



LEAD MEMBER FOR COMMUNITIES AND SAFETY

DECISIONS to be made by the Lead Member for Communities and Safety,
Councillor Bill Bentley

WEDNESDAY, 27 SEPTEMBER 2017 AT 2.00 PM

COMMITTEE ROOM, COUNTY HALL, LEWES

AGENDA

- 1 Decisions made by the Lead Cabinet Member on 1 September 2017 (*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 One way system and 20mph speed limit - Ashgate Road, Eastbourne (*Pages 5 - 12*)
Report by the Director of Communities, Economy and Transport
- 5 Provision of an on-street advisory disabled parking bay in Manor End, Uckfield (*Pages 13 - 24*)
Report by the Director of Communities, Economy and Transport
- 6 Business Advice & Support Partnership (BAASP) (*Pages 25 - 34*)
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

19 September 2017

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LEAD MEMBER FOR COMMUNITIES AND SAFETY

DECISIONS made by the Lead Member for Communities and Safety, Councillor Bill Bentley, on 1 September 2017 at County Hall, Lewes

12 DECISIONS MADE BY THE LEAD CABINET MEMBER ON 20 JULY 2017

12.1 The Lead Member confirmed as a correct record the minutes of the meeting held on 20 July 2017.

13 REPORTS

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

14 REGULATION OF INVESTIGATORY POWERS ACT (RIPA) UPDATE

14.1 The Lead Member considered a report by the Assistant Chief Executive.

14.2 The Lead Member requested a clarification regarding data protection, and the Assistant Chief Executive agreed to the addition of the following:

“All data will be kept in accordance with the Data Protection principles and the Council’s Information Governance policies.”

DECISIONS

14.3 RESOLVED (1) to note the County Council’s use of RIPA authorisations;

(2) to note the additional RIPA authorised officers and Designated Person; and

(3) to approve the amendments to the County Council’s RIPA Policy as set out in Appendix 1, with the additional amendment set out at 14.2 above.

Reasons

14.4 The policy on the use of surveillance and acquisition of data within the regulatory framework of RIPA has been updated to reflect staffing changes.

14.5 Online communication has grown and developed significantly over recent years. Use of details about individuals, groups or locations that are provided on social networking sites and other means of open communication between people using the internet and their mobile communication devices may require authorisation.

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Report to:	Lead Cabinet Member for Communities and Safety
Date of meeting:	27 September 2017
By:	Director of Communities, Economy and Transport
Title:	Petition for a One way system and 20mph speed limit – Ashgate Road, Eastbourne
Purpose:	To consider the need for a one way system, 20mph speed limit and additional parking places in Ashgate Road, Eastbourne

RECOMMENDATIONS: The Lead Member is recommended to advise the petitioners that:

- (1) A one way system on Ashgate Road is not a priority for the County Council at the present time;**
 - (2) The implementation of a 20mph speed limit is not a priority for the County Council at the present time; and**
 - (3) Additional parking places in the area specified cannot be provided by the County Council as the area in question is not public highway.**
-

1 Background Information

1.1 At the County Council meeting on 11 July 2017 Councillor Tutt presented a petition to the Chairman from a group of residents from the Ashgate Road area of Eastbourne. The group believe that the traffic situation around Ashgate Road requires urgent review with a view to:

- *Implement a one way system*
- *Reduce the current 30mph speed limit to 20mph and*
- *Provide additional residents parking by removing a grassed verge area*

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 Communities and Safety.

2 Supporting Information

2.1 Ashgate Road, Marsden Road, Etchingham Road and other roads in the area are covered by a 30mph speed limit as indicated by the system of street lighting in these roads. National legislation sets out how speed limits should be signed, and this legislation does not permit the use of 30mph repeater signs when a system of street lighting is in place by virtue of street lighting.

2.2 Langney Primary School is located within this area and accessed from Etchingham Road. Those attending the school could use a number of routes to get to the school, which includes those over which residents have raised their concerns.

2.3 The roads within this area are highly populated with a mixture of houses and flats, but with limited off-street parking places. Due to relatively narrow road widths and parking taking place on both sides of the road (particularly through Ashgate Road and Marsden Road), some vehicles park partly on the footway.

2.4 The latest three year crash data supplied by Sussex Police for the period up to 30 June 2017 shows that there have been two slight personal injury crashes in this area – one on Etchingham Road and one at the junction of Marsden Road and Langney Rise. The crashes were attributed to driver error and pedestrian error. The locations are marked on the plans at Appendix 1, shown in red circles. This does not include the cluster at the junction of Langney Rise and Pembury Road.

2.5 Concerns have previously been received by the County Council regarding vehicles parking on the footways and verges on the roads around the school. Proposals for additional parking restrictions and a footway and verge parking ban for Marsden Road, Redford Close and Etchingham Road were formally consulted on from 27 January 2017 as part of a parking review of Eastbourne. The proposals were approved at Planning Committee in June and it is hoped that all approved changes will be implemented on street by the end of September. The proposals do not extend into Ashgate Road as concerns specifically related to the area around the school. Once the restrictions are in place, Civil Enforcement Officers will be able to issue Fixed Penalty Notices to any vehicle parking in contravention of the restriction.

2.6 The County Council has a limited amount of funding to develop local transport improvements and we need to ensure that we target our resources to those schemes which will be of greatest benefit to our local communities. To help us prioritise the numerous requests for improvements we developed a process to determine which schemes should be funded through our Integrated Transport programme. The request for a one-way system, 20mph speed restriction and associated traffic calming measures has been assessed to determine if it might be a priority for future consideration. The proposal did not meet the benchmark score to enable it to be taken forward at this time.

2.7 The grassed area outside of Nos. 15-25 Ashgate Road is not designated as public highway and the County Council as Highway Authority does not have jurisdiction over the area. It is assumed that this is under the control of Eastbourne Borough Council and residents are advised to contact them with their request for this area to be converted into parking spaces for residents. Location plans and photographs can be found at Appendix 2.

2.8 In relation to concerns about dangerous driving, residents are advised to contact Sussex Police via their Operation Crackdown scheme.

