minimise the impact of crime, poor health and a polluted environment.



3. Key Findings from 2021-22

The work handled by the partnership falls into three broad categories:

Reactive - responding to and investigating complaints and requests for service.

Projects - defined pieces of work that are linked to the Themes and Priorities.

Planned Work Activity – routine audits, inspections, investigations.

3.1 Reactive

The Partnership was called upon to play a direct role in the Local Authorities' responses to the Coronavirus pandemic. Service delivery was directly effected in terms of new advisory and enforcement responsibilities for business closures, outbreak management and track and trace support. Changes to lifestyle and working locations as a result of Coronavirus restrictions also had an indirect demand on the partnership and the nature and volume of complaints received.

Examples of the reactive demand on the Partnership from 2020/2021 are listed and explained below:

Coronavirus Pandemic

- **296** service requests were recorded related to Coronavirus in 2020. These service requests were in the form of reports of outbreaks; reports of non-compliance with business restrictions; requests for advice on how the public health measures and restrictions affected individuals, communities or businesses. This was down from 1906 in 2020/21.

Food Enquiries

- **1117** service requests were recorded relating to food in 2021/22, a 26% increase on the previous year. This no doubt reflects businesses reopening after various restrictions and new businesses starting up.

Planning

- The volume of planning enquiries remained consistent over 2020, with **869** service requests received which was only a slight increase on the 2020/21 figure of 854.

Noise Nuisance

- The partnership saw a 14% decrease from the previous year, with **1656** service requests received relating to domestic and commercial noise. Possible causes for the increase may relate to a decreased level of home working as people returned to workplaces.

Animal Health and Welfare

- **84** service requests were recorded relating to animal health in 2020/21

Envirocrime

- **322** service requests were recorded relating to envirocrime and fly tipping

Doorstep Crime and Scams

- The partnership recorded **171** reports of doorstep crime and scams. This was a significant fall from 405 the previous year.

Pest Control

- The partnership saw a slight increase from 2019 to 2020, with **564** service recorded in 2020/21.

Housing

- **1017** service requests were recorded relating to housing matters over the course of 2020/21. This was an increase of 327 on the previous year.

Public Health Funerals

- The partnership received 37 service requests relating to Public Health Funerals. The service arranged a total of 5 funerals in 2021/22

Bonfires

- Service requests relating to bonfires decreased from **1016** in 2019/20 to 333 in 2021/22



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3.2 Planned Work Activity

Local authorities are required, through a variety of legislative mechanisms, to undertake a range of activities. Some examples have been listed below to help understand the context:

- Food Establishments
- Taxi and Private Hire Drivers
- Private Sector Housing Inspections (using the Housing Health and Safety Rating System)
- Private Water Supplies Inspections
- Petroleum Inspections
- Explosives Inspections

A number of the programmed inspections were heavily disrupted due to the impact of the coronavirus business closure restrictions and public health measures.

4. Themes

It is important for the Partnership to ensure that it remains relevant and in step with current issues affecting the communities it serves. There is an extensive amount of information available from relevant organisations and partners from different professions that should be considered in the work plan. They often point to emerging problems that should be evaluated by the partnership, not necessarily to solve in the short term but as a helpful signpost to gaps in our understanding that require further research. Information collected through this process will help ensure future work plans are based on the best available evidence.

The overarching themes for the PPP are set out in detail in schedule 5 to the Inter Authority Agreement, these are;-

- Community Protection
- Protecting and Improving Health
- Protection of the Environment
- Supporting Prosperity and Economic growth
- Effective and Improving Service Delivery

5. Priorities

Cross Cutting Priorities

- E-Crime
- Climate Change
- Vulnerable Adults and Children
- Safeguarding (including Modern Slavery)
- Safer Streets

Other Priorities

- Accidents in Commercial Settings
- Air Pollution
- Alcohol and Tobacco
- Animal Welfare
- Childhood Obesity
- Covid 19 Recovery
- Doorstep Crime and Mass Marketing
- Environmental Protection
- Food Safety and Standards
- Housing Standards in the Private Rented Sector
- Impact of Noise on Communities
- Unsafe Consumer Goods

5.1 Cross Cutting Priorities

eCrime

The partnership will continue to look for opportunities to tackle consumer and business detriment caused by eCrime across all its themes, priorities and projects.

Between January 2018 and March 2021, where a purchase medium was reported: a third of all Trading Standards service requests to the partnership related to online purchases. Online transactions surpassed traditional purchase methods of trader premises by 7%.

The coronavirus pandemic and resulting public health measures restricting the opening of all but essential trade premises resulted in a further substantial shift to e-commerce. In comparing figures between 2019 and 2020 an increase can be seen of 93.2% in the volume of complaints solely relating to transactions completed via websites, apps, unsolicited email or internet auctions

The PPP Work plan of 2017 identified that growth of online trading showed no sign of levelling off, and both the 2017 and 2019 Work plan identified that PPP must ensure all teams have access to the skills necessary to operate within that environment. Online trading continues to grow exponentially and it is social media platforms are increasingly used as a method of trading in wider fields including illegal tobacco and flytipping.

As such staff must continue to be developed to deal with the ongoing challenges of online trading, complex social media platforms and all the associated intelligence gathering required to successfully disrupt and prosecute such matters.

Climate Change

Climate Change is one of the major issues of our time. All three Councils have clear and expansive climate change plans with targets around air quality, housing, environmental protection and carbon reduction.

The Public Protection has a significant role to play in relation to the local plans to tackle climate change. These include traditional areas such as air quality and environmental protection but also extend to other areas around the enforcement of climate change legislation relating to matters such as energy performance of buildings and goods and single use plastics to the links with the housing functions to cold homes, energy efficiency and environmental high standards in private rented accommodation. There are also links to green energy claims and fraud as well as the food agenda around local food and farming standards claims. Finally there are the links to licensing and the possibilities relating to the taxi and private hire fleets.

Protecting Vulnerable Adults and Children

Protecting vulnerable adults and children remains a key priority for the PPP. A significant number of front line officers operate in the community and play an essential role in the identification and protection of individuals at risk of abuse or neglect.

The coronavirus pandemic has meant an increased number of individuals have been required to stay at home and reduce social contact with others. Increased loneliness and social isolation may give rise to opportunistic criminals taking advantage of the most vulnerable members of our community. Furthermore, where schools have been required to close some children have been cut off from support networks and stable environments that they had become accustomed to making them more susceptible to harm.

Other areas that we will be looking at in the coming period will include the adherence licensed gambling establishments to licence conditions.

The PPP will continue to support officers and managers to develop their skills in communication, their knowledge of safeguarding and partnership working, and educate them in the key identifiers for vulnerability.

Safeguarding (including modern slavery)

Safeguarding is an essential and crucial aspect of local authority work.

All members of our community have a right to live in safety, free from abuse and neglect. The PPP provide their services within the community and representatives must recognise the categories of abuse, and understand their duty to safeguard vulnerable individuals using the appropriate referral routes. To this end the service has appointed a cross-cutting Lead Officer – Safeguarding role as well as a Fraud Victim Support Officer who work closely with other parts of the service, relevant agencies and local safeguarding teams.

Modern slavery is the illegal exploitation of people for personal or commercial gain. It covers a wide range of abuse and exploitation including sexual exploitation, domestic servitude, forced labour, criminal exploitation and organ harvesting.²

It is recognised that the hidden nature of modern slavery makes producing an accurate prevalence measure difficult. Increased awareness and reporting since the introduction of the modern slavery legislation in UK in 2015 are likely to have contributed to the increases seen in victim numbers.³

In 2019, 415 referrals were made to Victim's First (Willow Project) relating to modern slavery: of these 31 stemmed from the Bracknell Forest, Wokingham and West Berkshire regions of Thames Valley.

The PPP may encounter modern slavery as part of any of workstream and staff must remain vigilant to the indicators of modern slavery, and remain abreast of those networks and referral pathways to support, report and feed in intelligence relating to modern servitude. Particular areas for heightened vigilance include the work that the PPP undertakes relating to rogue traders,

² Definition provided by Thames Valley Police

³ Office for National Statistics: Modern slavery in the UK, March 2020

poor housing conditions, visits to domestic premises, and trader and site premise inspections.

In addition to safeguarding training requirements for taxi, private hire and home to school transport drivers PPP are considering the role of safeguarding training as part of the safer streets agenda including offering safeguarding training to persons working in some retail and hospitality settings.

Safer Streets

The Partnership can play a key role in tackling neighbourhood crime and anti-social behaviour. There are clear links to the licensing objectives as well as the role of trading standards and the community team. Working in partnership with other agencies, and through the use of targeted crime prevention measures and problem solving approaches the PPP can contribute to making the streets of West Berkshire, Wokingham and Bracknell safer.

Through the promotion of safeguarding, raising public awareness and encouraging reporting through education work with the general public, the licensed trade, taxis and private hire vehicles and retailers.

- Promote retailer schemes such as Pubwatch and Shopsafe
- Extension of Community Alcohol Partnership arrangements which play a key role in seeking to reduce alcohol harm in local communities from drinking by young people.
- Enforcement of age restriction legislation for alcohol
- Develop existing PPP alcohol programme in secondary schools to increase emphasis on ASB and personal risk.
- Tackle low level environmental crime that's leads to a feeling of lawlessness
- Work with staff in higher risk settings to develop an understanding of risk and safeguarding

5.2 Other Priorities

Accidents in the Commercial Settings

- Investigation of workplace accidents
- Information campaigns for employers and employees to reflect trends e.g. falls from height
- Partnership working with HSE to conduct intelligence led audits

Air Pollution⁴

- Seven locations within the PPP do not meet the national air quality objectives for nitrogen dioxide, these have all been designated as Air Quality Management Areas. Air Quality Action plans are in production which outline the approach to be taken to reduce air pollution and prevent levels increasing.
- Introduction of PM2.5 monitoring across the PPP area
- Vehicle idling and roadside vehicle emissions testing
- Education programme in schools

Alcohol and Tobacco

- The Tobacco Control Alliance⁵ have produced the Tobacco Control Plan detailing their aims, objectives and local delivery plan to protect Berkshire West communities from tobacco related harm through education and enforcement
- School based tobacco education programme at key stage 2
- School tobacco and alcohol education program at key stage 3
- Annual tobacco and alcohol consumption assessment at key stage 4
- Intelligence needs to be built up to establish the trade of illegal tobacco within the partnership areas
- Community Alcohol Partnerships
- Underage Sales Operations for cigarettes and alcohol

Animal Welfare

⁴ A Green Future: Our 25 Year Plan to Improve the Environment, HM Government

⁵ Berkshire West Tobacco Control Plan 2021-2023

- The Animal and Plant Health Agency (APHA) list the control and eradication of animal and plant diseases and pests, reducing the risks from new and emerging threats, and rapidly control pest and disease outbreak as two of their priorities for 2021/2022.
- Alongside traditional animal health advice and enforcement work conducted by the PPP, an increased level of home working has coincided with a rise in puppy sales. Puppy sales have been identified as a key risk regionally and concerns relate to the licensing regime for breeders, illegal puppy farming, disease control, welfare as well as wider concerns regarding mis-selling and unfair trading and fraud.

Covid 19 Recovery

- The UK Roadmap out of the coronavirus pandemic takes a staged approach for easing of restrictions, otherwise known as steps. Progress through each step is reliant on the Government examining the data to assess the impact of the previous step. One of which is that Infection rates do not risk a surge in hospitalisations which would put unsustainable pressure on the NHS.⁶
- Through business advice and support, track and trace and outbreak control PPP can play an active and important role in reducing the risk of transmission.
- The Health and Safety Executive made continued spot checks and inspections to ensure workplaces are COVID-secure for employees and the public a priority in their 2020/2021 Business Plan⁷.
- Use of intelligence such as reports of non-compliance, or Public Health data indicating areas or sectors with higher infection rates can be used to target visits where they are most needed. Sectors which have been subject to intermittent closures and varying rules such as hospitality and other night time economy should also be prioritised.

⁶ COVID-19 RESPONSE – SPRING 2021, February 2021

⁷ HSE Business Plan 2020/21 Updated November 2020:

- Support for business to reopen safely must be a priority for the PPP to assist in enabling the Country to recover.

