



LEAD MEMBER FOR COMMUNITY SERVICES

DECISIONS to be made by the Lead Member for Community Services,
Councillor Chris Dowling

WEDNESDAY, 14 DECEMBER 2016 AT 10.00 AM

CC1, COUNTY HALL, LEWES

AGENDA

- 1 Decisions made by the Lead Cabinet Member on 23 November 2016 (*Pages 3 - 4*)
- 2 Disclosure of Interests
Disclosure by all Members present of personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- 3 Urgent items
Notification of any items which the Lead Member considers urgent and proposes to take at the appropriate part of the agenda.
- 4 Petition to reduce the 60mph national speed limit to 40mph on the B2188 from the Lye Green junction to Florence Corner junction in Groombridge (*Pages 5 - 10*)
Report by the Director of Communities, Economy and Transport
- 5 Fees for services at Southover Grange Registration Office (*Pages 11 - 14*)
Report by the Director of Communities, Economy and Transport
- 6 East Sussex Against Scams Partnership (*Pages 15 - 20*)
Report by the Director of Communities, Economy and Transport
- 7 Any urgent items previously notified under agenda item 3

PHILIP BAKER
Assistant Chief Executive
County Hall, St Anne's Crescent
LEWES BN7 1UE

6 December 2016

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LEAD MEMBER FOR COMMUNITY SERVICES

DECISIONS made by the Lead Member for Community Services, Councillor Chris Dowling, on 23 November 2016 at County Hall, Lewes

23 DECISIONS MADE BY THE LEAD CABINET MEMBER ON 26 OCTOBER 2016

23.1 RESOLVED to approve as a correct record the minutes of the meeting held on 26 October 2016.

24 REPORTS

24.1 Reports referred to in the minutes below are contained in the minute book.

25 EASTBOURNE TOWN CENTRE IMPROVEMENT SCHEME - TEMPORARY RELOCATION OF BUS STOPS IN CORNFIELD ROAD

25.1 The Lead Member considered a report by the Director of Communities, Economy and Transport. Officers confirmed that following publication of the report, discussions with the bus operators had led to an amended proposal, moving only one bus stop into Cornfield Road, and extending an existing bus stand outside the Arndale Centre. The revised proposal will result in no loss of disabled parking spaces. An updated plan was provided and is included in the minute book.

25.2 The following people spoke to raise concerns regarding the wider issue of buses in Cornfield and Gildredge Roads:

- Christina Ewbank on behalf of the Eastbourne Chamber of Commerce
- Paul Denness, local trader

DECISION

25.3 RESOLVED to (1) note the representations received from the formal notice procedure undertaken in September 2016 for the temporary relocation of the bus stops from the northern footway of Terminus Road to Cornfield Road in Eastbourne; and

(2) approve the placement of one temporary bus stop in Cornfield Road to facilitate the construction of the Arndale shopping centre extension and the Eastbourne Town Centre Improvement Scheme.

Reasons

25.4 The Eastbourne Town Centre Improvement Scheme on Terminus Road and Cornfield Road will complement the extension to the Arndale shopping centre. During the construction works on Terminus Road, it is necessary to temporarily relocate the existing bus stops on the northern footway which serve eastbound bus services, in order to minimise disruption for bus passengers and maintain the existing bus service timetable.

26 SCHOOL KEEP CLEAR MARKINGS AND MANDATORY CYCLE LANES WORKING PRACTICE

26.1 The Lead Member considered a report by the Director of Communities, Economy and Transport, together with an amended Appendix 3, as between publication of the agenda and the meeting the Department for Transport clarified the position in regards to enforcement of School Keep Clear markings and Mandatory With Flow Cycle Lanes. It was previously understood that under the new regulations these restrictions could be introduced without a Traffic Regulation Order and enforced under Civil Parking Enforcement. This is not the case and it has been confirmed that only the Police are able to enforce these restrictions if they are introduced without a Traffic Regulation Order.

DECISION

26.2 RESOLVED to (1) note the recommendations; and

(2) approve the new working practice for the introduction of enforceable School Keep Clear markings and With Flow Mandatory Cycle Lanes as permitted by relaxations in the 2016 Traffic Signing Regulations.

Reasons

26.3 The new relaxations allow local authorities to deliver local solutions within shorter timeframes and at less cost. Having a standard procedure in place ensures constancy in application and fairness in respect to adequately publicising any changes. It is up to the traffic authority to justify the decisions they make on the roads they are responsible for. An approved process will provide officers with support in the event of challenge.