3 Conclusion and Reasons for Recommendations

3.1 For the reasons contained within this report, it is therefore recommended that the Lead Member for Communities and Safety agrees that a one way system on Ashgate Road and the implementation of a 20mph speed limit is not a priority for the County Council at the present time and additional parking places in the area specified cannot be provided by the County Council as the area in question is not public highway.

RUPERT CLUBB

Director of Communities, Economy and Transport

Contact Officer: Victoria Bartholomew

Tel. No. 01424 724284

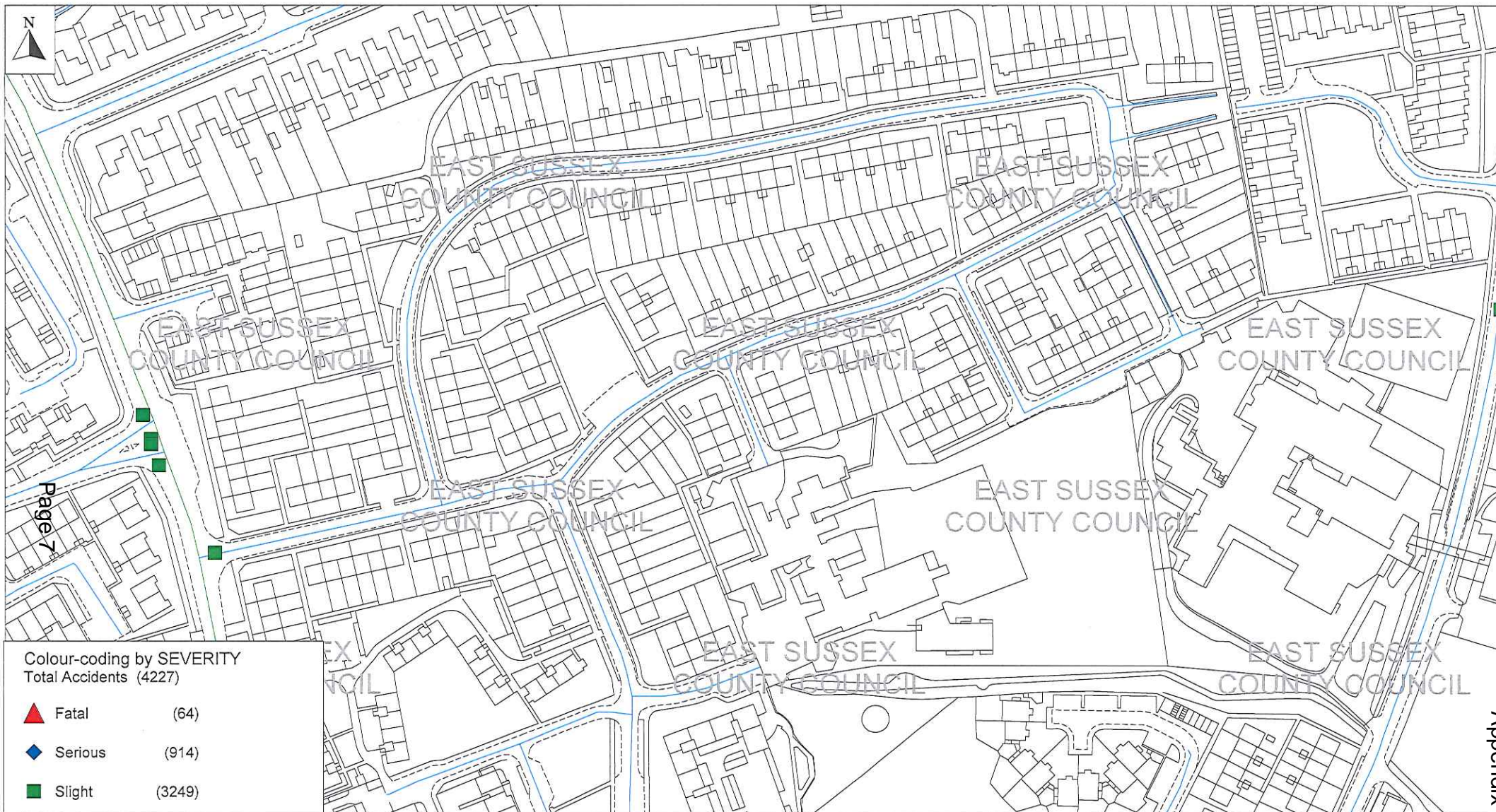
Email: victoria.bartholomew@eastsussex.gov.uk

LOCAL MEMBERS

Councillor Tutt

BACKGROUND DOCUMENTS

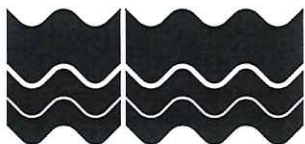
None



Colour-coding by SEVERITY
Total Accidents (4227)

- ▲ Fatal (64)
- ◆ Serious (914)
- Slight (3249)