Doorstep Crime and Mass Marketing

- Doorstep Crime is a key priority area identified by NTS in its National Control Strategy, it is also a priority area in nine Regional Trading Standards Groups. Doorstep Crime can take many forms including: pressure selling, unfair contracts, overpriced or substandard home maintenance and improvements, phoney consumer surveys, and bogus charity collections.
- Mass Marketing scams too were identified as a key priority area nationally. Mass marketing fraud" generally refers to any fraudulent scheme that use one or more mass-communication methods – such as the Internet, telephone, mail, or in-person– to solicit or transact with prospective victims⁸
- Doorstep crime and mass marketing scams target some of the most vulnerable residents within the PPP area. The methods and data lists being used by criminals are becoming more advanced and sophisticated. Large sums of money are lost annually to these types of fraudulent crimes.⁹
- To tackle this criminality the PPP must build intelligence, undertake preventative measures such as No Cold Calling Zones, and improve and maintain partnership working with financial institutions and police.
- Emerging issues: the Green Homes Grant scheme became active at the end of September 2020, anticipated likely to see an increase in fraud and misleading claims from unscrupulous businesses claiming affiliation with the grants.

Environmental Protection

⁸ Definition provided by National Trading Standards

⁹ The 2019 National Crime Agency (NCA) Strategic Assessment of Serious and Organised Crime stated that fraud remains the most commonly experienced crime in the UK, with an estimated overall cost of £190billion.

- Environmental Protection and the reductions of environmental crime is priority for all three Councils in particular tackling fly-tipping and littering.
- There are different working arrangements in each of the three PPP authorities but the PPP plays a part in all three in tackling environmental crime including investigating matters in Bracknell and supporting investigations in West Berkshire and Wokingham.
- PPP are looking to also get a number of staff accredited under that Community Safety Accreditation Scheme to enforce other environmental protections including fly-posting.
- We will also look at other aspects of nuisance such as domestic and commercial burning and the impacts those have on communities.

Food Safety and Standards¹⁰

- The safety of food and the supply chain remains a priority for the partnership.
- The coronavirus pandemic seriously disrupted the start of the Food Safety and Food Hygiene programme of work and planned work activity will resume in this area over 2021/22.
- A rise of small start-up home caterers and unlicensed food businesses are considered a likely result of the coronavirus pandemic, and an area where increased advice may be necessary.
- The UK departure from the EU may give rise to widespread food fraud or misrepresentation.
- Additional new regulatory requirements are due to be introduced including Natasha's Law which deals with compliance with prepacked for direct sale food products in relation to allergens, and nutritional information at catering establishments.
- The closing date for applications for food businesses for authorisation of their CBD extracts was March 2021. The partnership may be required to

¹⁰ The strategy for the Food Standards Agency (FSA) for 2015-2020

undertake further advisory or enforcement work following this closing date.

Housing Standards in the Private Rented Sector

- In 2017-18, the private rented sector accounted for 19% of households in England. Good quality and safe housing is something that every tenant has a right to expect.¹¹
- The partnership are responsible for ensuring an acceptable standard of living in the private rented sector, HMO licensing and caravan sites.
- Clear advice to landlords, inspection regimes, and robust enforcement in the sector is essential in order to safeguard the wellbeing of tenants and deter rogue landlords operating within the partnership area.
- New legislation regarding electrical safety and energy efficiency standards were introduced in 2020. Furthermore from 1 October 2021 there will be a fit and proper test for site licence holder and managers of park home sites in England.
- Financial hardship as a result of job uncertainty and intermittent business restrictions during the coronavirus pandemic may have resulted in residents accepting poor quality housing.

Impact of Noise on Communities

- In addition to domestic and commercial noise complaints 2021 is seeing a significant return of events. We will work with event organisers to ensure that licensing objective obligations and that environmental protection laws are complied with.
- The trend towards people working from home is likely to continue and this will have an impact on the number and type of noise complaints we receive. A noise strategy will be brought before Committee in this cycle.

Unsafe Consumer Goods

- The Chartered Institute of Trading Standards listed 'identifying and removing dangerous or harmful products from the market' as one of the

¹¹ Rogue Landlord Enforcement, Guidance for Local Authorities, MHCLG, April 2019.

key four priorities agreed across representatives of the trading standards profession¹².

- Used cars sales remain a priority regionally, nationally and locally. Despite the coronavirus pandemic and the required closure of car sales garages during periods of lockdown: complaints about the purchase of used cars across PPP have remained relatively consistent in terms of volume over the past three years, with 2020 resulting in an only 11.9% decrease in complaints. A review of the most complained about traders across the three areas identified that five independent garages accounted for 91 requests for service over 2020.

¹² CTSI Four Nations Priorities 2021-2022

6. Projects

Each Project will link to one or more Priorities, which in turn links to a Theme. These are designed by the Joint Management Team, in consultation with key technical staff, to provide everyone involved with a clear steer on how to deliver the priorities. This will improve the allocation of resources, ensure consistency and develop the strength of governance across the partnership.

The 2021-23 Projects List

Examples for 2021/23 are given below:

				
Accidents in Commercial Settings <ul style="list-style-type: none">• Awareness raising of key areas of risk• Investigation of serious accidents	Air Pollution <ul style="list-style-type: none">• Roadside emission testing• Vehicle Idling• NO and PM2.5 Monitoring• Schools and Community Awareness campaigns	Alcohol and Tobacco Harm Reduction <ul style="list-style-type: none">• Illegal Tobacco and Alcohol• Underage sales• Community Alcohol Partnerships• Smoke Free Homes and Buggies	Childhood Obesity <ul style="list-style-type: none">• Key stage 1 and 2 projects• Targeted food standards projects including sampling• Promoting informed nutritional decision making	Covid Recovery <ul style="list-style-type: none">• Economic recovery support with businesses• Monitoring Visits



Doorstep Crime and Mass Marketing

- Doorstep Crime Patrols
- No Cold Calling Zones
- Fraud Victim Support
- Rapid Response
- Public Information



Environmental Protection

- Investigate or support investigation of environmental crime
- CSAS accreditation
- Work to raise public awareness and reporting



Food Safety and Standards

- Allergens
- Home Caterers
- Nutritional information in catering premises
- Unrated food premise inspections
- Private water supplies



Impact of Noise on Communities

- Outdoor events
- Domestic nuisance
- Promotion of licensing objectives



Animal Welfare

- Puppy Sales
- Unlicensed dog breeding
- Welfare standards at animal establishments
- Welfare standards on farms and in transport



Housing Standards

- Conversion of Commercial Premises to Domestic
- Unlicensed HMOs
- Fit and Proper Landlord Test
- Energy Efficiency Standards



Protecting Vulnerable Adults and Children

- Gambling Premise Inspections
- Support with Confidence
- Community Ladders
- Illegal Money Lending



Safer Streets

- Safeguarding training for alcohol licensees
- Underage sales
- CAPs
- Targetted interventions



Unsafe Consumer Goods

- Construction Products
- Fulfillment Houses
- Used Cars
- Electrical goods
- Cosmetic products

7. Partnership Contracts and Service Level Agreements

The Partnership has built up a number of areas of expertise that have become possible to sell to others. This inevitably has a bearing on how decisions are made and paying customers must receive the level of service promised to them. In determining priorities the partnership will honour its commitments and make the necessary resources available to meet contractual obligations, these are:

- Case Management – Oxfordshire Fire and Rescue
- Case Management – Oxfordshire Trading Standards
- Case Management – Royal Berkshire Fire and Rescue
- Public Health – Youth Tobacco Strategy – Reading Borough Council
- Financial Investigation – Reading Borough Council
- Financial Investigation – Wokingham Borough Council
- Support with Confidence – West Berkshire and Wokingham
- London Road Waste Site – Bracknell Forest Borough Council
- Animal Feed Enforcement – Oxfordshire and other SE authorities
- Animal Health and Welfare – Slough Borough Council
- Level 2 and 3 Investigations – National Trading Standards Board

8. Examination of political, economic, social, technological, environmental, legal, organisational and media (PESTELOM) factors

8.1 Political
<p>Local</p> <ul style="list-style-type: none"> - Change of Licensing Chairs in West Berkshire and Wokingham and new Membership of Committees across the three authorities. - 3 new Members on JPPC
<p>National</p> <ul style="list-style-type: none"> - The exit from the EU requires us to keep these areas under review: <ul style="list-style-type: none"> - Intelligence: reduced checks at port may affect the flow and accessibility of intelligence - Product Safety: from July 2021 full declarations from EU goods may cause increases in notifications to authorities with EU imports. In addition distributors may find themselves acting now as importer/exporters. - Food Safety: Ensuring businesses meet new labelling requirements, potential compositional issues, lowering of standards and novel foods.
8.2 Economic
<p>Local</p> <ul style="list-style-type: none"> - Coronavirus: Impact on business of local and national lockdowns. - Return of night time economy, necessity to support businesses subject to business closures - Reduced number of licensing applications from taxi trade, temporary events and licensed premises due to restrictions and closure
<p>National</p> <ul style="list-style-type: none"> - Economic recovery will feature as a significant national priority in the coming period.
8.3 Social
<p>Local</p>

<ul style="list-style-type: none"> - Examine the role that the service plays in delivering recovery as we exit the Covid19 pandemic by creating confidence in the measures in place - Consider the impacts arising from the new ways that many are now working e.g. working from home
<p>National</p> <ul style="list-style-type: none"> - Contribute to the national agenda to support society and residents and businesses through the recovery stage of the pandemic.
<p>8.4 Technological</p>
<p>Local</p> <ul style="list-style-type: none"> - Move to cloud based single system by February 2022 - Develop PPP ICT strategy in-line with two authority shared service arrangement - Develop the approach that has started through Coronavirus restrictions to extend the use of technology to reduce travel and drive efficiency.
<p>National</p> <ul style="list-style-type: none"> - Promote the use of the national intelligence database - Work with Public Health England to usefully deploy and develop PHE databases to effectively respond to Coronavirus
<p>8.5 Environmental</p>
<p>Local</p> <ul style="list-style-type: none"> - All Council Environment Strategies¹³ highlights objectives to reduce improve air quality - Flooding risk in PPP areas
<p>National</p> <ul style="list-style-type: none"> - Climate change – flooding and impact on agriculture - Certification scheme, labelling requirements and restrictions on sale of domestic solid fuels¹⁴
<p>8.6 Legal</p>

¹³ West Berkshire Council Environment Strategy 2020-2030; Wokingham Borough Council Sustainable Environment Strategy 2010-2020; Bracknell Forest Council Climate Change Strategy 2020-2024

¹⁴ The Air Quality (Domestic Solid Fuels Standards) (England) Regulations 2020 came into force in England on 1 May 2021.

Local

- Implementation of changes to CPIA with respect to investigations
- Ensure staff are properly trained to deliver effective investigations within the CPIA / PACE / RIPA framework

National

- The coronavirus pandemic has caused delays in the criminal justice system
- New Legislative Bills:
 - Environment Bill: proposes to provide for more effective litter enforcement and strength local powers in relation to improving air quality and enforcement.
 - Online Safety Bill: proposes the appointment of an online safety regulator. Government has ambitions to tackle a greater number of online scam cases which will have an impact on Trading Standards work.
 - Animal Welfare Plan and Legislation: Action Plan for Animal Welfare and legislation to be created. The proposal will improve standards in zoo and tackle puppy smuggling.
 - Draft Victims Bill: will enshrine the 12 key rights in the Victim's Code into law.
 - Obesity: measures will be brought in to support the health and wellbeing of the nation, including to tackle obesity.
 - Building Safety Bill: introduces new duties on responsible parties, and a new framework to provide national oversight of construction products.

