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# PPP Strategic Assessment 2024 - 2027

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Committee considering report:	Joint Public Protection Committee
Date of Committee:	10 June 2024
Chair of Committee:	To be confirmed at the meeting
Date JMB agreed report:	20 May 2024
Report Author:	George Lawrence
Forward Plan Ref:	JPPC4372

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## 1. Purpose of the Report

- 1.1 To identify the key service functions, activities, priorities and identify the resource challenges for the Service.
- 1.2 To map the Service against local, regional and national priorities and risks.

## 2. Recommendations

The Committee:

- 2.1 **RESOLVES** that the updated Strategic Assessment form the basis of the PPP priority setting for 2024/25.

## 3. Implications and Impact Assessment

Implication	Commentary
<b>Financial:</b>	<p>These service provision set out in the Strategy will be met from the base revenue budget or from specific grants.</p> <p>Where appropriate, grants such as support for public health related work, national and regional campaigns and support for activity associated with legislative changes or investigations will be sought and used to deliver some of the key work streams set out in this report.</p> <p>Working with other authorities as part of shared working arrangements to deliver efficiencies and effectiveness will also feature as a key priority.</p>
<b>Human Resource:</b>	<p>There are no specific staffing issues arising from the priorities set out in this report.</p> <p>If approved the Joint Management Board will consider the most effective structure to deliver against the priorities.</p>
<b>Legal:</b>	<p>The functions delegated to the Joint Public Protection Committee by the Councils have their basis in statute. In this respect many are statutory duties placed on the Councils. In</p>

	<p>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>The Council's apply the Code for Crown Prosecutors in respect of all enforcement matters.</p>			
<b>Risk Management:</b>	<p>Project Management Methodology will enable early identification of operational risks. The bi-weekly tactical tasking meetings are used to allocate resources to high risk areas.</p> <p>The Service has a Strategic Risk Register which is considered by the Joint Management Board (JMB) on a monthly basis and the Operational Risk Register is discussed on a monthly basis at the Principal Officer's meeting.</p> <p>The key risks to service delivery are related to the ability of the service to recruit, train and retain qualified and competent staff to work across the range of functional areas that make up the PPP as well as budget provision versus demand.</p>			
<b>Property:</b>	<p>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 have implemented 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.</p>			
<b>Policy:</b>	<p>It is a key responsibility of the Joint Public Protection Committee (JPPC) as set out in the Inter Authority Agreement (IAA) to set the strategic direction and priorities for the service.</p>			
	<b>Positive</b>	<b>Neutral</b>	<b>Negative</b>	<b>Commentary</b>
<b>Equalities Impact:</b>				
<b>A</b> Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?		x		
<b>B</b> Will the proposed decision have an impact upon the		x		

lives of people with protected characteristics, including employees and service users?				
<b>Environmental Impact:</b>	x			<p>One of the stated aims of the IAA is the protection of the environment and this aim has been re-affirmed as one of the local priority outcomes in the revised Assessment.</p> <p>Building Safer Communities, Improved Living Environment, Protection of the Environment, Promoting Animal Welfare, Safety in the Workplace and a Safer Food Chain should contribute to improvements to the local environment.</p>
<b>Health Impact:</b>	x			<p>One of the stated aims of the IAA is Protecting and Improving Health.</p> <p>Local priority outcomes include the reduction of harm in young people, improved living environment and protecting and informing consumers.</p>
<b>ICT or Digital Services Impact:</b>				The PPP's website will be used to promote the Service's Priorities.
<b>PPP Priorities:</b>				To be agreed if the report is adopted.
<b>Data Impact:</b>				<p>The Partnership is committed to its duty under the General Data Protection Regulation and other data protection laws and guidance provided by law or from the Information Commissioner.</p> <p>All personal data held by the Service will be handled in accordance with our <a href="#">Privacy Statement</a>.</p>
<b>Consultation and Engagement:</b>				<p>Report will be considered by Corporate Board and Operations Board in West Berkshire and at CMT and the Executive Briefing in Bracknell Forest before being presented to the Joint Public Protection Committee.</p> <p>The Strategic Assessment will also be shared with colleagues in Wokingham Borough via the Joint Management Board.</p>
<b>Other Options Considered:</b>	None			

## 4. Background

- 4.1 At the meeting of the Joint Public Protection Committee (JPPC) in June 2021 the Committee considered and approved the priorities for 2021/23. A copy of the Strategic

Assessment at that time can be found here: [PPP STRATEGIC ASSESSMENT \(westberks.gov.uk\)](http://westberks.gov.uk).

- 4.2 A refresh of the priorities was undertaken at the [JPPC meeting in March 2023](#). Protecting and Improving Health was included as a new cross-cutting priority-
- 4.3 As part of the ongoing development of the Service we have reflected on the current challenges facing the service, local and national threats, changes to local and national policies and priority areas, local, regional and national data sets, emerging issues and changes in legislation to produce the updated Strategic Assessment of the Service.