East Sussex
County Council



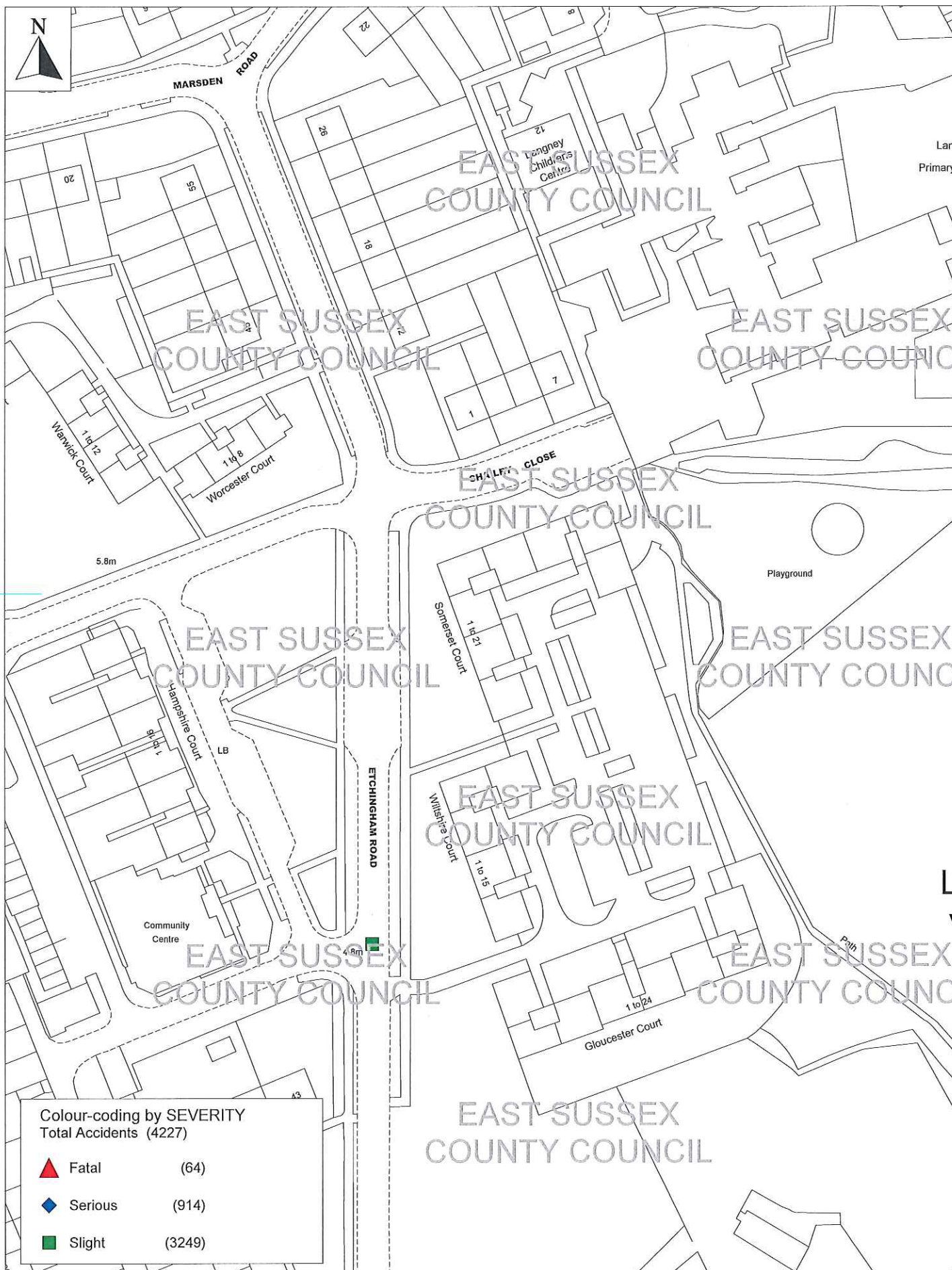
Crash locations - Ashgate Road, Eastbourne

Most Recent 36 Months Accident Data

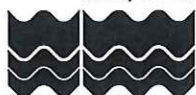
Type of Crashes:

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East Sussex County Council.
Licence No. 100019601. 2017

SCALE	1 : 2000
DATE	15/08/2017
DRAWING NO.	1
DRAWN BY	VCB
ORIGINAL SIZE	



East Sussex
County Council



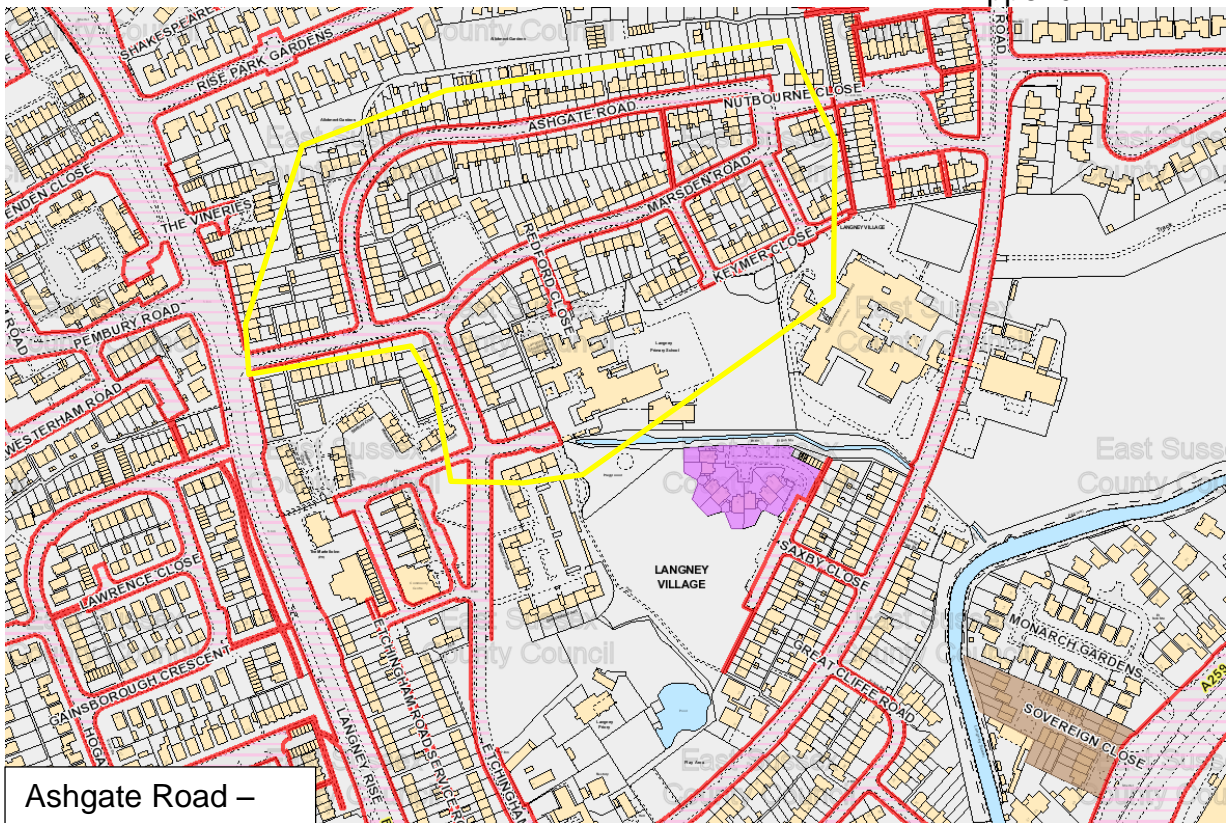
Crash locations - Ashgate Road, Eastbourne