Committee:	Lead Cabinet Member for Community Services
Date:	14 December 2016
Report By:	Director of Communities, Economy and Transport
Title of Report:	Petition to Reduce the National Speed Limit of 60mph to 40mph on the B2188 Road from the Lye Green Junction to the Florence Corner Junction in Groombridge
Purpose of Report:	To consider the petition for a reduced speed limit on this part of the B2188 Cherry Gardens Hill

RECOMMENDATIONS: The Lead Member is recommended to:

- (1) Advise the petitioners that a reduced speed limit on this part of the B2188 Cherry Gardens Hill is not a priority for the County Council at the present time.**
 - (2) Withyham Parish Council may wish to consider part funding a lower speed limit on this part of the B2188 through the Community Match fund scheme.**
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1. Background Information.

1.1 At the County Council meeting on 18 October 2016 Councillor Whetstone presented a petition to the Chairman stating:

“We the undersigned being the residents and community of the Cherry Gardens and Hendall Hill area of East Sussex; do petition the East Sussex Council to reduce the speed limit from the National Limit of 60mph down to 40mph on the section of the B2188 road from Lye Green junction to the Florence Corner junction, in Groombridge”.

1.2 A copy of the petition is available in the Members’ Room. Standing Orders provide that where the Chairman considers it appropriate petitions are considered by the relevant Committee or Lead Member and a spokesperson for the petitioners is invited to address the Committee. The Chairman has referred this petition to the Lead Member for Community Services.

2. Supporting Information

2.1 The predominant factors the County Council considers when determining an appropriate speed limit are the number of properties that are clearly visible to drivers and the average speed of traffic already using the road. The petition is requesting a reduction of the national speed limit on the B2188 between Florence Corner in Groombridge and the existing Lye Green 40mph speed limit. A Location Plan indicating the length of the road where the lower speed limit is requested is included in Appendix 1.

2.2 The 40mph limit in Lye Green forms part of the zonal Ashdown Forest speed limit that was introduced as part of the strategy to remove fences and return the forest to open grazing. The speed limit in the Ashdown Forest has not been entirely successful as the majority of drivers continue to travel above the posted speed limit on many of the more rural parts of the forest.

2.3 It is recognised nationally that the majority of drivers travel at the speed they consider to be safe for the conditions of the road. The part of the B2188 between Florence Corner and the Lye Green 40mph speed limit is predominantly rural in nature with only a small number of properties fronting the road and clearly visible to drivers over relatively short lengths of the road. As a result of its rural appearance a signed speed limit would be unlikely to reduce vehicle speeds in accordance with a 40mph speed limit. The research that has been carried out nationally indicates that speed limits that are introduced with signs and lines alone only reduce the average speed of the traffic by about 1 or 2mph. This is also the County Council’s experience from the speed limit review work that has been carried out in East Sussex.

2.4 The crash data provided to the County Council by the Police indicates that there have been four slight injury crashes and one serious injury crash in the latest 3 years on the part of the B2188 where the 40mph speed limit is being requested. A plan indicating the location and severity of the crashes is included in Appendix 2.

2.5 At the present time the County Council has very limited funding available for road safety including lower speed limits. The capital funding that is available for speed management work is from the Public Health fund which will be targeted at “reducing killed or serious injury crashes”.

2.6 The B2188 Cherry Gardens Hill will be prioritised along with all of the other roads in the County to establish whether it is a priority for action in 2017/2018 financial year. However, as the majority of the crashes on the B2188 are slight injury crashes it is not considered likely to be a priority for action from the Public Health fund.

2.7 The Road Safety Team would not object in principle to a lower speed limit on this part of the B2188 if speed surveys indicated that a reduced limit would be effective. There is presently no speed data available for this part of the B2188 but, if Withyham Parish Council wish to consider making an application through the County Council’s Community Match fund scheme the Road Safety Team will share the cost of two surveys which would be around £700.

2.8 If the Parish Council do wish to consider making an application for a lower speed limit on the B2188 Cherry Gardens Hill through the County Council’s Community Match fund, at this stage it is difficult to be certain how much a scheme would cost. The speed surveys would help us to agree the most appropriate approach with Withyham Parish Council and Sussex Police. They would also help us to get a better idea of how much a lower speed limit is likely to cost but, from our experience in other locations, it is likely to be in the region of £5,000 to £10,000 if no physically engineered measures are required.

2.9 It would not be appropriate to introduce solid white lines to prevent overtaking as the B2188 is relatively narrow and solid white lines cannot be used on roads under 6.1m wide. To introduce ‘no overtaking’ signs requires a Traffic Regulation Order (TRO). This process is relatively expensive and can take many months to complete as we have to carry out various consultations and follow a statutory procedure. At the present time the County Council have very limited resources available for Road Safety so it is important that the resources that we do have available are targeted at locations that offer the most benefit in terms of their contribution towards casualty reduction. None of the crashes on the B2188 involve overtaking so a TRO here is not a priority.

2.10 The concerns that are raised in respect to the poorly maintained catseyes and centre line have been reported to the County Council’s Asset Management Team.