8.7 Organisational**Local**

- Exit of Wokingham from Partnership
- Formation of the new two authority shared service arrangement
- Extend and develop where appropriate other cross-border working arrangements where it conducive to sustained or improved core service delivery

National

- Deployment of staff back into core areas. Substantial numbers of professional staff were re-deployed to respond to the coronavirus pandemic.
- Work with TSSE / CTSI on Level 6 Apprenticeship development for Trading Standards

8.8 Media**Local**

- Updated Launch Communications Strategy
- Encourage reporting on priority areas

National

- Contribute to national identified projects and media requests

PPP Communications and Engagement Plan 2022/23 to 2024/25

Committee considering report:	Joint Public Protection Committee
Date of Committee:	13 June 2022
Chair of Committee:	To be agreed at the meeting
Date JMB agreed report:	23 May 2022
Report Author:	Moira Fraser/Lisa Norgate-Barnes
Forward Plan Ref:	JPPC4138

1. Purpose of the Report

- 1.1 To review the existing strategy in light of the revised partnership arrangements, consider any technological advances and procedural changes that can be used to enhance communication and engagement and to ensure that the current plan reflects the agreed Priorities of the Public Protection Partnership (PPP).

2. Recommendations

- 2.1 The Committee:

APPROVES the Communications and Engagement Strategy for 2022-24 subject to any changes agreed at the meeting.

3. Implications and Impact Assessment

Implication	Commentary
Financial:	The main expenditure continues to be cost of the Lead Officer (Community Engagement) and costs associated with website hosting and materials. As projects are approved consideration of marketing costs and materials is included. This strategy does not require additional finance.
Human Resource:	The service employs a Lead Officer (Community Engagement) to help lead the service in delivering a range of interactions with residents and businesses across the Service. The officer is the key link to internal communications teams as well as the wider media. In addition officers across the PPP will support the Lead Officer in attending events and providing content.
Legal:	The Inter Authority Agreement (IAA) sets out the legal relationship and responsibilities within the service and requirements on each partner. It is a legal requirement of the PPP IAA that the Bracknell Forest Stag and the West Berkshire Crest are always deployed across all marketing and promotional material including digital presence. The branding is also required to acknowledge that this is a shared service. Revised branding for the new two tier

	partnership was discussed at the March 2022 JPPC meeting and included in the Inter Authority Agreement.			
Risk Management:	<p>Communication is key to the success of the service. Reputational risk will arise if communications are not dealt with expediently and appropriately.</p> <p>The PPP is committed to delivering great value services for our residents. The effectiveness of how we deliver our vision is determined to a significant extent by the quality of our engagement. This strategy outlines the approach we will take to ensure our engagement activity is the best possible and helps to achieve our vision and in doing so will help to minimise both reputational and operational risks to the partner authorities.</p>			
Property:	There are no property implications arising from this report.			
Policy:	<p>The PPP's corporate communication objective, as set out under section 5 of the PPP Business Plan 2017, is: <i>The effective use of communication to protect communities and enhance the reputation of the Partnership and the Councils.</i> The PPP Brand Guidelines and Style Guide are instrumental to the success of achieving of this objective.</p> <p>The role and use of communication and engagement will be reflected in the revised Business Plan which will be brought to the JPPC later in the year.</p>			
	Positive	Neutral	Negative	Commentary
Equalities Impact:				
A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?		✓		All of our communications needs to meet the needs of our residents, businesses and partner organisations. We offer a range of interactions including face to face, visits, telephone calls and written correspondence. Accessibility criteria are applied to communications and this is managed to ensure there are no negative impacts.
B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?		✓		There may be some minor benefits however overall it is neutral as we balance the messages and methods of delivery to reach our audience in the most appropriate way.

Environmental Impact:		✓		The Service seeks to communicate and engage with residents, businesses and partner organisations in more sustainable ways wherever it is possible to do so. This includes making use of webinars, electronic communication and social media.
Health Impact:		✓		No direct benefits however some messages and campaigns may have a benefits. Engaging with our residents might assist with improving wider health outcomes. The PPP will continue to enhance links with health stakeholders and attend and collaborate with the Health and Wellbeing Boards to embed this activity.
ICT or Digital Services Impact:				This year will see the introduction of a new IT system (TASCOMI). The PPP will continue to provide information to businesses and residents via our website, social media platforms and other marketing tools such as leaflets, letters and stickers to encourage self-service, to enable them to make informed decisions and to understand their rights and responsibilities. The PPP website has been updated to reflect the revised branding and content associated with the new two authority service.
PPP Priorities :				Communication and Engagement will underpin all of the PPP's priorities.
Data Impact:				All data processed and held by the PPP is kept safely and securely within our IT systems. We do not disclose any data to a third party without telling the party or unless legally required to do so. This includes data that we use to communicate and engage with residents, businesses and stakeholders.
Consultation and Engagement:	The Joint Management Board (JMB) have been consulted on the Plan at the 23 May 2022 meeting.			
Other Options Considered:	To not have a communications strategy and deal with any interactions in a reactive capacity. This is not an appropriate use of resources, does not allow us to build on existing work, change or adapt.			

4. Executive Summary

- 4.1 Communication is critical to the delivery of the operating model for the Public Protection Service. The model (the National Intelligence Model) which is widely used by police forces and other enforcement agencies assumes that there are a number of approaches needed to tackle harm and detriment. Primary amongst those are Prevention, Intelligence and Enforcement (PIE). All of these require good communication and community engagement.
- 4.2 In the first instance our primary aim is to stop people being harmed or exploited or otherwise suffer detriment. Examples of this would include issues around doorstep crime and on-line fraud. The service regularly puts out warnings, responds and provides advice and comments on specific incidents and carries out targeted engagement and interventions with victims or potential victims including victim support. The idea is to prevent harm or in some cases further harm.
- 4.3 We also raise awareness on a range of health and environmental issues covering everything from air quality to dog fouling and allergens to private sector housing as well as engaging with a number of national initiatives that fit with the priority areas agreed by the Councils. Some examples of these are given at Appendix B. Finally we engage more broadly on the range of work conducted by the Service.
- 4.4 Beyond that there is the issue of intelligence. The service is intelligence led. This intelligence comes from a number of sources including enforcement partners, our own intelligence gathering and ultimately from the community. For the community to provide that intelligence they need to know we are here, that we are keen to hear what they have to say, we will do something about it where we can and finally what issues are of particular interest. Examples of these engagements where we are seeking intelligence include fly-tipping, under age sales, poor housing, sale of smuggled or counterfeit goods etc.
- 4.5 Finally there is the issue of enforcement and enforcement being seen to be done. We engage with the community over enforcement initiatives such as test purchasing, road traffic enforcement, waste carriers, court case outcomes etc. This serves the purpose again of raising the profile of issues but can have the effect of preventing further offending or breaches or bringing to the fore further intelligence.
- 4.6 For all of these reasons the service has set up dedicated communication and community engagement channels that work alongside corporate communications teams to engage local communities. We have a programme of community engagement covering everything from health to crime and undertake engagement activities in schools, with businesses (including landlords) and in the wider community. The approach is driven by the Communications Strategy.
- 4.7 The updated Public Protection Partnership (PPP) Communications Strategy 2021-2023 was agreed at the June 2021 Joint Public Protection Committee (JPPC meeting). This has now been refreshed. This iteration of the Strategy builds on that foundation and also reflects on the arrangements for the new two authority partnership. It also acknowledges that Wokingham remain in a shared working arrangement for a number of aspects of service delivery, including trading standards, which as a service creates a high demand community engagement.

4.8 The Strategy is designed to capitalise on existing resources and set out how the PPP will communicate and engage with both our internal and external customers. We are looking to constantly develop and deliver the strategy in line with local priorities. This year for example safer streets and water safety initiatives have been included.

4.9 Finally this Committee receives a quarterly report of communications and community engagement initiatives as well as example of the impacts.

5. Background Information

5.1 The Strategy sets out the PPP's plan for communication with colleagues, Members, parish councils, residents, businesses and other stakeholder groups. It explains who we are engaging with, how we are communicating with them, what form the communication will take and what channels and platforms we will make use of to do so.

5.2 The Strategy demonstrates how effective communication can:

- help the partnership achieve its operational objectives;
- engage effectively with stakeholders;
- promote the successes of our work;
- ensure people understand what we do and where appropriate what we do not do;
- change perceptions and behaviour where necessary.

5.3 In addition to the Strategy we have also included the annual communications plan which sets out planned campaign activity throughout the year. The Committee is asked to consider if there are any other areas that they would like to see included in this programme.

5.4 The Priorities as set out in Sections 4 and 5 of the Strategy will be amended to reflect those agreed at this meeting prior to the strategy being published on the website.

6. Concluding Observations

6.1 The Communication Strategy has been designed to ensure that the PPP is communicating and engaging effectively while meeting the agreed priorities of the Partnership as well as those of the two partner authorities. It reflects on what has worked well in the past and identifies new opportunities to educate the community and encourage 'self-service' using some of the on-line resources of the PPP.

7. Appendices

Appendix A – PPP Communications and Engagement Strategy 2022 - 2024

Appendix B – 2022/23 Identified National Communication Initiatives

8. Background Papers:

None

Subject to Call-In:

Yes: No:

Wards affected: All Wards

Officer details:

Name:

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PPP Communications and Engagement Strategy 2022 - 2024



A shared service provided by
Bracknell Forest Council and
West Berkshire Council



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1. Setting the Scene

The Public Protection Partnership (PPP) delivers Environmental Health, Trading Standards and Licensing Services on behalf of two authorities, Bracknell Forest Council and West Berkshire Council. These services encompass a wide range of areas of responsibility from environmental protection to fair trading, food safety to animal health and housing standards to taxi licensing and much more. The PPP also delivers a number of commissioned services including Trading Standards, Food Standards, Animal Health, Intelligence, Case Management and Air Quality Monitoring to Wokingham Borough Council.

Recent events have demonstrated how communication plays a crucial role in the success of the service whether it's letting residents know about the latest scam or how to protect themselves. For example during the COVID pandemic there were regular updates issued on the latest advice to both businesses and residents. We aim to educate the community and encourage 'self-service' using some of the on-line resources of the PPP. This document sets out the PPP's approach to developing a communication and engagement strategy for such a diverse range of services and illustrates how effective communications can:

- Safeguard and promote the health, wellbeing and safety of our communities.
- Help us achieve our organisational objectives.
- Engage effectively with our stakeholders and keep them informed.
- Demonstrate the success of our work.
- Ensure our residents understand what we do.
- Change perceptions and behaviours where necessary.
- Maintain the integrity, and raise the profile, of the PPP name and brand.

2. PPP Vision and Mission

The PPP's vision is:

To protect and support residents and legitimate business through the successful use of information and intelligence, delivering safe and healthy neighbourhoods.

The purpose of the service is to:

- Provide information to businesses and residents to encourage self-service, to enable them to make informed decisions and to understand their rights and responsibilities.
- Create an atmosphere where legitimate and compliant businesses can thrive and not have their interests undermined by those who choose not to comply.
- Preserve the health, wellbeing and safety of the communities we serve.

3. PPP Values

Our values have a major influence on the way we want to be seen:

- Objectivity in decision making.
- The desire to meet the needs of the community.
- An approach to service delivery which is professional on every level.

4. PPP Strategic Priorities

Priority 1 - Community Protection
Priority 2 - Protecting and Improving Health
Priority 3 - Protection of the Environment
Priority 4 - Supporting Prosperity and Economic Growth
Priority 5 - Effective and Improving Service Delivery
Priority 6 - Partnership Working

5. New and Cross Cutting Priorities

- E-crime
- Protection of vulnerable adults and children
- Safeguarding (including modern slavery)
- Climate Change
- Safer Streets

6. Communication Objectives

The PPP's corporate communication objective.

The effective use of communication to protect communities and enhance the reputation of the Partnership and the partner Councils.

Cascading from this corporate objective are the following communication objectives:

- Increase community engagement in public protection campaigns, events and activities.
- Encourage the community to report matters and to seek advice in key priority areas for self-service.
- Increase the profile and reputation of the PPP, its activities and services with key stakeholders, the general public and businesses.
- Guide the PPP on how to maximise customer satisfaction, collating customer information, including satisfaction ratings and feedback, to shape service design.