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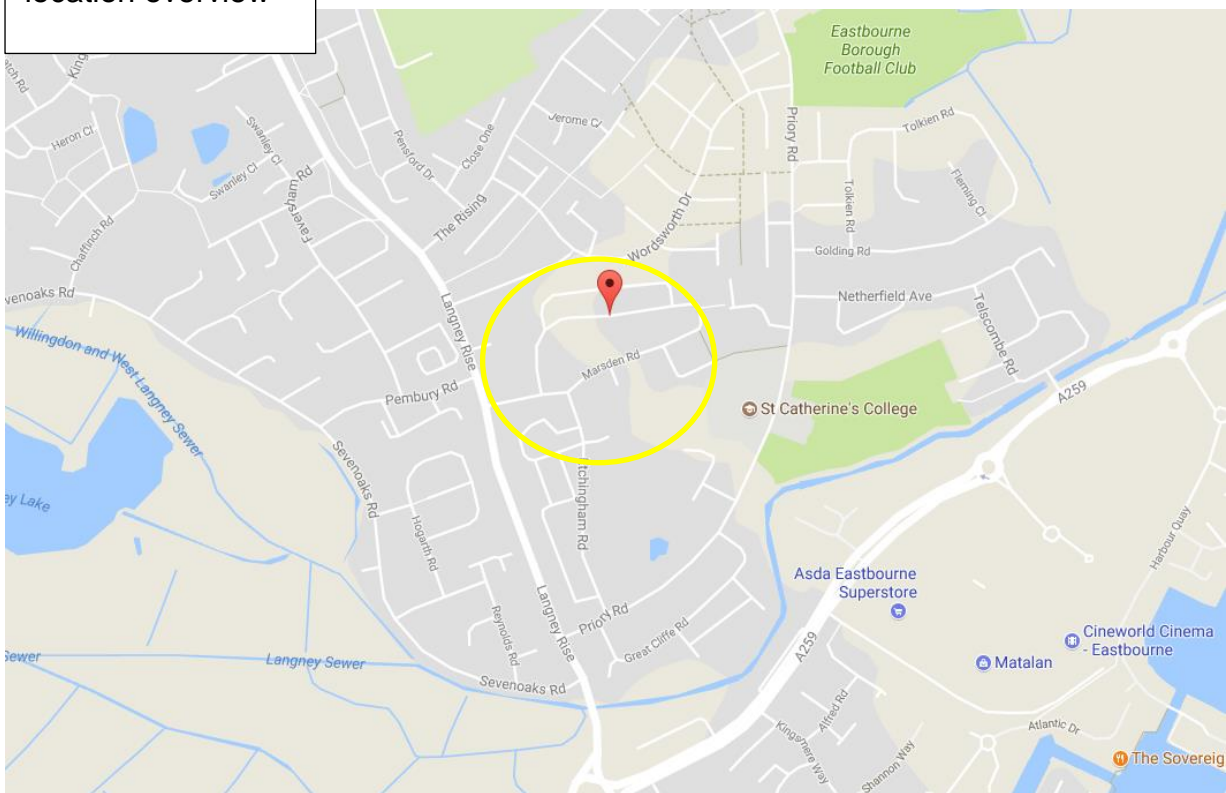
Type of Crash :

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SCALE	1 : 1000
DATE	15/08/2017
DRAWING NO.	2
DRAWN BY	VCB
ORIGINAL SIZE	



Ashgate Road –
location overview



Ashgate Road – requested location of verges
to be converted to residents parking





Ashgate Road, north-western side (Nos. 15-25) – request for grassed area to be converted to residents parking. Highway extent to rear of footway only.



Ashgate Road, south-eastern side (Nos. 14-20) – similar grassed area to north-west side. Highway extent to rear of footway only.



View westwards along Ashgate Road



View eastwards along Ashgate Road

Report to: Lead Cabinet Member for Communities and Safety

Date of meeting: 27 September 2017

By: Director of Communities, Economy and Transport

Title: Provision of an on-street advisory disabled parking bay in Manor End, Uckfield

Purpose: To consider an objection received to the provision of an on-street advisory disabled parking bay

RECOMMENDATIONS: The Lead Member is recommended to:

- (1) Note the concerns raised by the objector; and**
 - (2) Approve the provision of an on-street advisory disabled parking bay in Manor End, Uckfield**
-

1 Background Information

1.1. In areas not covered by formal parking restrictions, disabled bays are provided in line with adopted County Council Policy No. PS 4/18. This policy was approved by the Lead Member for Transport and Environment at his meeting on 6 November 2006 and is attached as Appendix 1.

1.2. An application for an on-street disabled bay was received from a resident of Manor End, Uckfield on 4 May 2017. The application was assessed against the policy criteria. As the applicant is in receipt of the Enhanced Rate Personal Independence Payment an independent mobility assessment was not required.

1.3. Due to the nature of the area, a disabled bay cannot be provided directly outside of the applicant's property, which is situated on the inside of a bend. There is sufficient width for on-street parking on one side of the carriageway, and the on-street parking on Manor End typically occurs along the opposite side of the road.

1.4. An advisory disabled parking bay was granted for the applicant's neighbour last year, and the bay was situated directly opposite the previous applicant's property. The closest available parking space for the new disabled bay would therefore be adjacent to the existing disabled bay opposite the new applicant's property.

1.5. In line with Policy PS 4/18 consultation with the affected residents was carried out. An objection was received during the consultation period.

1.6. The need for a bay on traffic management grounds was established by the local Traffic and Safety Officer.

1.7. The provisional cost of the advisory disabled bay is approximately £250 and will be met from existing revenue budgets.