## 5. Operating Model

- 5.1 The Public Protection Partnership (PPP) is a shared service delivering Environmental Health, Licensing and Trading Standards functions on behalf of two authorities (Partners), Bracknell Forest Council and West Berkshire Council. It also has a shared service with Wokingham Borough Council for trading standards and related elements of the service including case management, intelligence and financial investigations.
- 5.2 The Strategic Assessment is an integral part of the businesses planning processes of the Service and forms the basis for our annual service planning, priority setting, and workforce development work and underpins our communication and engagement activity. The Assessment draws on data and information from the most recent period available.
- 5.3 The aim of the Service is to protect our communities through the use of effective communication, intelligence and enforcement. The purpose of the service is to:
- Provide information to people to enable them to make informed decisions and 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.
  - Protect the health, wellbeing and safety of the communities we serve.
  - Respond to emerging issues and needs.
- 5.4 Over the years this has proved very effective in tackling issues ranging from Covid to the horse meat scandal and Homes for Ukraine to animal disease outbreaks. The operating model by definition defines priorities at any given time whilst setting out a delivery model through the PIE model set out at 5.7 below.
- 5.5 The Scope of the Service includes (but is not limited to):
- Air quality management
  - Animal warden
  - Alcohol licensing and controls
  - Health and Safety at Work
  - Health promotion
  - Animal welfare
  - Case Management
  - Contaminated land
  - Communicable diseases
  - Community education

- Community mediation
- Consumer advice
- Consumer credit
- Doorstep crime
- Environmental nuisance protection
- Explosives storage
- Fair trading
- Financial investigations
- Fraud and counterfeiting
- Food and Feed safety, standards and hygiene
- Gambling
- Industrial pollution
- Licensing (alcohol and regulated activity)
- Metrology
- Money laundering and confiscation
- Overloaded vehicles and weight restrictions
- Offensive weapons controls
- Pest and vermin enforcement
- Petroleum storage
- Primary Authority
- Private sector housing
- Product safety
- Street trading
- Public health
- Unfair trading
- Scams
- Taxi licensing
- Underage sales
- Private water supplies

5.6 The Service is managed using an approach which firmly links the development of local knowledge, professional risk management and the gathering of information to generate intelligence. This operating model, known as the 'National Intelligence Model' is considered very effective in explaining why, on a daily basis, officers follow a particular course of action.

5.7 Priorities are delivered through the 'PIE' model:

- Preventative advice and actions
- Intelligence gathering and building the intelligence picture
- Enforcement

## **6. Current Priorities**

6.1 The current cross-cutting priorities for the service are:

- eCrime
- Climate Change and Environmental Protection
- Protecting Vulnerable Adults and Children

- Safeguarding (including Modern Slavery)
- Safer Streets
- Protecting and Improving Health

## 7. Proposed New Local Priority Outcomes

7.1 The services understands that priorities change, and outcomes as well as outputs are vital in understanding how well the service delivers for the community. Furthermore, issue can be cross cutting and unable to be categorised into single elements. The changes reflect better a more holistic and human aspect, but at the same time maintains the principles and spirit of what the priorities mean for the community.

- Building Safer Communities
- Improved Living Environment
- Protecting Consumers from Fraud
- Reducing Harm in Young People
- Protection of the Environment
- Protecting & Informing Consumers
- Promoting Animal Welfare
- Safety in the Workplace
- Safer Food Chain

## 8. Concluding Observations

8.1 The service faces unprecedented demands that have to be balanced in the context of resource. The 'horizon scanning' elements of the assessment give some indication of known new duties down the line. However, with the dissolution of Parliament the future and timing of these proposed measures is uncertain.

8.2 The Assessment itself paints a picture of a service whose role is to protect our communities in almost every aspect. It is also a preventative service and early intervention by the Service can mean less impact and detriment for individuals and reduced demand for the Council and partner agencies.

The next stage will be to present the Committee with a set of proposals on prioritisation and link to planned budgetary provision going forward. This report will be presented in October 2024.

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## 9. Appendices

9.1 Appendix A – Strategic Assessment 2024-2027 (*please note that the document will be reformatted once the text has been agreed*)

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## 10. Background Papers:

10.1 [Key policies and documents - PPP \(publicprotectionpartnership.org.uk\)](https://publicprotectionpartnership.org.uk)

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**Subject to Call-In:**

Yes:  No:

The item is due to be referred to Council for final approval

Delays in implementation could have serious financial implications for the Council

Delays in implementation could compromise the Council's position

Considered or reviewed by Overview and Scrutiny Management Committee or associated Task Groups within preceding six months

Item is Urgent Key Decision

Report is to note only

**Wards affected:** All Wards

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