To ensure the most comprehensive and effective communications activity, these objectives have been broken down as follows:

- **Increase community engagement in public protection campaigns, events and activities:**

We will ensure people are aware of the services provided by the PPP.
<i>We aim to continue to raise the profile of the services delivered by PPP. We continue to ensure the website is visible and the go-to' hub for advice and updates alongside our social digital channels. We are looking to have more visibility at face to face local events and trade group meetings.</i>
We will ensure people know who to contact to receive professional consultancy across our range of functions.
<i>By delivering targeted and integrated media, social media and digital media marketing campaigns to promote the collective and individual expertise within the PPP. We will also have (during 2022) a joint interface (Tascomi) with the service and the public working from a portal, including Public Registers and Applications.</i>
We will ensure any design and advertising is timely, attractive, inclusive and clear.
<i>Design will adhere to our brand guidelines (updated in April 2022 following the withdrawal of Wokingham BC from the service), will meet our regulatory requirement not to discriminate on the grounds of race, religion, gender, marital status, sexual orientation, disability or age; and will be written in Plain English. Copy will be in large print, Braille or translated where necessary.</i>
We will ensure website marketing content is accurate and up to date.
<i>The website will be updated on a regular basis, and feedback and content will be fed in by the 'on the ground' teams. Listening to what it is residents and businesses are looking for and reflecting these needs on the website.</i>
We will ensure social media is used effectively to market the services provided by the PPP and to disseminate information.
<i>Continued use of the PPP Facebook and Twitter pages to maximise the accessibility and impact of our services.</i>

- **Encourage the community to report matters and seek advice in key priority areas:**

We will ensure the community is aware of our key messages and through this to encourage reporting to enhance the PPP's ability to assess the areas of greatest concern facing the community and deal with them appropriately.
<i>By developing a strong voice in issue awareness and through this encouraging reporting to allow the PPP to be able to assess the extent of problems facing the community within its remit and deal with them appropriately. By planning a series of integrated multi-channel</i>

communications campaigns around identified key issues affecting specified target audiences to encourage reporting and feedback. Through attending PPP events and stakeholder events. By providing information on the website, or signposting visitors from social media to the website, to help people help themselves, as a first port of call.

We will work with stakeholders, decision makers, businesses, parish councils, clubs, groups and organisations to continue to develop effective partnerships and to increase their participation in getting across key messages and supporting the community to make informed choices.

By initiating and maintaining excellent relationships with stakeholders, decision makers, businesses, parish councils, clubs, groups and organisations to develop effective partnerships and to increase their participation in getting across key messages and supporting the community to make informed choices. By giving advice and guidance on their communication activities. Key to our success is officer engagement with customers and partner agencies to win 'hearts and minds' and support for what we do.

We promote and lead on a number of webinars such as the Landlords Forum and also manage joint partner events and operations with mutual objectives, such as Water Safety Partnership events and Joint Operations with the Police.

- **Increase the profile and reputation of the PPP, its activities and services with key stakeholders, the general public and businesses:**

We will ensure the Public Protection Partnership has a strong, recognisable identity and brand.

By working with partner council's communications teams we will develop a style guide to apply to all PPP external and internal facing material including the website, social media, zoom & teams meetings, email signatures, printed literature, MS PowerPoint presentations, print outs and Word documents, to ensure a strong, recognisable identity and brand is used across the service and its associated projects.

Work will be done to consolidate the service offer within Bracknell and West Berkshire on the new PPP brand.

We will ensure there is regular liaison with the partner council's communications teams in making full use of the corporate communication services they provide and link in with Corporate Communication Plans.

By meeting regularly with each partner council's Communications Lead Officer to understand fully the corporate communication services, and communications plans.

We will ensure communication with elected members, staff and senior managers is clear and timely.

By agreeing communication service standards with elected members, staff and senior managers and delivering to these agreed standards. Methods to include members' bulletins, Newsflash e-newsletter for staff and staff briefings and providing content for any internal communications forums such as Democracy Snapshot and Reporter publications.

We will develop positive relationships with the print and broadcast media.

As set out in the PPP Business Plan Para 15.5 'Each Partner will provide the Service with access to resources to process media enquiries relevant to the Service. This will include:

- *Logging all media enquiries relevant to their area.*
- *Liaising with relevant elected members.*
- *Provision of advice to the service when requested.*
- *Assistance in promotional campaigns.*

The Service will be advised of any local procedures and facilitate where appropriate.'

Continue working with internal and external partner media teams to develop a strong voice in the media to raise the profile of issue awareness. This will continue to be achieved by developing relationships with key press contacts for increased media coverage. By promoting success stories. Training needs will be assessed and a media programme developed for colleagues/members. Where appropriate, colleagues/members will be given opportunities to write for the media.

We will continue to develop our social media presence and manage online content.

As part of the ongoing channels for PPP we will continue to grow the audience, reach and engagement of the PPP social media channels –Facebook and Twitter. The engagement reach of our combined social media channels numbers in the thousands each month. A focus on content that produces worthwhile engagement and reach will be a priority and engagement within local community groups. We will also answer direct comments and messages and demonstrating quick turnaround times, in line with the fast pace nature of social media.

- **Guide the PPP on how to maximise customer satisfaction (given the resources available to achieve our goals), collating customer information, including satisfaction ratings and feedback, to shape service design:**

PPP Strategic Managers and Teams will work to ensure that systems are in place to collect and report information about customers and organisations.

The new single system public access portal will enable back end users to see more up to date information on customers and organisations. The system will improve reporting functionality. We will develop mechanisms for follow up and feedback following online events and webinars in line, with current General Data Protection Regulations (GDPR).

PPP Strategic Managers and Teams will work to ensure that systems are in place to collect and report customer feedback and satisfaction.

By shaping service design through consulting the public and members about their priorities - ways to collect feedback include surveys, PPP events and stakeholder events. Feedback results of consultations to customers both internal and external. By setting up mechanisms to collect customer feedback and by setting up a system to both analyse the data and to report on customer satisfaction, such as SurveyMonkey. Officers will ensure that the associated QR code

is incorporated into training materials and forms where appropriate which will make it easier for smart phone users to provide feedback.

To complete the strategy the following generic communications objectives have been compiled:

PPP Management will develop a consistent approach to internal communications to enable colleagues and members to understand the PPP’s vision and direction especially during periods of change.

Monthly PPP team meetings. PPP also input into wider corporate events and internal groups. Produce member’s bulletins and other ‘ad-hoc’ updates.

7. Resources

To deliver the strategy effectively and efficiently we need to evaluate what budget, assets and staff we have access to. Throughout the delivery of this strategy we will at all times be diligent in the use of resources, careful to demonstrate value for money and be mindful of good return on investment. The Lead Officer – Community Engagement will work across the PPP service with partner council’s communication teams and alongside a team of ‘communications champions’ drawn from each PPP service area.

8. Communications Channels

The Communications Strategy will ensure the PPP utilises the appropriate communications channels to effectively deliver the PPP’s comprehensive communications function. The channel used will be based on assessment of the target audience and the key messages. The following table shows the communications channels we have access to and the methods we are currently employing, together with potential options:

Channel	Methods	Methods Currently in Use
Direct Awareness Raising	Print and digital media, radio, TV, magazines, poster sites etc.	Press, radio, Facebook, Banners on schools, Post Office Advertising
Digital communication	Website, social media (Facebook, Twitter, YouTube, LinkedIn), online newsletters, blogs (news articles on website) , e-marketing, mobile texts, apps, PPP Newsflash e-newsletter , Bulletins	Website, Facebook, Twitter, Video, On-line newsletters, news articles on website, bulletins

Channel	Methods	Methods Currently in Use
Direct marketing	Campaign letters/leaflets with key messages for targeted audiences	Leaflets, social media adverts
Events	Seminars/conferences/events. Issue awareness / networking events/feedback events / Digital Events	Events / seminars / networking events, Digital events, Zoom / Teams Webinars
Internal communication	Internal meetings, briefings, notice boards, members meetings, e-mail, Members' Bulletins and staff newsletter Newsflash, Digital Meetings	Member's Bulletins, Staff Newsletter/updates, internal meetings, digital meetings via Zoom/Teams, emails
Public relations	Getting media and on-line exposure via local and regional TV and radio appearances, stories/photos printed in local and regional media	TV, Radio, Local and Regional Press Coverage. We are looking to host online Q&A sessions with the press to increase awareness of our activities.
Promotional literature	Consumer/regulated business newsletters, magazines, leaflets	
Other e.g. merchandising, sponsorship, grants and partnerships	Promotional materials, local competitions, town and parish councils, members, PPP staff and all staff to varying degrees.	Branded Animal Warden Van, Branded 'Clean Air Banners' Branded 'Pick up After Your Dog' notices and stickers, Branded Dog Poo Bags, Branded Air Fresheners for Taxis, Branded Clothing. Competitions for schools.

Whatever the channel, it is important to remember it can take time to build the target audiences, relationships and issue awareness.

9. Target Audiences

This strategy sets out the key audiences we will be targeting as follows:

- The public
- Staff
- Public sector organisations
- PPP Boards and Committees
- PPP Partner authorities
- Partner agencies
- Businesses
- Elected members and Parish Councils
- Community groups
- Charitable groups

10. Key Messages

Communication can be very powerful and we want people to pay attention to what we are saying and most importantly **to take action**. Key messages will be developed for each target audience depending on the specific campaign. The following short, simple messages are examples of our 'call to action' to some of our target audiences:

- What can you do to help keep your neighbourhood safe?
- What can you do to help keep your neighbourhood healthy?
- Why get involved? To keep your neighbourhood safe and healthy
- Why get involved? To help protect and support your neighbours
- Your help is crucial, engage with us in public protection
- Ways in which you can get involved...
- How can I get involved?
- Help us shape and improve our services
- We need your help

Further compelling key messages will be developed depending on the individual campaigns we are running. Our communications should be simple and easy to understand.

11. The Action Plan

By bringing together our objectives, target audiences, key messages and communications channels, we have the basis of a strong and compelling communications action plan. The PPP Communications Action Plan 2022-24 sets out the detail of how the PPP Communication Strategy will be delivered over the next two years.

12. Evaluating Outcomes

We will need to demonstrate to our Partners, members and other stakeholders, how the communication activity, as set out in this strategy, is making a difference and is value for money. We aim to do this with robust targets, making sure we are continually striving to be better in all we do. To ensure our strategy is successful we will measure the effectiveness of what we are doing by compiling a quarterly Communications Dashboard and by reviewing the Action Plan on a regular basis. The targets will be evidenced in our Action Plan and our performance against these targets will be monitored by the Joint Management Board on a monthly basis. The Dashboard is also presented to the Joint Public Protection Committee on a quarterly basis.

13. Summary

It is an important time for the PPP as it develops a clearer identity and starts implementing the business plan to greater effect. We look forward to delivering this strategy with our partner council's communications teams, colleagues, members and other associates. Not only are we passionate about delivering a great communications service, we are confident through our communications and engagement activity, consultation, team work and best practice, the PPP will be in a stronger position to implement its vision:

To protect and support residents and legitimate business through the successful use of information and intelligence, delivering safe and healthy neighbourhoods.