3. Conclusion and Reason for Recommendation

3.1 The B2188 Cherry Gardens Hill will be prioritised along with all of the other roads in the County to establish whether it is a priority for action in 2017/2018 financial year. However, as only one of the crashes was a serious injury crash it is not a priority for the Road Safety Team and it is unlikely to be a priority for action from the Public Health fund.

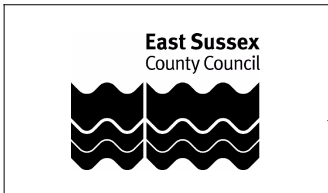
3.2 If Withyham Parish Council would like to consider lowering the speed limit through the County Council’s Community Match initiative it is recommended that they initially contact the Road Safety Team to arrange for two speed surveys to be carried out. The surveys will help us to make a more detailed assessment as to whether a lower speed limit would help to improve road safety on this part of the B2188 Cherry Gardens Hill.

RUPERT CLUBB
Director of Communities, Economy and Transport

Contract Officer: Michael Higgs
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Email: Michael.Higgs@eastsussex.gov.uk

LOCAL MEMBER
Councillor Whetstone

BACKGROUND DOCUMENTS
None



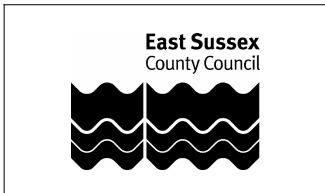
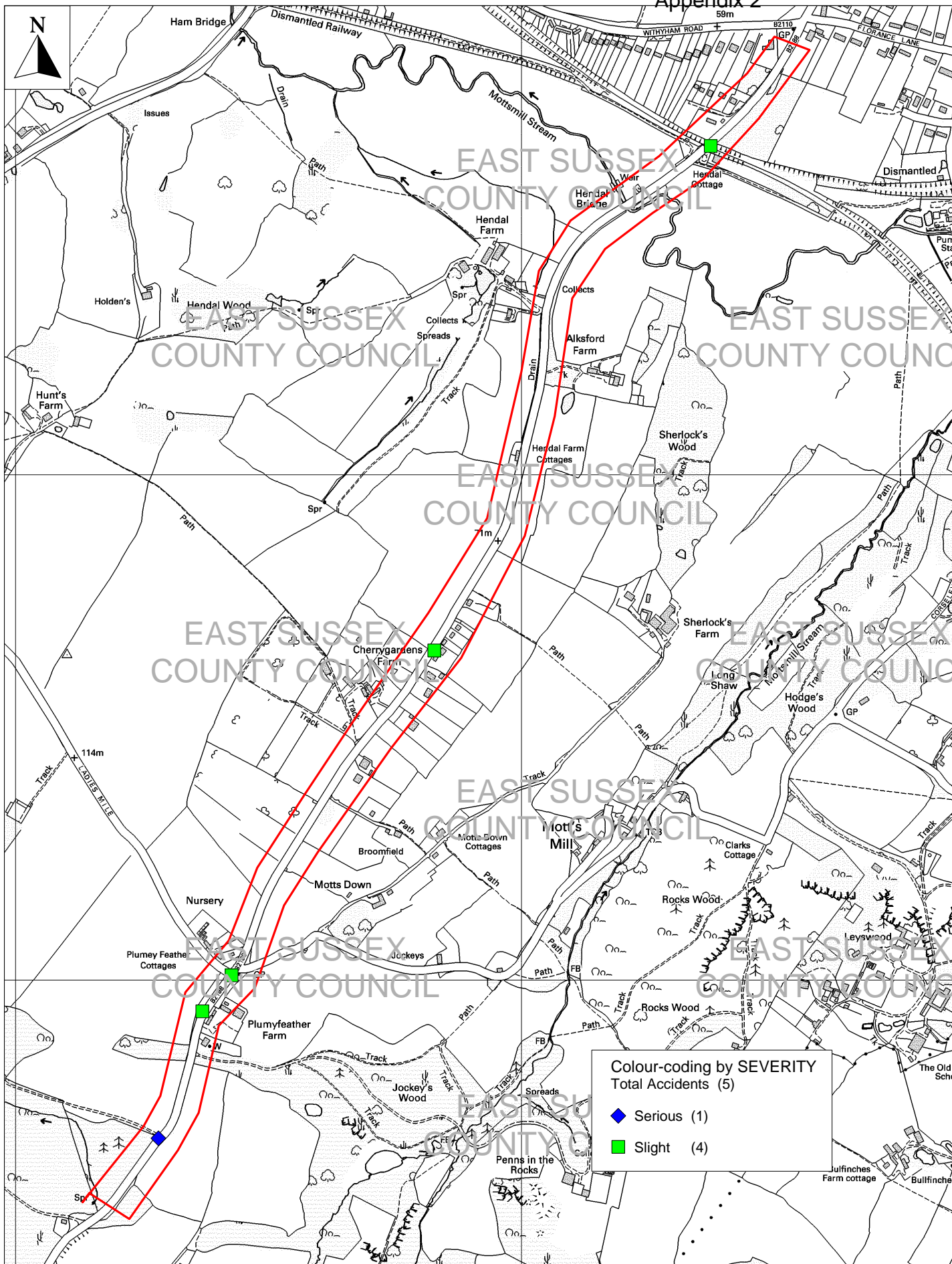
East Sussex
County Council