2 Supporting Information

2.1. Manor End is a residential cul-de-sac with a mixture of both on and off-street parking. A location plan for Manor End is attached as Appendix 2. Many properties have more than one vehicle and the demand for on street parking is high. Photographs showing the parking situation are contained in Appendix 3.

2.2. During the consultation period, an objection was received from the owner of one of the affected properties.

2.3. A response was sent to the affected property owner to address their queries regarding the provision of a bay. The property owner restated their objection to the proposal. The main grounds for the objection, together with the officer's response, are detailed in Appendix 4. A Full copy of the correspondence is available in the Member's Room.

3 Conclusion and Reasons for Recommendations

3.1. The need for the disabled bay was identified by site assessments undertaken by the Traffic and Safety Officer. This was supported by the information given in the initial application.

3.2. The requirements of Policy PS 4/18 have been met in this case. The Lead Member is therefore recommended to approve the provision of an advisory disabled bay in Manor End, Uckfield in line with this policy.

RUPERT CLUBB

Director of Communities, Economy and Transport

Contact Officer: Paul Ward

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LOCAL MEMBERS

Councillor Claire Dowling

BACKGROUND DOCUMENTS

None

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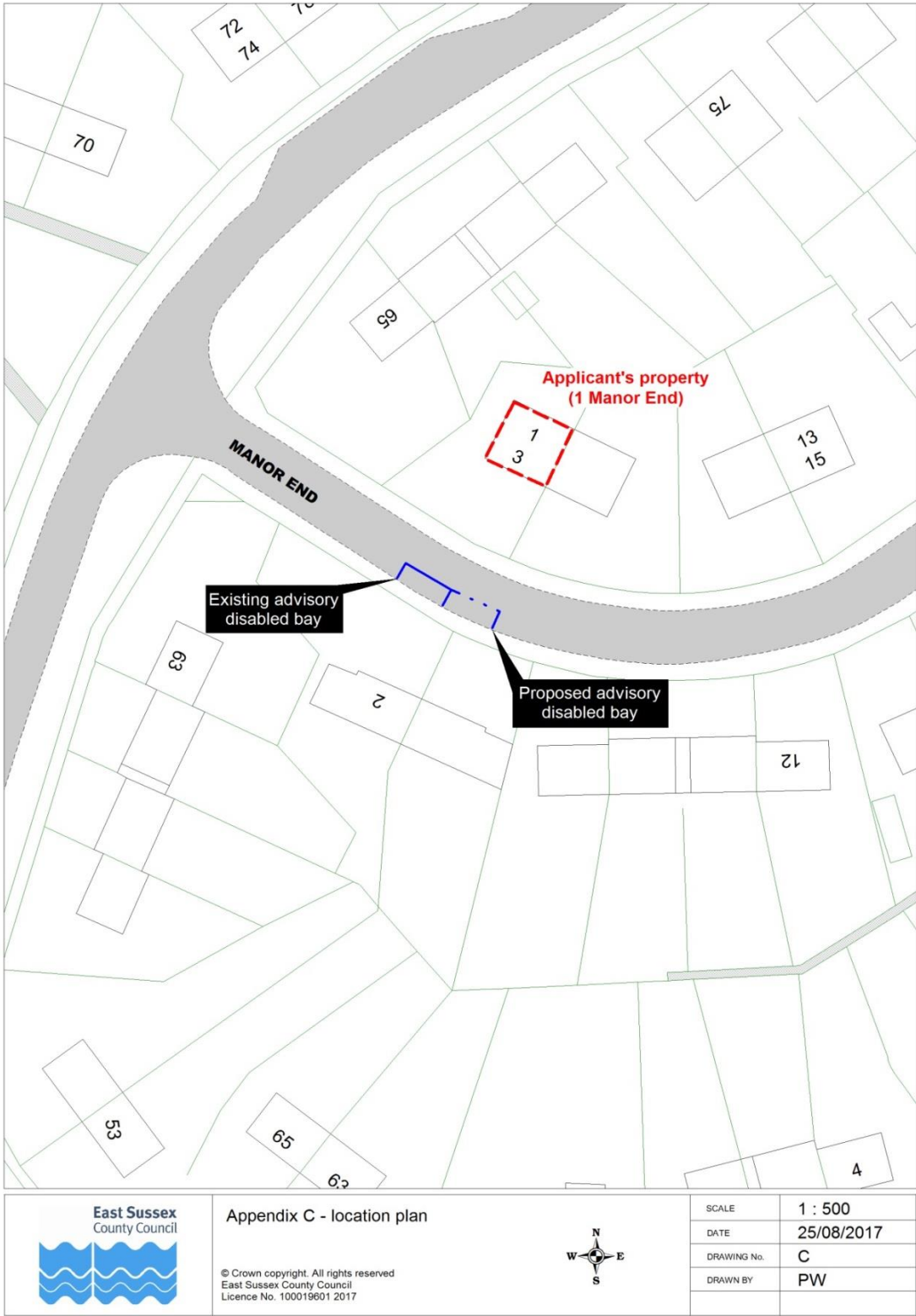
EAST SUSSEX COUNTY COUNCIL