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Event Title	Start Date	End Date	PPP Priority	Lead Service	Lead Messages	Hashtag Name
National Pet Month	01/04/2022	01/04/2022	Priority 1 - Community Protection	Animal Warden	Highlighting need to microchip	#NationalPetMonth
National Cheese Day	04/06/2022	04/06/2022	Priority 2 - Protecting and Improving Health	Environmental Health	Food Safety Facts on Cheese	#NationalCheeseDay
National Licensing Week	13/06/2022	17/06/2022	Priority 4 - Supporting Prosperity and Economic Growth	Licensing	Different genres of licensing	
Clean Air Day	16/06/2022	16/06/2022	Priority 3 - Protection of the Environment			
Bring Your Dog To Work Day	24/06/2022	24/06/2022	Priority 1 - Community Protection	Animal Warden	Pictures of team with their dogs	#BringYourDogToWorkDay
National Picnic Week	19/06/2022	26/06/2022	Priority 2 - Protecting and Improving Health	Environmental Health	Food safety - temperature / allergens	#NationalPicnicWeek
National BBQ Week	04/07/2022	10/07/2022	Priority 2 - Protecting and Improving Health	Environmental Health	Cook meat properly / food allergies	#NationalBBQWeek
World Day against Trafficking in Persons	30/07/2022	30/07/2022	Priority 1 - Community Protection	Trading Standards		#WorldDayagainstTraffickinginPersons
Meet the Animal Wardens Events	25/07/2022	31/08/2022	Priority 1 - Community Protection	Animal Warden		
Stopber	01/10/2022	31/10/2022	Priority 2 - Protecting and Improving Health	Environmental Health	Giving up Smoking and health benefits	
Sober October	01/10/2022	31/10/2022	Priority 2 - Protecting and Improving Health	Environmental Health	Giving up drinking and health benefits	
National Baking Week	14/10/2022	19/10/2022	Priority 2 - Protecting and Improving Health	Environmental Health	Food Safety	#NationalBakingWeek
Halloween	24/10/2022	31/10/2022	Priority 1 - Community Protection	Trading Standards	Flamable costumes / safety re toys	#Halloween
Guy Fawkes Night (Bonfire Night)	01/11/2022	05/11/2022	Priority 1 - Community Protection	Animal Warden / Trading Standards	Fireworks - noise re animals / fireworks sales underage etc.	#GuyFawkesNight(BonfireNight)
National Nacho Day	06/11/2022	06/11/2022	Priority 2 - Protecting and Improving Health	Environmental Health	Food safety	#NationalNachoDay
Remembrenace Sunday	13/11/2022	13/11/2022	Priority 6 - Partnership Working			
Alcohol awareness week	11/11/2022	16/11/2022	Priority 2 - Protecting and Improving Health	Environmental Health		
Black Friday	25/11/2022	25/11/2022	Priority 1 - Community Protection	Trading Standards	Trading standards online shopping scams	#BlackFriday
Cyber Monday	28/11/2022	28/11/2022	Priority 1 - Community Protection	Trading Standards	Trading standards online shopping scams	#CyberMonday
Christmas Day	01/12/2022	25/12/2022	Priority 1 - Community Protection	Trading Standards / Environmental Health	RSPoA messages re toys / batteries etc. Food Safety	#ChristmasDay
New Years Eve	26/12/2022	31/12/2022	Priority 1 - Community Protection	Animal Warden	Fireworks - noise re animals / fireworks sales underage etc.	#NewYearsEve
2023						
Dry January	01/01/2023	31/01/2023	Priority 2 - Protecting and Improving Health			
Walk Your Dog Month	01/01/2023	31/01/2023	Priority 1 - Community Protection			
National Human Trafficking Awareness Day	11/01/2023	11/01/2023	Priority 1 - Community Protection			
Blue Monday	16/01/2023	16/01/2023	Priority 1 - Community Protection			
National Pie Day	23/01/2023	23/01/2023	Priority 2 - Protecting and Improving Health	Environmental Health		
Burns Night	25/01/2023	25/01/2023	Priority 2 - Protecting and Improving Health	Environmental Health		
Spay/Neuter Awareness Month	01/02/2023	28/02/2023	Priority 1 - Community Protection	Animal Warden		
International No Smoking Day	08/03/2023	08/03/2023	Priority 2 - Protecting and Improving Health	Environmental Health		
Safer Internet Day	14/02/2023	14/02/2023	Priority 1 - Community Protection	Trading Standards	Protection against scams	
Valentine's Day	01/02/2023	14/02/2023	Priority 1 - Community Protection	Trading Standards	Protection against romance scams	
National Almond Day	16/02/2023	16/02/2023	Priority 2 - Protecting and Improving Health	Environmental Health	Messages around allergens	
National Love Your Pet Day	20/02/2023	20/02/2023	Priority 1 - Community Protection	Animal Warden	Tag ID's on your pet, microchipping	
Shrove Tuesday/Pancake Day	21/02/2023	21/02/2023	Priority 2 - Protecting and Improving Health	Environmental Health	Allergens	

National No Smoking Day	09/03/2023	09/03/2023	Priority 2 - Protecting and Improving Health	Environmental Health	Benefits of quite smoking and support available	
Debt Awareness Week	20/04/2023	24/03/2023	Priority 1 - Community Protection	Trading Standards	Loan Sharks / Credit Unions / Scams / Support	

Public Protection Partnership Service Update and Q4 Outturn for 2021/22

Committee considering report:	Joint Public Protection Committee
Date of Committee:	13 June 2022
Chair of Committee:	To be appointed at the meeting
Date JMB agreed report:	23 May 2022
Report Author:	Sean Murphy
Forward Plan Ref:	JPPC4087

1. Purpose of the Report

- 1.1 To update the Committee on the work of the Service in Q4 and to report the end of year performance outturn.
- 1.2 To seek to carry forward the under-spend from 2021/22 to assist with the business recovery process post our involvement with the Covid Response.

2. Recommendations

The Committee:

- **NOTES** the 2021/22 Q4 data for the Public Protection Service.
- **NOTES** the update on service delivery.
- **NOTES** the role the Public Protection Service is playing across the Councils with respect to the Homes for Ukraine Scheme.
- **AGREES** that the Bracknell / West Berkshire under-spend be carried forward to the 2022/23 financial year with a view to mitigating service recovery.

3. Implications and Impact Assessment

Implication	Commentary
Financial:	<p>During Q4 the service continued to receive additional grant funding (circa £440k for the full year) to support its response to the Covid pandemic. The funding was to support work around business advice, local tracing, outbreak management, investigations and events as well as support for various licence holders through the engagement of the licensing liaison officers.</p> <p>The service also received grant funding in respect of level 2 and level 3 investigations (circa £250k). Some of this was used to pay for the time of PPP financial investigators working on these matters.</p>

	<p>We also had to keep open a number of posts for the purposes of transferring services back to Wokingham at the end of March 2022.</p> <p>The end of year financial reporting has now been concluded and the service had an underspend on its revenue budget of £220K which was largely due to staff redeployed to Covid grant funded work, maintaining vacancies to mitigate risks associated with the Wokingham exit and the difficulty recruiting professionally qualified agency staff with many authorities looking at recovery.</p> <p>The Bracknell and West Berkshire proportion of the under-spend is £145K. It is proposed this is carried forward to support the work backlog across the service caused by the factors set out above.</p> <p>Discussions are taking place with Wokingham about their proportion of the under-spend but a proportion is set aside as agreed for software licences for systems transition for the commissioned services.</p>
Human Resource:	<p>There are no direct personnel implications arising from this paper other than to note the Service starts the year with a number of vacancies at all levels of the service. Three areas are a particular priority for recruitment namely trading standards, licensing and private sector housing.</p> <p>The Joint Management Board recently met to discuss the issues of recruitment and recruitment priorities were agreed along with a decision to significantly step up our own in-house training and apprenticeship programme.</p>
Legal:	<p>There are no direct legal implications arising from this report. The Inter-Authority Agreement charges the Joint Public Protection Committee with the responsibility to oversee service delivery and performance including financial performance. This report addresses this responsibility.</p>
Risk Management:	<p>We will continue to manage risk in line with the prevailing situation and corporate policies. The risk register is regularly scrutinised by the Joint Management Board (JMB) which meets fortnightly. The JMB considers the red risk action plans at these meetings. The service maintains both a Strategic and Operational Risk Register.</p> <p>Successful recruitment, and in particular those to permanent professionally qualified posts remains the greatest risk across PPP.</p>
Property:	<p>There are no direct property implications arising from this report.</p>
Policy:	<p>There are no direct policy implications arising from this paper. It should be noted that the Inter-Authority Agreement (IAA) places</p>

	<p>a responsibility on the Joint Public Protection Committee (JPPC) to determine service policies and priorities and also to maintain oversight of performance. This report addresses that requirement by setting out the current performance levels and the approach to ongoing service recovery.</p> <p>The Committee received an update on the Delivery Plan against the agreed objectives at the December 2021 meeting.</p>			
	Positive	Neutral	Negative	Commentary
Equalities Impact:				
A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?		✓		No implications
B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?		✓		No implications
Environmental Impact:	✓			There has been an unquantifiable environmental impact from the new service arrangements as travel has been significantly reduced. Longer term it is anticipated that this impact will be maintained as new ways of working are embedded in service delivery.
Health Impact:	✓			The proposals create no direct health impacts on staff. They do however set out community based health protection measures and initiatives.
ICT or Digital Services Impact:	✓			The use of ICT on service delivery has been transformational. Telephone conferencing, MS Teams and Zoom have all been employed in the day today running of the service. Following the expiry of the emergency Coronavirus regulations that permitted remote

			<p>meetings, Council's decision making public meetings must now take place in person at a single, specified, geographical location, with a physical presence at that location. This has led to the introduction of hybrid meetings with decision makers being present in the physical venue while still permitting other attendees to join remotely.</p> <p>The JPPC will continue to meet in accordance with the decisions made by West Berkshire Council, as the host authority, about meeting arrangements. The Licensing Committees will be conducted under the meeting arrangements of their individual authorities.</p>
PPP Priorities :	✓		<p>This information sets out how the Service has maximised the use of resources to deliver against the JPPC priorities particularly around health protection, protection of vulnerable people and environmental protection on a risk led basis. The priority relating to effective and efficient service delivery has been at the core of arrangements.</p>
Data Impact:		✓	None
Consultation and Engagement:	<p>There is regular engagement with staff as well as senior officer and Member briefings in each of the authorities that form the PPP. Further Member engagement sessions are planned in the coming months.</p>		
Other Options Considered:	<p>None. It is a requirement of the IAA to report on the performance of the service.</p>		

4. Executive Summary

- 4.1 The Committee is mandated by the Inter-Authority Agreement (IAA) to keep under review the Performance of the Public Protection Service. Throughout the year the Committee will receive updates on aspects of performance and any emerging issues and priorities.
- 4.2 This report sets out the quarter 4 and year end data including the financial outturn. Under the terms of the IAA any underspend can be carried forward. The Committee is asked to consider a proposal to carry forward the 2021/22 under-spend to assist with recovery following two years of the service being engaged in the response to the Covid19 pandemic.

5. 2021/22 Quarter 4 (January to March) Performance Summary

This report shows progress against key strategic areas of the business; Finance, HR, ICT, Property, Legal and Risk. The Quarter 4 measures of volume summary can be found at Appendix A to this report.

6. Finances and Resources

- 6.1 At the Joint Public Protection Committee meeting in September 2018 it was resolved that only two of the original Key Performance Indicators (KPIs) set out in the Inter Authority agreement would be retained. The first being 'Effective budget management and use of resources'. By using Project Methodology and the National Intelligence Model the Strategic Tasking Group and Joint Management Board have the ability to scrutinise resources to ensure the delivery is in the highest priority areas.
- 6.2 In terms of income during 2021/22 the Service secured in the order of £440K of Covid Grant funding to cover compliance, outbreaks, local contact tracing and events and gatherings assessment and compliance. Other grant funding was also received in respect of level 2 and level 3 criminal investigations. This amounted to some £250K for 2021/22. Most of this was allocated to additional staffing resource and engagement of experts etc. but some work was commissioned internally from the PPP financial investigations team. Other much smaller amounts of grant funding were received for food premise database updates, animal feeding staff inspections, intelligence database access and new legislation – namely Natasha's Law.
- 6.3 As the Committee is aware the Service also received a grant of £259K for a two year air quality project with aims of engaging the public with a view to reducing vehicle emissions and the monitoring of PM2.5 across the PPP areas. The first of three three-monthly PM2.5 monitoring periods at/near schools commenced in Q4 with the first results due in Q1 of 2022/23. The behavioural change and anti-idling contract was awarded at the end of Q4 and at the end of Q1 2022/23 the communications are to be in place.
- 6.4 As at April 2022 the Service is reporting an under-spend of £ 220K which was largely due to staff redeployed to grant funded work and the difficulty recruiting professionally qualified agency staff combined with maintaining vacancies to mitigate risks associated with the Wokingham exit.
- 6.5 A summary of the performance indicators is set out in the table below.