B2188 Cherry Garden Hill
Location Plan

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SCALE	1 : 10000
DATE	24/11/2016
DRAWING NO.	
DRAWN BY	MJH
ORIGINAL SIZE	A4

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B2188 Cherry Gardens Hill - Crash Data
Crashes between 01/09/2013 and 31/08/2016
Type of Crash : Injury Only

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SCALE	1 : 10000
DATE	23/11/2016
DRAWING NO.	
DRAWN BY	MJH
ORIGINAL SIZE	A4

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Report to: Lead Cabinet Member for Community Services
Date of meeting: 14 December 2016
By: Director of Communities, Economy and Transport
Title: Fees for services at Southover Grange Registration Office
Purpose: To enable the Registration Service to charge appropriate fees for the use of services at Southover Grange

RECOMMENDATIONS: The Lead Member is recommended to:

- (1) Approve the proposed fees for peripheral services at Southover Grange for 2017/18 and 2018/19;
 - (2) Approve the proposal to charge for Friday ceremonies at the same rate as Saturdays and Sundays at Southover Grange; and
 - (3) Approve the amendment to the pricing structure for the community use hire room at Southover Grange.
-

1. Background Information

1.1. The Registration Service has achieved each of its surplus budget targets over the last four years as part of the council-wide Medium Term Financial Plan (MTFP) savings. The Registration Service is targeted to increase its current surplus target again by £60k in 2017/18.

1.2. The Registration Service is preparing to operate its Lewes office from the refurbished Southover Grange from the spring of 2017. Due to the unique nature and surroundings of that building it the service is seeking to capitalise on the income generating opportunities this creates.

1.3. Staffing and accommodation costs for the service will be approximately £75k higher in 2017/18 due to the relocation of the Hastings registration office during 2015/16 and the commencement of operations from the refurbished Southover Grange. The service must therefore take every opportunity to maximise its income streams to achieve its stretching 2017/18 surplus target of £259,900.

1.4 Separately, further analysis has shown that the prices approved at the Lead Member meeting in December 2015 for the community use hire room need to be revised in order to ensure that the opportunities from this space are maximised.

2. Supporting Information

2.1. The Registration Service has sought VAT advice from HM Revenue and Customs (HMRC) following a number of recent first tier tribunals relating to peripheral services offered at weddings, particularly *Blue Chip Hotels Ltd v HMRC* [2016]. The advice from HMRC is that if a customer purchases any peripheral service that is more than just their statutory ceremony, then everything they purchase becomes subject to VAT, including the ceremony itself.

2.2. Due to the HMRC ruling it was felt that the best way to offer these services is to build them up into three incremental 'off-the-shelf' packages, each with a distinct all-inclusive fee, which negates the need for the service's staff to back-charge VAT on a ceremony which was initially purchased as a standalone item, but which is then converted into a ceremony plus add-on services. The proposed fees for these packages are detailed in Appendix 1.

2.3. The three component parts of the peripheral services which make up the packages within the proposals are as follows:

- 2.3.1 'VIP Lounge'. This service will comprise of exclusive use of the first floor VIP Lounge for up to six adults for 45 minutes before the ceremony, inclusive of a glass of champagne each. The wedding party will be taken up to the room via an alternative entrance so their guests won't see them arrive. Their pre-ceremony registrar interview will be held there in private, last minute appearance touch-ups can be made, and then photos can be taken in the room, along the landing and as they descend the staircase into the ceremony suite. A non-alcoholic drink will also be available.

2.3.2 'Drinks Toasts'. This service will provide a 'Drinks Toast' for the couple and all their guests in the Newton Room. This service will mean that straight after the ceremony concludes, before guests depart into the Gardens for photographs, the entire wedding congregation will be shown into the Newton Room for a stand-up drinks reception where they will each be given up to two glasses of Prosecco to toast the newly married couple for 30-45 minutes. A non-alcoholic drink will also be available.

2.3.3 'Exclusive Reception Hire'. This service will provide the couple with the option of booking the Newton Room for their wedding reception. This service will be available all day long Sunday to Thursday and from 4pm onwards on Fridays and Saturdays and will provide the wedding party with exclusive access to the Grange for up to five hours. The catering provision will be a private contractual arrangement between the couple and the caterer, whom the couple select from a list of approved caterers who the service will pre-vet. There will be no loud music, dancing or boisterous partying allowed. No other ceremonies will be able to use the building for the period of the reception hire. The proposal will never see the building close past 9pm. The Registration Service will provide a supervisor on site at all times to oversee compliance of the service's rules and to provide comfort to the license holder and the council that the building is secure at all times and that alcohol consumption laws are being adhered to by the catering company.