LEAD MEMBER – TRANSPORT AND ENVIRONMENT
POLICY SUMMARY

PROVISION OF SPECIAL ON-STREET PARKING BAYS FOR BLUE BADGE HOLDERS	PS4/18
<p><u>Purpose of Policy</u></p> <p>This policy sets out a practice for providing special parking facilities in addition to those automatically available through national legislation.</p>	
<p><u>Specific Policies</u></p> <ol style="list-style-type: none"> 1. Special parking bays shall not normally be provided in shopping streets where there is a high demand for general parking to serve local businesses and any bay is unlikely to remain available for use by a specific applicant. 2. Where there is an established need, a special parking bay may be provided for drivers or passengers holding a Blue Badge. However, the prime responsibility in providing a parking facility should rest with the Blue Badge holder if suitable private “off-street” parking is available. 3. The need for a bay in terms of traffic problems shall be determined by the Director of Transport and Environment. Where necessary, a mobility/needs assessment and a report recommending provision or otherwise of a bay shall be sought. 4. Advisory bays shall be provided as a general rule, although Traffic Regulation Orders may be promoted in particular circumstances. 5. All special parking bays shall be subject to periodic reviews to establish the continuing need. 6. No charge shall be made for the provision of a special on-street parking space for a Blue Badge holder. 	
<p><u>Supporting Statement</u></p> <p>The holder of a Blue Badge may be a disabled driver or passenger, a registered blind passenger or a club or organisation which conveys disabled or blind passengers.</p> <p>The following additional parking facilities are available through national legislation:-</p> <p>[a] For a period of up to 3 hours on a single or a double yellow line, which is not in a mandatory bus or cycle lane nor where loading restrictions apply.</p> <p>[b] Without charge or limit on duration at a voucher or pay and display space or in a length of street where there is a time limit imposed on other users.</p>	
<p><u>References – Further Information</u></p> <p>Highways & Transportation Committee - Agenda Item 7 Highways & Transportation Committee - Agenda Item 21 Lead Member for Transport and Environment - Agenda Item 10</p>	<p><u>Date of Approval</u></p> <p>01.03.1977 15.03.1995 06.11.2006</p>

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Appendix 2 – Location Plan for Manor End, Uckfield



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Appendix 3 – Site photos



Photo 1 - Manor End, facing west. Proposed bay to be sited where black car is parked



Photo 2 – Manor End (facing east) – existing disabled parking bay outside no. 2

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Appendix 4 – Summary of objection and officer's comments

	Objector	Reason for objection	Comment
1	Property owner	<p>The existing disabled bay is too long and the additional bay would result in further loss of parking.</p> <p>The disabled bay will take up a space for visiting guests in the immediate location.</p> <p>The on-street parking often obstructs private driveways.</p> <p>The applicant owns two vehicles so will they be getting two bays.</p> <p>The applicant's mobility is not sufficient to warrant the provision of a disabled bay.</p>	<p>The existing disabled parking bay extends for a distance of 5.5 metres, which is the standard length of a regular parking space. A legally enforceable disabled parking bay would normally be 6.6 metres, which allows sufficient room for a vehicle with a wheelchair mount at the rear. We proceeded with the shorter advisory bay in that instance as the original applicant did not have an adapted vehicle. The proposed bay would also be 5.5 metres in length.</p> <p>The disabled resident is permanently based at this address and may experience considerable hardship if they are unable to park close to their property at times when the demand for parking is high. The bay is available for use by any vehicle that displays a valid blue badge and therefore disabled visitors may also use the bay if vacant.</p> <p>The proposed bay should help to regulate the parking, as any vehicle parked within the designated bay would not obstruct any driveways.</p> <p>The proposal is for a single 5.5 metre bay adjacent to the existing bay, which is used by another disabled resident. The applicant would need to display a valid blue badge within the vehicle when using the disabled bay, and would therefore only be able to park the vehicle that they are currently using in the bay.</p> <p>The applicant receives the Enhanced Rate mobility component of Personal Independence Payment, which is awarded following an assessment from Adult Social Care. The applicant would therefore be automatically entitled to the provision of a bay as they meet the other criteria.</p>

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Report to: Lead Cabinet Member for Communities and Safety
Date of meeting: 27 September 2017
By: Director of Communities, Economy and Transport
Title: Business Advice & Support Partnership (BAASP)
Purpose: To outline the proposed partnership with four other local authorities in order to offer a single branded business advice service.

RECOMMENDATIONS: The Lead Member is recommended to:

- (1) Endorse the entering into a partnership with four other local authorities in order to offer a single branded business advice service in collaboration together; and
 - (2) Delegate authority to the Director of Communities, Economy and Transport to enter into all such agreements necessary to give effect to recommendation (1); and
 - (3) Agree the reduction of the hourly rate for chargeable business advice from £72 + VAT to £70 + VAT to ensure fees are uniform across the partnership.
-

1 Background Information

1.1. In July 2016 approval was given for Trading Standards to introduce chargeable business advice services as part of an income generation strategy to support the service. This has now been introduced but we have also been engaged in exploring a partnership with four other authorities to produce a proposal for working collaboratively to provide a broader and sustainable advice offering for business. It also achieves benefits of obtaining efficiencies for each service in terms of shared marketing and resourcing.

1.2. The business advice function of Trading Standards supports legitimate businesses in East Sussex and contributes to the Council's priority of driving economic growth. Furthermore, this proposal supports the priority of making the best use of resources.

2 Supporting Information

2.1 A brief outline of the scheme is provided below, with a more detailed appraisal given in the supporting report at Appendix 1. It is proposed that initially the partnership will work under a Memorandum of Understanding (MOU) which is currently being considered by Orbis Public Law in West Sussex on behalf of both East and West Sussex County Councils.

Proposal

2.2 **Proposal** - East Sussex Trading Standards is increasingly focussed on more commercial activities, generating income to offset the costs of running the service in line with many other authorities.

2.3 All the proposed partners; Slough Borough Council, West Sussex County Council, Kent County Council and Hampshire County Council Trading Standards Services are considering how best to increase income, and are exploring opportunities of collaboration and best practice. The proposed partnership will help achieve these aims and as the partnership develops the opportunity to generate further income will grow also.

2.4 The five Trading Standards Services are proposing to work together to provide a joint commercial business support service across the five counties and the wider South East of England area. By collaborating on this venture, the five councils can present the largest geographical coverage from one service, and become a considerable force within the paid for consumer protection compliance advice sector. There are benefits for East Sussex to work alongside likeminded authorities who are already selling business advice and providing Primary Authority Partnerships¹ to a variety of businesses.

¹ A government initiative whereby a business partners with a local authority and receives assured advice.

2.5 The proposed model is fundamentally about collaborative working, rather than shared or joint services. Once incoming client requests are received by East Sussex, the existing internal processes will be utilised to provide the business advice and support and process payments. However, there is scope for East Sussex businesses to source other services provided by other partner authorities, and equally for East Sussex to provide advice and support to a business outside of the county (on a chargeable basis).