Target	2020/21 Outturn	Q1	Q2	Q3	Q4	2021/22 Outturn
Management of budget to within 1% of baseline	(£198k)	n/a	(£50k)	(£100k)	(£220K)	(£220K)

7. Customer and Business Satisfaction Rates

- 7.1 The second KPI that was retained following discussions at the September 2018 meeting was that the PPP was required to maintain high levels of customer and business satisfaction. The Service has been looking at a number of ways to improve data capture on customer satisfaction for businesses and residents interacting with the service. All paperwork issued by the service now comes with a QR code that links to a short on-line survey.
- 7.2 Once the methodology is embedded it will be used to inform processes and procedures. The satisfaction levels for those areas surveyed during Quarter 4 are set out below. A selection of compliments received by the Service are set out in Appendix C. It should be noted that in relation to the data on the table below some respondents did not answer all of the questions.

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q1	85	12	1	0	0
Q2	86	12	1	0	0
Q3	87	10	1	0	0
Q4	85	12	1	0	0

Q1. I felt my business was treated fairly

Q2. I felt the contact was helpful

Q3. Officer(s)/Staff were courteous and polite at all times

Q4. If we said that your business was not meeting its legal requirements did we make it clear what was needed to be done to meet them?

8. Human Resources:

- 8.1 The key staffing updates are:
- The Service retained a number of funded vacancies in order to minimise the financial risk for all parties before Wokingham exited the partnership at the end of the 2021/22 financial year. Attempts are now underway to recruit to these posts but this is proving very challenging.
 - Since the last Committee meeting no permanent appointments have been made despite attempts to do so.
 - The work associated with the Covid pandemic and then laterally the Homes for Ukraine Scheme has meant that a number of Officers have had to undertake a significant quantity of out of hours work this year. It has also meant that Officers have had to be redeployed to meet the changing needs of the service. The Covid response work has now ended and the Homes for Ukraine work is ongoing as new hosts are identified to the service.

- There are also a significant number of additional temporary staff covering vacancies / recovery in a range of areas including food safety, licensing, investigations, case management, West Berkshire Ukraine Support Hub and management support.
- JMB and Strategic Managers met recently to discuss the issues around vacancies and recruitment. It was agreed to replace the role of investigations team manager (Principle Officer) and to seek to recruit trading standards, licensing and private sector housing staff. We also looked at a move to setting up a 'Training Academy' with a view to taking on a number of trainees and apprentices in line with our succession planning strategy and the need to recognise that recruitment of qualified staff will remain problematic.

9. ICT

- 9.1 There have been further delays in the migration to the new system. The suppliers continue to work on resolving the issues related to the most recent data transfer but have been held up by resourcing issues in the organisation including Covid related sickness. As a result of these delays, two meetings have been held between PPP / JMB senior management and supplier senior management. The contractor has acknowledged that the delays are a result of the problems they are experiencing and have suggested that they need to look at an improved method of assessing the issues that the shared service has reported. They have now identified resource to work on the issues during May and requested time to prepare a new delivery plan based on the results of their findings from the issues resolution work.
- 9.2 Contractual arrangements have been put in place for the retention of the premise database for use by officers for the Wokingham BC element of the commissioned service. The expectation remains that data will be transferred to the new PPP single system in August 2022/23 and this was also raised at the recent senior management meeting.
- 9.3 As a result of the above, the training plan for the different groups of staff will be reassessed and timings will be moved out to new dates once a new timetable is proposed by the supplier.

10. Property

10.1 The key property highlights are as follows:

- Both Bracknell Forest and West Berkshire Councils are currently implementing their post pandemic office and working arrangements. The service is effectively operating from its office in Theale which has been rearranged to maximise the flexible workspace. Local delivery will always remain a key focus in-line with the partner Councils requirements.
- Staff that were based at Shute End who have not transferred to Wokingham have had their bases moved to either Times Square or Theale Gateway. Some PPP staff who are engaged in the delivery of 'commissioned services' will remain based at Shute End.

11. Risk Management

11.1 The Committee is asked to note that:

- The Joint Management Board which meets fortnightly, maintains both a Strategic and an Operational Risk Register which is reviewed during these meetings.
- Recruitment generally and to professionally designated posts is proving extremely challenging across PPP. Back-fill delivery arrangements are via agency staff, of which costs have increased substantially. This is the biggest single risk identified at the time of writing.

12. Operational Delivery – Measures of Volume

12.1 The key measures of volume data is set out in Appendix A to this report and the key highlights in terms of team activity is set out below.

13. Covid Response and Impact

13.1 As the Committee will be aware from the reports it has received over the last two years the service has played a significant involvement in the operational response to the Covid pandemic. This has included all aspects of business compliance enforcement and advice, health and safety enforcement, local contact tracing, outbreak investigation, visits to high risk settings such as care homes and quarantine hotels refuge and asylum facilities and support for event organisers. This has seen the service handle well over 2000 service requests directly relating to Covid and thousands more indirectly linked. We have carried out over 1000 additional visits to businesses and ran a seven day local contact tracing and outbreak service for around 20 months.

13.2 Over Quarter 4 the last remaining restrictions and input requirement for the PPP was withdrawn and the service was wound down with a number of temporary and agency staff leaving at short notice. All procedures and processes have been updated should they ever be needed again and a quick review of our response was conducted. As the Service Manager for PPP I am extremely proud of the response of the service which did everything that was asked of it and more to protect the communities we serve. The Covid Hub was one day from closing completely when we received the letter from DLUHC setting out the local authority involvement in the Homes for Ukraine Scheme.

14. PPP and the Homes for Ukraine Scheme

14.1 In West Berkshire the PPP is managing the Ukraine Support Hub which came together at the end of March, to help the needs of hosts sponsoring Ukraine guests that are coming over to the UK under the Homes for Ukraine Scheme. Within the hub the Team have built strong relationships with the local community groups helping to assist the Ukraine guests settling in to their new environment. The Team provide a number of roles including DBS checks, updating data, organising accommodation checks, being a single point of contact for all queries, confirming residency, community engagement and welfare.

14.2 In both Bracknell and West Berkshire PPP Officers have been undertaking accommodation checks to confirm that the accommodation is suitable to house the number of guests being accommodated. At the time of writing the private sector housing team have conducted around 200 accommodation checks across Bracknell and West Berkshire. The requirement for new checks is notified daily. In West Berkshire PPP will be conducting the follow up welfare checks in adult only households. All of this additional work is funded by a grant from DLUHC.

15. Communication and Engagement

15.1 Since the last report to Committee:

- The Lead Officer for Community Engagement has spent some time during Quarter 4 working with officers from all three areas to ensure that the website reflects the new working arrangements post Wokingham exiting the partnership to ensure that the customer journey is as easy as possible to navigate.
- They have also spent a considerable amount of time ensuring that the revised branding was in place for the 01 April 2022 start date. This has resulted in a decrease in the number of social media posts during quarter 4.
- The ['Missing Spaniel' Facebook](#) post in January 2022 was our highest performing post ever with over 100,000 people reached, and 13,902 engagements in terms of likes, comments and shares. It generated 46 new likes to our page directly from people who had engaged with the post. The story had plenty of local media coverage and ITV in Kent picked it up with a feature. We also made a number of other radio appearances as well as a significant number of articles in local print and on-line media.
- Quarter 4 saw the highest number of visitors to the website during a single quarter (24,462) the previous highest being 21,174 during Quarter 1 of this year. Officers are continuing to update the content to ensure that it provides useful information to businesses and residents and directs them to make use of self-service elements where appropriate.

Target	2020/21 Outturn	Q1	Q2	Q3	Q4	2021/22 Outturn
Facebook – No of New Followers *	-	-	-	-	183	
Facebook – No of Posts	615	123	124	123	94	464
Twitter – No of New Followers	148	20	17	12	18	67
Twitter – No of Tweets	583	177	100	104	70	451
Website – No of Visits	65,406	21,174	20,097	19,560	24,462	85,293
Website – No of Articles	127	37	34	35	35	142

15.2 During the first quarter of the 2022/23 Municipal Year the team will be working with colleagues from Thames Valley Police and the Royal Berkshire Fire and Rescue Service to support Water Safety Partnership events as set out below:

- Sunday, 12th June Victoria Park, Newbury
- Saturday, 18th June Pangbourne Meadows, Pangbourne
- Saturday, 02 July Hungerford
- Tuesday, 16th August Crowthorne
- Wednesday, 31 August Binfield
- Wednesday, 24 August Bracknell Town venue TBC
- Wednesday 10 August Locks Ride Recreation Ground, Winkfield

16. Community and Trading Standards (including Customer Services)

16.1 During Q4 the Team has been very busy and some of the highlights are set out below.

- Trading Standards food standards inspection output rose significantly during Q4 and in line with recovery plans set out by the FSA.
- An all team effort to ensure both the smooth departure of the environmental health aspects of Wokingham activity, and the re-introduction of commissioned services was the main focus for this quarter. This involved activities around re-distribution and re-allocation of officer's geographic working locations; shifts in officer skill sets to meet service user demands and support internal changes; maintaining and preparing technical equipment for re-distributing across PPP and Wokingham; re-organisation of line management and the co-ordinated transfer of data to ensure service users were not affected by the changes.
- High levels of business as usual service requests outputs and positive outcomes across the team were maintained, such as assisted burials, nuisance investigations, pest complaints and unkempt properties. This is alongside proactive work such as vehicle weight measure checks, collection of abandoned vehicles, animal welfare compliance, supporting 'support with confidence' members, supporting victims of fraud and continued local investigations.
- Animal Wardens services continue to reunite lost dogs, collect and kennel stray dogs and provide advice to dog owners on the obligations of ensuring collars and tags are worn and microchipping requirements. Officers continue to visit dog fouling hot-spots and maintain a presence in supporting responsible dog ownership.
- Fly-tipping investigations with credible leads within Bracknell number around 37 to date. Officers continue to work with partners such as TVP, environment Agency and HMRC on larger more complex case of waste related criminality.
- The proposal to set up a community larder in Bracknell Forest to support community members and the most vulnerable with food and fraud/scam advice was secured, and is expected to open during 2022.
- Officers assisted in the whole-team effort to support home checks under the Homes for Ukraine Scheme.

- Officers secured further funding and joint working agreements on initiatives aimed at closer working with enforcement partners and public health partners in reducing harms caused by excessive tobacco and alcohol use.
- Work alongside the Health and Wellbeing Schools team, West Berkshire, has resulted in the production of 11 podcasts to date. These can be seen <https://www.westberkseducation.co.uk/Page/18433>
- One of the most significant challenges for the trading standards is the very high volume of investigations including some very complex level 2 and level 3 investigations into acquisitive crime that involve significant consumer detriment incurred by often vulnerable residents. In addition investigations around counterfeiting, under age sales, illegal puppy sales, fly-tipping and health and safety breaches also feature in the workload.

17. Commercial (Food Safety and Health and Safety)

17.1 During Quarter 4 the Commercial Team have:

- Worked on the close down of the Local Contact Tracing service on the lifting of restrictions
- When the work on Covid ceased officers were able to concentrate on the outstanding food inspections that have accrued over the previous two years. We are working to the Recovery Plan that the Food Standards Agency have in place and that required the highest risk premises (A rated) to be carried out and the highest risk unrated. We were able to complete this. In addition work was required on the Wokingham Exit as there was a request that all unrated premises that opened before 1 March 2022 were inspected.

	PPP Total
Number of food premises inspected in 2021/22	904
Number of premises ceased trading (intel lead activity)	679
Number of E premises risk rated	313

- The following table sets out the number of outstanding inspections to be conducted in 2022/23. It is these that we are working on this year in line with the FSA Food Recovery Plan. Officers are now concentrating on the unrated and 'B' rated food premises inspections in Bracknell and West Berkshire for the first quarter. The remaining C, and non broadly compliant D and E rated premises will be inspected this year. In addition there are food inspections that are due for inspection in the 2022/23 inspection year that we will be inspecting, that will add an additional 530 premises to be inspected.