2.4 There is a further proposal for the fee structure at Southover Grange, and this is to charge for Friday ceremonies at the same rate as Saturdays and Sundays. The reason for this proposed change is that Fridays are becoming increasingly popular days for weddings, particularly in the Register Offices, and it is no longer practical to perform the number of weddings using the office staff as they need to perform their Life Events appointments. As a result it is becoming increasingly common for Ceremonies Registrars to be called in to perform these ceremonies, which means the cost base of Friday weddings is becoming similar to the cost base on the weekends. This proposal cannot be brought in for the 2017/18 financial year as wedding fees are agreed two years in advance by Cabinet, and would therefore be implemented in the 2018/19 financial year.

2.5 A countrywide proposal will be considered by Cabinet in February 2017 to charge for Friday ceremonies at the same rate as Saturdays and Sundays. However, we require this proposed change to be considered earlier for Southover Grange, so that there is clarity over the fees structure when we start to take bookings early in 2017.

2.6 Separately from the above arrangements the hiring of the community use room at Southover Grange was approved at the Lead Member meeting on 15 December 2015, at a set price of £50 for the first hour, plus £15 per hour thereafter. This is now viewed as too simplistic a fee structure for this provision. The new fee proposal for the hire of the community use room is attached at Appendix 1.

2.7 The proposal is to charge a flat rate of £15 per hour for daytime hire because there will be no need for the Registration Service to bring in extra staff to manage this as the building will be open in any case. For hires after 5pm there will be a surcharge of £50 to cover the cost of a building supervisor who will be contracted on a three hour minimum claim basis. The room will not be available for hire on weekends or bank holidays as it will be required for wedding services. All hires will be subject to a £100 security deposit which will be withheld if there is damage to the property or if any of the terms of the hire are not observed. None of these fees attract VAT.

3 Conclusion and reasons for recommendations

3.1 The Lead Member is therefore recommended to approve the peripheral fee proposals which will enable the Registration Service to commence taking bookings for these services alongside ceremonies early in the New Year, approve the proposal to charge for Friday ceremonies at the same rate as Saturdays and Sundays at Southover Grange and approve the new fee schedule for the hire of the community use room, also enabling bookings for this to begin being taken in the New Year.

RUPERT CLUBB

Director of Communities, Economy and Transport

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LOCAL MEMBERS: Cllr O'Keeffe

BACKGROUND DOCUMENTS: None

Appendix 1

Southover Grange Proposed Pricing Structure

	Non-VAT'able alone	Everything becomes VAT'able if any package bought, including the ceremony		
Packages 2017/18	Marriage Ceremony	VIP Package	Premium Package	Exclusive Package
Whats included?	Marriage Ceremony Only	Champagne VIP Lounge & Marriage Ceremony	Champagne VIP Lounge, Marriage Ceremony & Drinks Toast	Champagne VIP Lounge, Ceremony & Exclusive Reception Room Hire
Evelyn Room (Capacity 30)				
Mon-Thu	£275.00	£429.00	£799.00	£1,429.00
Friday	£300.00	£459.00	£829.00	£1,459.00
Sat & Sun	£400.00	£599.00	£999.00	£1,599.00
Bank Holidays	£525.00	£769.00	£1,199.00	£1,969.00
Ainsworth Room (Capacity 60)				
Mon-Thu	£325.00	£489.00	£1,129.00	N/A
Friday	£350.00	£519.00	£1,159.00	
Sat & Sun	£450.00	£659.00	£1,329.00	
Bank Holidays	£575.00	£829.00	£1,609.00	
LM Decision:	Already approved by LM	To be approved	To be approved	To be approved

	Non-VAT'able alone	Everything becomes VAT'able if any package bought, including the ceremony		
Packages 2018/19	Marriage Ceremony	VIP Package	Premium Package	Exclusive Package
Whats included?	Marriage Ceremony Only	Champagne VIP Lounge & Marriage Ceremony	Champagne VIP Lounge, Marriage Ceremony & Drinks Toast	VIP Lounge, Marriage Ceremony & Exclusive Reception Room Hire
Evelyn Room (Capacity 30)				
Mon-Thu	£300.00	£459.00	£829.00	£1,459.00
Fri-Sun	£425.00	£629.00	£1,029.00	£1,629.00
Bank Holidays	£550.00	£799.00	£1,219.00	£1,999.00
Ainsworth Room (Capacity 60)				
Mon-Thu	£350.00	£519.00	£1,159.00	N/A
Fri-Sun	£475.00	£689.00	£1,359.00	
Bank Holidays	£600.00	£859.00	£1,639.00	
LM Decision:	To be approved	To be approved	To be approved	To be approved

Notes:

All prices in the yellow area above are shown inclusive of VAT at the standard rate of 20%.