Vision and Mission Statement

2.6 The Vision of the proposed partnership is to be the leading provider of regulatory advice and support to business.

2.7 The Mission Statement of the partnership is: "Working with businesses to help them flourish through providing high quality products and services affordable and accessible to all from start-ups to global brands."

Benefits

2.8 There are proposed efficiencies in back-office spend e.g. by sharing licences, databases and processes. The partnership model will support the County Council's priority of achieving more for less by making the very best use of resources.

2.9 The partnership model offers a more resilient service, with retained expertise and specialisms shared across the five authorities. Furthermore, there will be capacity to deal with developing regulatory issues for businesses in the future such as the predicted changes and challenges around Brexit.

3 Conclusion and Reasons for Recommendations

3.1 Whilst East Sussex Trading Standards could continue to act independently outside of the partnership, there are clear advantages of working collaboratively, very much focused on shared resources giving rise to shared benefits for the local authority partners and local businesses.

3.2 We are also seeking to reduce our hourly chargeable rate from £72 to £70 per hour plus VAT. The initial rate of £72 was obtained on a cost recovery basis; however, it is essential that the five authorities offer the same rate to enable most effective and clear marketing.

3.3 The Lead Member is therefore recommended to:

- Endorse the entering into a partnership with four other local authorities in order to offer a single branded business advice service in collaboration together;
- Delegate authority to the Director of Communities, Economy and Transport to enter into all such agreements necessary to give effect to recommendation (1) above; and
- Agree the reduction of the hourly rate for chargeable business advice from £72 + VAT to £70 + VAT to ensure fees are uniform across the partnership.

RUPERT CLUBB

Director of Communities, Economy and Transport

Contact Officer: Richard Strawson, Trading Standards Manager

Tel. No. 01323 466804 / 07803 5757998

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LOCAL MEMBERS

All

BACKGROUND DOCUMENTS

None



Business Advice & Support Partnership

A proposal for a collaborative Partnership

Our vision is “to be the leading provider of regulatory advice and support to business”.

Business Advice and Support Partnership Project (BAASP) Proposal

1. Executive Summary

Introduction

East Sussex Trading Standards Service has significant income targets to help resource the service going forward. As a result the service is currently focusing on the commercial potential of what can be offered to meet the challenge of generating sufficient income this year 2017/18 and in the future.

More recently, this has involved the introduction of charges for business advice and training to businesses within East Sussex.¹ However, work has begun with a number of other trading standards services within the South East in order to develop a proposal for working in partnership in order to deliver a stronger framework for business advice which will benefit all authorities and in turn the businesses in these areas.

There are now five trading standards services proposing to collaborate and partner together:

- East Sussex
- Hampshire
- Kent
- West Sussex
- Slough (a unitary authority also including the Environmental Health Service)

The five trading standards services are proposing to work together to provide a joint commercial business support service across the five counties and the wider area.

This does not prohibit East Sussex Trading Standards promoting their own business advice services but gives an additional facility by which to market these and other services under a combined branding. By collaborating on this venture, the five authorities can present the largest geographical coverage from one service and be a sizeable force within the “paid for” consumer protection compliance advice sector. Furthermore, the addition of Slough gives access to other areas such as Environmental Health which could be of use to East Sussex businesses.

It would clearly benefit East Sussex to work alongside other commercially minded authorities who are also selling business advice and providing Primary Authority Partnerships² to a variety of businesses across the south east.

An annual business survey completed on behalf of East Sussex Council demonstrates that local businesses want help and support with regulatory matters, and not having access this advice can be a barrier to growth³. Whilst cost may influence a decision to access this advice, it is also accessibility that can be an issue. The proposed collaboration will have a dedicated website and be able to offer a broader range of services than any single authority,

¹ Council Decision 25th July 2016 on chargeable business advice for trading standards

² Primary Authority is a mechanism for businesses to pay for assured advice from a single local authority

³ Topline East Sussex Business Statistics

(Source: UK Business Activity, Size and Location, via East Sussex in Figures):

which would allow a business to select the type, method and timing of advice to best fit in with their business commitments.

Expected Benefits

1. Potential to increase income through commercial activities. By joining forces with other services, East Sussex will be able to offer business support services to businesses that they couldn't support on their own.
2. Opportunity to fully commercialise and sell the successful in-house training courses across a much wider area. Potential income is £17,500 per annum.
3. A service that can provide a better customer experience delivered via a more agile and flexible service.
4. Economies of scale making it possible to focus dedicated resources on business support.
5. A consistent approach to business support delivered across East and West Sussex, Kent, Slough and Hampshire. This is particularly useful for businesses that span a local government boundary.
6. A more resilient service, with retained expertise and specialisms - shared across the five authorities.
7. A larger service which is better able to meet complex challenges, and needs of larger businesses.
8. Efficiencies in back-office spend e.g. by sharing licences, databases and processes.
9. Capacity to deal with developing regulatory issues for businesses in the future such as the predicted changes and challenges around Brexit.

Recommendation

That the Trading Standards Service can operate as part of the joint Business Advice and Support Partnership (BAASP)

That the hourly rate charged for business advice under this partnership is set at £70+VAT but will be reviewed and adjusted annually, subject to commercial considerations.

2. Linking with County Priorities

The Council remains committed to its priority outcomes of protecting the vulnerable, boosting economic growth, helping people help themselves and making best use of resources available. To address the resourcing challenges in delivering these priorities the Council is seeking to find ways of securing alternative sources of funding or transforming its service delivery models to improve cost effectiveness. In considering and suggesting being involved in the BAASP, East Sussex Trading Standards are showing commitment to this.

The Council has established the Income Generation Programme as the means to focus its resources on maximising the benefits from undertaking a programme of transformation and change initiatives to achieve improved cost effectiveness or increase income. The BAASP proposal seeks to increase income for trading standards in order to continue to provide business advice, and indeed expand its offering through the partnership arrangement.

3. Reasons for Undertaking the Project

In the current climate trading standards services are all exploring ways to reduce costs, maximise income and ensure service resilience while maintaining a good level of service to local consumers and businesses.