	PPP Total
'A' rated premises outstanding 2021 22 (Highest risk rating)	0
'B' rated premises outstanding 2021 22	6
'C' rated premises outstanding 2021 22	101
'D' rated premises outstanding 2021 22	466
'E' rated premises outstanding 2021 22	297
unrated premises outstanding 2021 22 (new premises)	105

- Officers assisted in the whole-team effort to support home checks under the Homes for Ukraine Scheme.
- Officers have also been working with other agencies to ensure that the hotels housing refugees are safe for that purpose.

18. Licensing (Including Applications and Licensing Governance)

18.1 Licensing application numbers are beginning to increase following the opening up of this sector. There has also been an increase in applications to vary licences in order to diversify the nature of business to future proof them. Officers continue to participate in the Safety Advisory Group (SAG) and review and attend a range of events along with the Commercial Team and EQ colleagues. The team face significant challenges with vacancies and this is being addressed through our workforce strategy.

18.2 In addition to the business as usual activity the team has undertaken the following:

- Operation Coachman conducted February 2022 – This involved a multi-agency approach to undertake school transport checks at a Specialist SEN School in West Berkshire. The check was organised to quality assure the safety measures implemented by transport companies employed to convey students to school and to check the roadworthiness of the vehicles used. 34 vehicles were checked and four were issued prohibitions but there were no issues arising from Police checks of driver/chaperone.
- Completing outstanding Service Requests including many taxi queries, post Covid queries and ongoing applications and getting ahead of the application renewal process as much as possible ready for the Wokingham withdrawal from PPP as well as training the new members of the team prior to their go live date.
- Continuing work on single system templates ready to be loaded onto the new system and data cleansing of the two existing systems to ensure accuracy of data.
- Undertaking the Designated Premises Supervisors (DPS) 28 day inspections, private hire operator visits as well as premises applications with lengthy mediation in some instances, as well as undertaking early renewals of licences for the downtime that the proposed transfer to the single system would create.

- Licensing Liaison Officers continued to visit all three Authority's checking ranks, premises, site notices and events and anything else that needed follow up visits.

The following licensing panel meetings have taken place in quarter 4: Update

Type of Application	Premise	Outcome
Bracknell Forest		
None		
West Berkshire		
Application to Vary a Premise License	Spoons Coffee Shop Ltd, Unit 7, The Colonnade, Overdown Road, Tilehurst, Reading, RG31 6PR	Approved in Part
Wokingham		
New Premise Licence	Henley Swim – The Henley Classic & The Henley Swim Festival Temple Island Meadows Remenham Farm, Remenham RG9 3DB	Approved with additional conditions

19. Private Sector Housing

19.1 In addition to business as usual activity the team has also undertaken the following work during Q4:

- In terms of the Homes for Ukraine initiative the team have been supporting the work by undertaking home safety visits thereby trying to help support both the sponsors and our Ukrainian guests by ensuring the home and the environments they are coming to are safe, suitable and provide for the health and wellbeing of all involved. The team are signposting sponsors and guests to the wider support mechanisms in place according to their individual needs.
- The team have been working on licensing of Houses of Multiple Occupation. During the height of Covid there were many inspections that were deferred and there is a lot of recovery work on going to get the applications processed and physical inspections carried out.
- The team also delivered the first Landlord Forum for West Berkshire area. This is to be delivered for Bracknell in the near future. It gives landlords a chance to hear up to date and relevant information about housing matters and provides a two way communication stream.
- In terms of reactive workload the team dealt with 86 housing Related Service Requests in Bracknell, and 96 in West Berkshire. These can cover all aspects from damp to overcrowding and unsafe conditions. Information and advice is given to residents and landlords, and where certain criteria is met the officer will take a more formal approach to get the issue rectified.

20. Environmental Quality

20.1 The team have continued to undertake work to protect the health and wellbeing of our residents through focused projects, planned inspection programmes and responding to complaints. Some key activity undertaken during Quarter 4 included:

- 100% completion of the Pollution Prevention and Control inspections due in 2021/22, including those under contract with Reading Borough Council.
- By the end of Q4 28 Private Water Supply Risk Assessments have been completed and nine re-Risk Assessments completed (as required every 5 years).
- Following some delays to the procurement of PM_{2.5} Monitoring Equipment and Reporting, PPP successfully entered into contract with a supplier at the beginning of this reporting period. After sealing the contract, after negotiation between each parties' legal services, the contractor held an inception meeting with PPP to identify key personnel, and agree a timeline for the works.
- 11 PM_{2.5} monitoring devices accompanied by weather stations have been installed this quarter to begin recording data which will be used to construct reports at a total of 42 school during the duration of the project. PPP and the contractor have held meetings every two weeks to ensure the successful delivery of monitoring and reporting and to address and issues which may arise.
- Finally the contractors have produced a final draft of the report which will be used to inform contributing factors of local PM_{2.5} concentrations at schools, and how they could be addressed. The first completed reports (42 in total) are expected to be received throughout the next quarter.
- Having received a total 348 entries from school children across the PPP authorities, the winner of the clean air sticker design was voted on by participating schools and the PPP Environmental Quality team. The winning design came from Ascot Heath Primary School in Bracknell Forest. Copies of the sticker are being distributed to local schools, parish councils, libraries, and any other organisation/individual who has expressed an interest in receiving a sticker. In the upcoming quarter PPP will be undertaking a photoshoot with the competition winner and local councillors to raise the profile of the project. The Wokingham My Journey team, who we are closely collaborating with, have also requested a bulk order of the bumper stickers to be offered to local schools.
- In January final versions of the procurement documentation for a Behaviour Change Specialist was produced, and released via the In-Tend procurement portal on 4th February 2022 for Quotation Responses. In the following two week window PPP received clarifications from multiple organisations interested in submitting quotes for the work. The successful company are due to be sent a contract offer in the first week of the next reporting quarter.. This will allow PPP to begin progressing the behaviour change elements of the project, including targeted awareness campaigns to tackle engine idling.
- Finally, batches of diffusion tubes were procured to begin collecting baseline data for the upcoming 'NO₂ Biggest Loser' competition, which will be launched with schools later in the year.

21. Joint Case Management Unit (CMU)

21.1 The unit continues to be busy working across PPP, Oxfordshire Trading Standards & Fire Service and Royal Berkshire Fire and Rescue Service. Cases are now progressing through the Courts which has allowed some of the backlog of cases built up during the Covid 19 pandemic to be dealt with. The financial investigation team is extremely busy working on a number of level 2 and 3 cases for PPP and Reading Borough Council.

Recent PPP cases –

West Berks - Two defendants were sentenced to 3 years and 18 months respectively at Reading Crown Court after pleading guilty to money laundering £500k in relation to a large and complex fraud concerning the re-sale of timeshares dating back to 2011.

West Berks – National Supermarket fined £1 million pounds following breach of health and safety legislation resulting in injury to customer.

Wokingham - Locksmith convicted of misleading and aggressive practices at Reading Magistrates Court. The Defendant was fined £4,500 and ordered to pay £510.61 in compensation, £190 in surcharges and £4,000 towards prosecution costs.

Bracknell – Fly tipper convicted at Reading Magistrates Court following rubbish found fly tipped outside a charity shop. The Court sentenced by way of a conditional discharge for 12 months and ordered the defendant to pay a contribution towards the prosecution costs.

Bracknell – Fly tipper convicted after collecting rubbish from residents to be disposed of was found fly tipped at a disused school site. The defendant was fined £320 and was ordered to pay a contribution towards the prosecution costs.

Wokingham – Bracknell based trader sentenced to 15 months imprisonment suspended for 18 months, and is ordered to pay compensation of £7,200 to homeowners at Reading Crown Court. The defendant entered guilty pleas to 5 consumer protection offences, mainly in the Wokingham area, in relation to gardening work that had been paid for and was not completed, and the actual work undertaken was not to a professional standard.

Bracknell – Shopkeeper and seller convicted of selling alcohol to a 15 year old. The shop proprietor was ordered to pay £616 in fines, victim's surcharges and prosecution costs. The seller was fined £73 and was also ordered to pay towards victim's surcharge and costs.

Bracknell – Manager and seller both entered guilty pleas in relation to the sale of alcohol to 16 year old volunteers. The Court sentenced them both to a conditional discharge for 12 months and ordered them to pay £200 each towards the prosecution costs.

Wokingham – Former Wokingham Borough resident convicted of selling puppies without a licence to do so. Three complaints were received from individuals who had purchased puppies from the defendant. Neither the seller nor the buyers were aware that the puppies had already contracted Parvovirus and despite treatment being given by vets, all three puppies died several days

later. The Defendant was ordered to pay full compensation of £12,481.39, being the cost of each puppy and the cost of the veterinary care, and £1500 towards the cost of the prosecution.

Bracknell – Poole trader sentenced to 38 months immediate at Reading Crown Court on 30th May 2022 after previously pleading guilty to seven counts of fraud by false representation contrary to the Fraud Act 2006 and seven counts of unfair trading contrary to the Consumer Protection from Unfair Trading Regulations 2008. This included offences in both Bracknell and West Berkshire. The Defendant cold called properties offering free camera surveys of their drains and sewer pipes. Many of the consumers were elderly or vulnerable. In each case he said he had found problems like cracks in the pipes or tree roots growing into the pipes and in some instances he claimed that failure to have work carried out to fix these problems would result in much bigger problems in the future. In some cases the defendant would offer to line the pipes with a resin using a stent, quoting high prices which consumers felt obliged to pay. In most cases, the work was either not needed or poorly executed and more than one case the work actually blocked the pipes.

Appendices

APPENDIX A – 2021/22 Measures of Volume Summary

APPENDIX B – PPP Digital Update up until March 2022

APPENDIX C - Service Compliments

Background Papers:

None

Subject to Call-In:

Yes: No:

Wards affected: All Wards

Officer details:

Name: Sean Murphy
Job Title: Public Protection Partnership Manager
Tel No: 01635 519840
E-mail: sean.murphy@westberks.gov.uk

22.

PPP Quarter 4 Measures of Volume for the 2021/22 Financial Year

Service Requests	2020/21	Q1 2021/22	Q2 2021/22	Q3 2021/22	Q4 2021/22	YE 2021/22	Comments
Covid – Advice	1906*	131	33	10	3	177	In line with changes to restrictions
Covid - Enforcement	-	89	13	7	10	119	In line with changes to restrictions
Bonfire	1016	142	90	43	58	333	
Dogs	386	90	70	75	70	305	
Envirocrime (Incabandoned vehicles)	372	89	92	60	81	322	
Food Related	884	316	273	267	236	1092	
Health and Safety	227	52	44	44	41	181	
Housing	690	267	177	301	272	1017	
Licensing	848	312	353	348	257	1270	
Noise	1929	560	556	272	268	1656	
Other	1393	286	288	220	204	998	
Pest	509	199	144	109	112	564	
Planning	854	226	220	229	194	869	
Public Health Funeral	30	7	10	6	14	37	
Fly Tipping	140	27	20	14	21	82	
Animal Health	144	23	27	17	17	84	
Door Step/Scam/No cold calling zones	405	57	42	29	43	171	
Food Standards	103	29	32	13	26	100	
Misleading Description	58	7	15	1	10	33	
Other	224	29	29	9	4	71	
Unsafe goods	87	11	11	14	9	45	
What are my rights? (Business)	120	35	19	26	21	101	
What are my rights? (Consumer)	978	292	248	186	198	924	
Trading Standards Notifications of civil issues	5553	1271	1284	741	1084	4380	
Weight Restrictions	388	68	60	44	47	219	
Grand Total (Inc Covid)	19017	4694	4206	3085	3300	15285	

* Advice and Enforcement not reported separately in 2020/21

PPP Quarter 4 Measures of Volume for the 2021/22 Financial Year

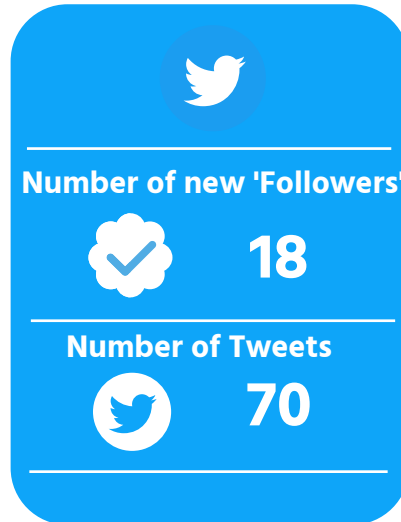
FOI's, Service Complaints / Comments, Member / MP enquiries