All Drinks Toasts & Receptions take place in the Newton Room regardless of which ceremony room is purchased

Drinks Toast is Prosecco only (and a non-alcoholic substitute for non-drinkers and children)

Drinks Toast will include enough for 2 x drinks for the maximum capacity of the ceremony room being used

It is not possible to have the Drinks Toast and the Reception together as the caterers need to prepare room beforehand

The Reception will not be offered to Ainsworth Room customers as the Newton Room cannot seat 60 guests for the Reception

The proposal is to abolish the separate Friday prices and incorporate Friday into the weekend price from 2018/19 onwards

Community Use Hire - Newton Room			
	Upfront Cost	Hourly Charge	Notes
Refundable Deposit for all hires	£100		Not returned if damages or left untidy
Weekdays 9am-5pm	Nil	£15 per hour	No supervisor present but staff in building
Weekdays 5pm-9pm	£50	£15 per hour	Supervisor will be present for duration
Weekend Hire	N/A	N/A	Not available due to wedding bookings
Priority for the Newton Room is for ceremonies peripheral services, so the hire room will only be available when there is no ceremony booked in the building at the same time. Accordingly, bookings will only be taken for the community use hire room no more than 3 months in advance of the hire date.			
HMRC have confirmed no VAT is payable on this service			
Parties and loud music will not be permitted as it is not in keeping with the character of the building			

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Report to: Lead Member for Community Services

Date of meeting: 14 December 2016

By: Director of Communities, Economy and Transport

Title: East Sussex Against Scams Partnership

Purpose: It is proposed that Trading Standards and the Safer Communities team will establish an East Sussex Against Scams Partnership. The partnership will raise awareness about the different forms of mass marketing scams currently being experienced by many East Sussex residents and will help protect people in vulnerable circumstances against scams.

RECOMMENDATIONS: The Lead Member is recommended to:

- (1) Agree to the establishment of the East Sussex Against Scams Partnership; and**
 - (2) Agree that East Sussex County Council become one of the flagship “Friends Against Scams” local authorities and that Members are invited to become an East Sussex “Scambassador” as part of the Friends Against Scams network.**
-

1 Background Information

1.1 The East Sussex Against Scams Partnership (‘ESASP’) project will be supported by the National Trading Standards (‘NTS’) Scams Team, as East Sussex is a pilot area for ‘Against Scams’ Partnerships. The NTS Scams Team is funded by central government and is hosted by East Sussex County Council.

1.2 Scams cause victims to part with their money and personal details by intimidating them or promising cash, prizes, services and fictitious high returns on investments. Scams are fraud.

1.3 A mass marketing scam is a misleading or deceptive business practice where the person receives an unsolicited or uninvited contact (e.g. by letter, email, phone or advertisement) and false promises are made to con the victim out of money. Each year scams cause approximately between £5 and £10 Billion worth of detriment to UK consumers. Scams also have a substantial impact on economies and markets by undermining consumer trust and confidence in legitimate businesses.

1.4 The NTS Scams Team has recently selected East Sussex as a pilot area to roll out the ESASP initiative. The project is being led by the NTS Scams Team and East Sussex Trading Standards with assistance from the Safer Communities Team. There are two other partnerships in the UK: one in the Isle of Wight and the other in Wales, and more will follow. The ESASP is planned to be the flagship pilot project, one that can be rolled out to other UK local authorities with whom the NTS Scams Team already has partnership agreements in place.

1.5 The aim of the ESASP is to bring together organisations from the public and private sectors, the voluntary sector, community groups and residents. It aims, over the next six months, to raise a concerted and heightened awareness about the different sorts of mass marketing scams being experienced by many East Sussex residents and to help protect people in vulnerable circumstances against scams. Each organisation will be asked to sign up to a Charter, indicating their willingness to work together in partnership. The Charter commitments are at appendix 1 and the Charter to be signed is at appendix 2. The ESASP will work with Charter partners to share key messages and avoid duplication. The partnership will then be imbedded in organisations into the future.

1.6 The ESASP also aims to reach people in vulnerable circumstances, especially those who are the most socially isolated. To help facilitate this, ESCC Trading Standards will use several tools, which are also being used nationally, to help deliver and support the work of Charter partner member organisations. A major feature of the ESASP will be to deliver “Friends Against Scams” training. This is designed to inspire action in partners, highlight the scale of the scams problem, change the perceptions of why people fall for scams and make scams a community, regional and national topic. Further information can be found at www.friendsagainstscams.org.uk

1.7 Another key element of ESASP will be to encourage MPs, Councillors, and community leaders to become ‘Scambassadors’ as part of the Friends Against Scams initiative. ‘Scambassadors’ will help raise

the profile of the problem of fraud and financial scams at a local and national level. The initiative aims to protect and prevent people from becoming victims of scams by empowering communities to take a stand against scams.

1.8 The project supports the County Council's priorities of keeping vulnerable people safe and helping people help themselves.

2 Supporting Information

2.1 As part of the Sussex Older People's Commission "Big Conversation", 6,160 concerns were captured. One of older people's main concerns in Sussex was Scams and Nuisance calls.

2.2 East Sussex has an elderly age profile with 23% of the population of pensionable age in 2010, compared to 17% in England and Wales. Nearly 12% of the population is aged 75+, compared to 8% regionally and nationally. Most of the projected population growth (2010-2026) is in post-retirement age groups. The over 65s may represent 31% of the total population in 2026 and the very elderly aged 75+ may account for 17% of the population.

2.3 The average scam victim is 75 years old. Isolation and lack of communication with family and friends or lack of reporting channels can make older people more vulnerable to scams and fraud. A lack of physical mobility and other disabilities can also increase vulnerability. The ESASP aims to build resilience and prevent people from becoming victims in the future. If scams are not reduced in the County, the County Council could see a huge burden being placed on the local authority to support these victims of fraud and financial abuse. There are intrinsic links with Adult Social Care in this field. The Care Act requires local authorities to consider what can be done to prevent, delay or reduce individuals social care needs now and in the future. If people are financially abused within their own homes e.g. people are scammed, local authorities are required to make enquiries. If someone is defrauded in their own home they are 2.5 times more likely to go into residential care within a year than their non-defrauded neighbours.

Community Safety Issues

2.4 Research by Age UK estimates that 53% of people aged 65 plus have been targeted by criminal scammers. Of the East Sussex population, this would mean circa 72,093 people.

2.5 Financial losses, however, do not fully reflect all of the costs that scam victims often bear. For some victims, the risks extend well beyond loss of personal savings to include physical risks, loss of their homes, depression, and even contemplated, attempted, or actual suicide.

3 Conclusion and Reasons for Recommendations

3.1 The ESASP is a community pledge asking East Sussex residents to take action in helping to protect people in the County from scams. Scams are fraud and fraud is a crime. Organisations and groups will be asked to sign up to a Charter as partners and help deliver initiatives to "take a stand against scams". The problem is immense and it needs a multi-agency approach to tackle it, and to protect our communities, specifically consumers who are made vulnerable by their circumstances.

3.2 The Lead Member is therefore recommended to agree that East Sussex County Council become one of the flagship "Friends Against Scams" local authorities and that Members are invited to become an East Sussex "Scambassador" as part of the Friends Against Scams network.

RUPERT CLUBB

Director of Communities, Economy and Transport

Contact Officer: Louise Baxter

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Email: louise.baxter@eastsussex.gov.uk

LOCAL MEMBERS

All

BACKGROUND DOCUMENTS

None

* Current population 544,100. It is estimated that a quarter of these people are over 65, which equates to 136,025. 53% of 136,025 is 76,093. www.eastsussexinfofigures.org.uk



East Sussex Against Scams Partnership - Charter commitments

Partners pledge to undertake activities to meet their commitments under the Charter. Below is a list of suggested activities from which to choose; please add others if you consider they are more appropriate. Charter Partner commitments will be captured in individual action plans which will require periodic progress updates. Joint working county-wide initiatives will be captured within an East Sussex Action Plan and shared with other Charter Partners.

- (1) Promote the East Sussex Against Scams Partnership Charter to at least five other organisations or groups within East Sussex.
- (2) Use notice boards and electronic displays to highlight updates about current scams and tips on how to avoid them. Be clear in communications that scams are fraud, and fraud is a crime.
- (3) Share the following information with everyone you talk to about scams:

For support and advice on scams, call the Citizens Advice Consumer Service on **03454 040506**

For suspected abuse, call Adult Social Care on **0345 60 80 191**

For an immediate Police response, call **999**; for a non-emergency response, call **101**

To report a fraud, or suspected fraud, call Action Fraud on **0300 123 2040**

- (4) Re-tweet scam-related messages and alerts from the National Trading Standards Scams Team and other ESASP Charter Partners.
- (5) Feature ESASP/scam-related support information on the front page of your website and/or in any internal communications.
- (6) Schedule Friends Against Scams awareness raising sessions and promote to at least five other businesses, organisations, groups, societies, clubs etc. within East Sussex.
- (7) Display Friends Against Scams awareness raising literature and posters in public areas, e.g. waiting rooms, receptions etc. or at meetings / events / exhibitions.
- (8) Identify potential SCAMchampions ie people who could run Friends Against Scams awareness raising sessions.
- (9) Promote the issue of scams being fraud and fraud is a crime at every meeting of trustees, managers, staff, volunteers etc.
- (10) Sponsor public Friends Against Scams awareness raising sessions by providing meeting rooms;
- (11) Promote opportunities for staff to volunteer at scam-related events e.g. man stands, distribute leaflets, support workshops, deliver Friends Against Scams awareness raising sessions etc.