Authority	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	FOI	Service Complaint / comments	Cllr/MP/ Board	FOI	Service Complaint / comments	Cllr/MP/ Board	FOI	Service Complaint / Comments	Cllr/MP/ Board	FOI	Service Complaint / Comments	Cllr/MP/ Board
Bracknell Forest	41	6	7	29	3	5	24	2	5	37	2	11
West Berkshire	38	7	25	42	7	11	33	5	2	41	4	7
Wokingham	16	4	10	23	13	6	24	3	4	27	1	8
Total	95	17	42	94	23	22	81	10	11	105	7	26

Three Year Comparison of Year End Data

Authority	2019/20			2020/21			2021/22		
	FOI	Service Complaint / comments	Cllr/MP/ Board	FOI	Service Complaint / comments	Cllr/MP/ Board	FOI	Service Complaint / Comments	Cllr/MP/ Board
Bracknell Forest	181	10	23	172	24	26	131	13	28
West Berkshire	191	10	25	202	26	49	154	23	45
Wokingham	94	8	43	94	10	48	90	21	28
Total	466	28	91	468	60	123	375	57	101

PPP Social Media Summary Q4



Top Facebook and Twitter Post of the quarter

Daisy the missing spaniel found in Bracknell. Reach 100,771

Public Protection Partnership
Published by Kira Fraser-Powell · 21 January at 12:28 · 🌐

Spaniel Found in Bracknell, Seventy Miles from Home and Eighteen Months After Been Stolen

Daisy, an English springer spaniel was stolen from her home in Kent in the summer of 2020. Distraught owner Francis thought he'd never see his dog again. Especially because he knew he hadn't registered her microchip details.

However, earlier this month a spaniel stray was found by a member of the public in Bracknell. She took it along to her local vets who reported the stray and she wa... See more

Community Protection

592 reactions · 197 comments · 526 shares

Public Protection Partnership
@PublicPP_UK

Sainsbury's fined £1,000,000 for accident involving serious facial injuries, after member of public collided with black and white baler twine whilst riding her mobility scooter at its #Newbury store, Hectors Way, in June 2020.

Full details see link:
[https://publicprotectionpartnership.org.uk/news-articles/sainsbury-s-fined-1-000-000-for-accident-involving-serious-facial-injuries/ ...](https://publicprotectionpartnership.org.uk/news-articles/sainsbury-s-fined-1-000-000-for-accident-involving-serious-facial-injuries/)

Impressions	830
Total engagements	32
Link clicks	18
Detail expands	8
Likes	2
Profile clicks	2
Retweets	1
Media engagements	1

	New Likes	No. Posts
January	74	31
February	50	32
March	59	34

Top Performing Facebook Posts in Q4

Daisy the missing spaniel found in Bracknell. Reach 100,771



Public Protection Partnership
Published by Kira Fraser-Powell · 21 January at 12:28 · 🌐

Spaniel Found in Bracknell, Seventy Miles from Home and Eighteen Months After Been Stolen

Daisy, an English springer spaniel was stolen from her home in Kent in the summer of 2020. Distraught owner Francis thought he'd never see his dog again. Especially because he knew he hadn't registered her microchip details.

However, earlier this month a spaniel stray was found by a member of the public in Bracknell. She took it along to her local vets who reported the stray and she wa... See more

Community Protection

See insights [Boost post](#)

👍❤️👍 592 197 comments 528 shares

Dead pony found dumped on road side in Bracknell.Reach -30,576



Public Protection Partnership
Published by Lisa Barnes · 31 January at 15:05 · 🌐

We're asking for the public's help in identifying a deceased pony after disturbing discovery on Lovell Lane, Winkfield (see picture for location). The dead pony was dumped on the side of the road.

The pony was discovered by a member of the public on 26th January, possibly disposed of overnight on the 25th. We're urging any members of the public who may have been in the area and saw anything out of the ordinary that evening, possibly a horse box / large vehicle parked in the ... See more

Community Protection

See insights [Boost post](#)

👍❤️👍 76 38 comments 158 shares

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Write a comment...
Press Enter to post.

View 26 more comments




Be on your guard for Storm Damage Rogue Traders
The recent storms will inevitably have caused some...

Published by [Lisa Barnes](#) · 21 February at 16:31 · 🌐

Post impressions 

7,557

Post reach 

7,545

Post engagement 

164



	New Followers	Impressions	No. Tweets
Jan	6	5,242	20
Feb	7	11,800	25
March	5	-	25

Top Performing Twitter Posts in Q4



Public Protection Partnership
 @PublicPP_UK
 Sainsbury's fined £1,000,000 for accident involving serious facial injuries, after member of public collided with black and white baler twine whilst riding her mobility scooter at its #Newbury store, Hectors Way, in June 2020.

Full details see link:
[https://publicprotectionpartnership.org.uk/news-articles/sainsbury-s-fined-1-000-000-for-accident-involving-serious-facial-injuries/ ...](https://publicprotectionpartnership.org.uk/news-articles/sainsbury-s-fined-1-000-000-for-accident-involving-serious-facial-injuries/)
pic.twitter.com/4uGouQDCY

Impressions	830
Total engagements	32
Link clicks	18
Detail expands	8
Likes	2
Profile clicks	2
Retweets	1
Media engagements	1



Public Protection Partnership
 @PublicPP_UK
 Congratulations to @AHPPrimary for their winning design in our car 'bumper' sticker competition. 🍌🚗

Anti Idling Car Bumper Sticker Competition Reach 684

We're asking parents/residents to pop one of the stickers on their car's back window to help us reduce car engine idling.

Order your free sticker -
ehadvice@westberks.gov.uk
pic.twitter.com/4RRzVNqEhB

...pressions	657
Total engagements	13
Link clicks	9
Profile clicks	3
Retweets	1



Public Protection Partnership
 @PublicPP_UK
 Rogue Traders Convicted. A father and son trading as Greenwood Tree Services were convicted at Reading Crown Court on Friday 18th March 2022, both admitted Fraud and offences under Consumer Regulations. For full details see link below:
[https://publicprotectionpartnership.org.uk/news-articles/father-and-son-rogue-traders-convicted/ ...](https://publicprotectionpartnership.org.uk/news-articles/father-and-son-rogue-traders-convicted/)
pic.twitter.com/aGdZ6vd4Xn

Month	Visitors	Articles Published
Jan	7,410	8
Feb	7,523	5
March	9,529	10

Social Platforms Traffic

Number of views to website from social media posts.

	Facebook	Twitter
Jan	544	10
Feb	414	7
March	333	48

Quarter 4 Service Compliments

“Thank you so much for coming to see us yesterday. We are grateful for your generosity with your time, your understanding and your plan of action. We felt so isolated because we thought we had to deal with this rodent problem on our own and the relief when someone comes along and says ' don't worry, we can help' is indescribable. We will be forever grateful to you for helping us. You are such a kind and understanding man; a real credit to your Department for the way you deal with people and the reassurance you provide. We really can't thank you enough. Thank you, Mick.”

“Great news. Thank you very much from all the drivers for everything you have done for us. It is really appreciated. (Wokingham Taxi Drivers after tariffs revised)”

“The staff member that contacted me was very helpful and appreciated.”

“The on-line portal was easy to use and very informative, thank you”

“THANK YOU so much for all your work in this. Please run for mayor “(To an EH Officer who had resolved a resident's complaint about light pollution)

“I just wanted to drop a line to say thank you for everything. Your mediation has put everything and everyone in action to get the works done. I am extremely grateful and wanted to thank you.”

“Thank you again for your amazing support and dedication. I am so grateful, and my faith in public services has increased enormously. It's made me feel a lot safer.”

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Joint Public Protection Committee

Terms of Reference

1. Purpose

The Joint Public Protection Committee (Joint Committee) has been established to oversee the strategic leadership of the Joint Public Protection Partnership, comprising Bracknell Forest Council (BFC) and West Berkshire District Council (WBDC).

The purpose of the Joint Committee is to:

- a) to set the strategic direction of the shared service;
- b) to monitor the delivery of the shared service and to review the following:
 - i) Standards of service delivery and performance;
 - ii) Fee income and costs (on a true cost delivery basis);
 - iii) Treatment of trading surpluses or deficits;
 - iv) the action plan for business growth and development.

2. Membership

The Joint Committee shall comprise of four members, two from each partner authority. Membership of the Joint Committee will be as follows:

- a) Executive/Cabinet Member with responsibility for Public Protection Services from each Council;
- b) One additional Member appointed by each Council.

Each Council or Leader will nominate at least one substitute Executive Member who may act as substitute for both the Executive and non - Executive member of the Joint Committee. The substitute member(s) is entitled to attend all meetings of the Joint Committee but will only be classed as a member of the Joint Committee and vote when acting as a substitute.

At least one officer representing each partner local authority will attend the Joint Committee to advise members. Where possible, the Service Delivery Manager for the Service will also attend.

3. Appointment to the Joint Public Protection Committee

Members will be appointed to the Joint Committee at each Council's Annual Council Meeting.

4. Chairman and Vice Chairman

The Joint Committee shall appoint one of its Members to be Chairman of the Joint Committee who shall, unless he or she resigns his or her office or ceases to be a member of the Joint Committee, continue in office for a period of up to 16 months or until his/her

successor becomes entitled to act. In an election year or where the Chairman ceases to be a member of the Joint Committee the Executive/Cabinet Member appointed to the Joint Committee from the authority currently chairing the meeting will act as the Chairman until the first meeting of the Municipal Year.

The first Chairman of the Joint Committee (2022) shall be a person nominated by West Berkshire District Council.

The Chairmanship of the Joint Committee, following the initial appointment, shall rotate between the two Councils on an annual cycle. The Vice Chairman shall ordinarily become the next Chairman.

The Joint Committee shall appoint one of its Members to be Vice Chairman of the Joint Committee who shall, unless he or she resigns his or her office or ceases to be a member of the Joint Committee, continue in office for a period of 16 months or until his/her successor becomes entitled to act.

The first Vice Chairman of the Joint Committee (2022) shall be a person nominated by Bracknell Forest.

The Vice Chairmanship of the Joint Committee following the initial appointment shall rotate between the two Councils on an annual cycle.

5. Voting

Where any matter under consideration relates to a proposal to the Councils to admit an additional party or parties to the shared service arrangement, a proposal to incur expenditure which requires increased contributions by the Councils or significant proposed changes to the fundamental principles or operation of the shared service or the contract the vote must be unanimous. In this event the advisory decision will be referred back to the Councils for consideration.

In all other matters any vote will be subject to a simple majority. In simple majority voting the Chairman will have a casting vote.

6. Quorum

The quorum of a meeting of the Joint Committee will be three.

At least one Member from each Council must be present for the meeting to be quorate.

7. Frequency of Meetings

The Joint Committee will meet quarterly. Additional meetings may take place with the agreement of the Chairman. Meetings will be held at either West Berkshire Council or Bracknell Forest Council.

All meetings will be held in public and dates and times of meetings will be agreed by the Joint Committee. The press and public shall be permitted to attend meetings of the Joint Committee unless excluded under the relevant provisions of the Local Government Act 1972 and in accordance with Part 8 of the Access to Information Rules of Procedure or any other legislative provision

8. Minutes of Joint Committee Meetings

The Joint Committee shall agree the minutes at the next meeting.

Minutes of meetings will be available on West Berkshire Council's website.

9. Standing Orders

Unless otherwise specified, the Standing Orders of West Berkshire District Council (the host authority) will apply.

10. Forward Plan

The Joint Committee will take relevant Key Decisions on behalf of the two Councils and will give notice of these decisions at least 28 days before they are due to be taken.

11. Administration of the Board

West Berkshire District Council's Democratic Services' Team will provide administration for the Joint Committee.

Agendas will be sent out electronically five clear working days before the meeting and minutes will be provided seven clear working days after the meeting.

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JPPC – 13 June 2022

Item 12 – Any Other Urgent Items

Verbal Item

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