- (12) Use Twitter and Facebook as channels for instant messaging on scam issues.
- (13) Sign people up to become Mail Marshals.
- (14) Help local councillors/community leaders set up workshops about scams which they can hold in community centres in their ward.
- (15) Send scam awareness resources to other frontline workers / staff / volunteers in the region to educate their consumers/clients about scams.
- (16) Run a simple survey or poll asking what scams people have been targeted by, giving you useful statistics to highlight priorities in your scam-fighting work. Invite people to tell their stories to warn and protect others.
- (17) Write articles and target specialist local publications such as council newsletters, carers' magazines, housing association newsletters etc.

The following suggested activities will require input and support from other ESASP Charter Partners. The ESASP aims to draw upon shared key messages, and avoid duplication of effort by focusing resources on joint initiatives that can be supported by a range of ESASP Charter partners:

- (18) Write a press release to local media about how you are supporting the ESASP.
- (19) Contact prospective SCAMBassadors e.g. local MPs, celebrities highlighting the ESASP asking if they would be prepared to add their influence to support aspects of the county-wide Action Plan.
- (20) Get a slot on a local radio station highlighting scams / the ESASP.
- (21) Hold ESASP-related events e.g. set up a stall at a public venue e.g. within libraries, schools and colleges, shopping centres, sheltered housing / care homes, lunch clubs, community centres etc.
- (22) Offer services or resources to support the ESASP (e.g. marketing, IT), or provide resources to other Charter Partners (e.g. provide meeting venues and/or refreshments, photocopying services, fund leaflets etc.).
- (23) Plan and carry out a media campaign to run for the duration of the ESASP (which will become business as usual but is currently going through a pilot phase). Pick several examples of current or well-known scams and highlight them weekly by using case studies.
- (24) Hold a workshop or roundtable event with other agencies / organisations / groups to discuss how you can work better together in combating scams. Look to build a network where information can be exchanged and distributed.
- (25) If you have expertise in grant funding applications or access to community funding, work with other Charter Partners to create a community or county-wide initiative to continue raising awareness about scams.



East Sussex Against Scams Partnership Charter

The East Sussex Against Scams Partnership (ESASP) is a partnership of organisations committed to taking a stand against scams and aims to make East Sussex a scam-free county.

Scams are fraud and fraud is crime. Being a victim of this crime can have devastating impacts upon people. These crimes are targeted at people in our communities that are vulnerable for a variety of reasons, including poverty, isolation, frailty, cognitive impairment, and because they are specifically targeted.

- 53% of people aged 65+ have been targeted by scams and criminals (Action Fraud);
- Scams cost the UK between £5-10 billion each year (Annual Fraud Indicator);
- Anyone can be a scam victim, regardless of age, gender, education or economic background;
- Scam victims might not always admit (or be aware) that they are a victim of a scam. Only 5% of victims report the crime (Age UK 2015);
- Scams are the product of organised, predatory criminals who gain trust to exploit and steal money.

For support and advice on scams, call the Citizens Advice Consumer Service on **03454 040506**

For suspected abuse, call Adult Social Care on **0345 60 80 191**

For an immediate Police response, call **999**; for a non-emergency response, call **101**

To report a fraud, or suspected fraud, call Action Fraud on **0300 123 2040**

How are we going to do it?

The ESASP is united in taking a stand against scams and making East Sussex a hostile county to criminals. Join us in making a difference and commit to the Charter.

Charter party commitment:

We will work together in partnership to raise awareness of scams. Scams are fraud, and fraud is crime. Together we will Take a Stand against scams by assisting people to protect themselves, helping prevent people from being targeted by criminals; and identifying and supporting any victims of scams. We are committed to the Charter's three key aims:

1. Raising awareness and de-stigmatising scams

- Improve public awareness of scams and increase knowledge about the steps people can take to protect themselves;
- Remove any possible stigma and embarrassment about being a victim of scams and ensure victims are supported like victims of other crimes;
- Participate in the Friends Against Scams initiative, and run awareness raising sessions;
- Share consistent messaging to the public and media.

2. Prevention and protection

- Increase the protection that everyone, and especially people in vulnerable circumstances, should have against scams;
- Take steps to make it more difficult for people to be targeted by criminals;
- Introduce stronger barriers and safeguards on the mechanisms used by perpetrators to reach their victims.

3. Identification and recording

- Improve the identification of victims of scams and ensure they are offered appropriate support and access to justice;
- Introduce consistent definitions and recording of scams to aid understanding of the true scale of the impact of scams;
- Develop improved joint working and referral pathways between organisations and common support pathways for victims.

For further details on the Charter and how you can Take A Stand Against Scams, contact:

Elaine Bowdery, National Trading Standards Scams Team, c/o East Sussex Trading Standards

Telephone: 01323 463428 / 464444

E-mail: scamsteamadmin@eastsussex.gov.uk