East Sussex Trading Standards Service has an annual income target of £120,000 to meet. At least a third of this amount will be gained via income from the ongoing Checktrade partnership and other good trader schemes being vetted and given trading standards

approval; however, the service now has to focus on more commercial activities to meet the continued challenge of the current shortfall in income.

The Local Government Association [Review of Trading Standards](#) summary report was published in January 2016. The review confirmed that trading standards services are best placed to serve their local community by being delivered at a local level within local Government structures. However, the review did recommend that in order to deliver longer term resilience, each service should look at joined up working where there was a case to do so. The report says:

“In particular, this would allow greater capacity for the development of commercial approaches, which we believe have an important role to play in supporting regulatory services in future.”

BAASP satisfies this recommendation.

4. Proposal

The five trading standards services are proposing to work together to provide a joint commercial business support service across the five authorities and the wider area. By collaborating on this venture, they can present the largest geographical coverage from one service, and be a sizeable force within the “paid for” consumer protection compliance advice sector.

Each authority shares a common aim to ensure economic growth is supported by ensuring a fair, responsible and competitive trading environment. The adoption and promotion of BAASP provides a valuable service which will promote strong, compliant and confident businesses which in turn will help secure greater economic growth.

The vision, mission statement, values and principles for the project as agreed between all project participants are as follows:

Vision

To be the leading provider of regulatory advice and support to business.

Mission Statement

Working with businesses to help them flourish through providing high quality products and services affordable and accessible to all from start-ups to global brands.

Principles

- *The Customer is at the heart of what we do*
- *Affordable support from day one*
- *Consistency of advice-jargon free*
- *Innovative and flexible approach*
- *Sustainable business model*
- *Be the best at we do*

Values

- *Each local authority is an equal partner*
- *Excellent customer service*
- *Our staff are our key asset*
- *Bringing commercial acumen to public service*
- *Support a fair and competitive trading environment*
- *Be quick to identify and respond to opportunities*

East Sussex Trading Standards has an opportunity to maximise income potential by working with like-minded neighbours on this commercial venture. There is a lot to gain by working as

a group, sharing the costs and risks, while pooling resources and current client lists. East Sussex has a successful training programme for businesses, which can be commercialised, and utilised by all five partners. It would also benefit East Sussex to work alongside other authorities who are already selling business advice and providing Primary Authority Partnerships to a variety of businesses across the south east.

5. Expected Benefits

There is an opportunity to achieve economies of scale, value for money, reduce costs, maximise income opportunities and create longer term resilience as well maintain specialised trading standards expertise for the benefit for all five services.

As one of the smaller services within the project, there are benefits of working with larger trading standards services with more developed business advice services with an established client base and dedicated business serving officers. The joint venture offers an opportunity to share costs, and benefit from the best practice from other services. The income potential from businesses throughout East Sussex is mainly untapped, as internal capacity to set up and maintain a business support function has been limited.

BAASP could deliver service outcomes through:

- Providing advice and assistance to local businesses on compliance and quality (including through Primary Authority Partnership Scheme)
- Developing and promoting our approved trader schemes – Checkatrade, TrustMark and Buy with Confidence.
- Focusing on the specific needs of SME businesses and new business start-ups
- Sharing databases, support systems and intelligence

There is a potential further opportunity through the joint business support venture to discuss further partnering with other fire services and environmental health services across the five authorities, and explore the possibility of developing a true 'One Stop Shop' joined up approach to business compliance support which would make it more attractive and accessible for businesses.

In summary the benefits can be seen as:-

1. Potential to increase income through commercial activities. By joining forces with other services, East Sussex will be able to offer business support services to businesses that they couldn't support on their own.
2. Opportunity to fully commercialise and sell the successful in-house training courses across a much wider area. Potential income is £17,500 per annum.
3. A service that can provide a better customer experience delivered via a more agile and flexible service.
4. Economies of scale making it possible to focus dedicated resources on business support.
5. A consistent approach to business support delivered across East and West Sussex, Kent, Slough and Hampshire. This is particularly useful for businesses that span a local government boundary.
6. A more resilient service, with retained expertise and specialisms - shared across the five authorities.
7. A larger service which is better able to meet complex challenges, and needs of larger businesses.
8. Efficiencies in back-office spend e.g. by sharing licences, databases and processes.
9. Capacity to deal with developing regulatory issues for businesses in the future such as the predicted changes and challenges around Brexit.

6. Comparison with Neighbouring Services

The introduction of the Regulatory Enforcement and Sanctions Act 2008 (RES Act) provided a statutory basis for trading standards and other enforcement bodies (such as environmental health and fire services) to enter into a legally recognised partnership with one local authority to get assured advice about how they can comply most efficiently with regulation, known as a Primary Authority Partnership (PAP). This also allowed business to shop around and choose which trading standards service they wished to deal with rather than having to work with their local service.

Changes to the PAP scheme in October 2017 will allow for any business to get assured advice no matter what their size of area of trade. This will open up the potential for primary authority to be promoted widely within the business sector and BAASP would be an ideal method to market the changes, in addition to the promotion being planned by the Department for Business, Environment and Industrial Strategy (BEIS).

The RES Act allows a local authority to charge the business for this work on a cost recovery basis in relation to the functions of the PAP. Trading Standards are now charging in accordance with this cost recovery principle. East Sussex charge £72+ VAT per hour. A comparison with partnering authorities revealed minor differences in rates varying from £61.20 - £72. It is therefore recommended that as part of the BAASP our charge should be reduced slightly to £70+ VAT as part of an alignment exercise between authorities. This will not have significant impact but will allow BAASP to promote a single rate across all authorities.

Several trading standards services in the South East choose not to offer a comprehensive business advice service due to a lack of resources or because of a lack of expertise. There are businesses willing to pay for that advice from another trading standards service, so there are opportunities to market the “paid for” business advice services to a wider audience and increase income from the provision of these services. The five authorities are based in a good location to be attractive to businesses across London and the South East.

Surrey and Buckinghamshire Trading Standards Service and Oxfordshire Trading Standards are the most advanced in the commercialisation of their business support services. They have both attracted large multinational companies from outside their area to enter into Primary Authority Partnerships (PAPs), such as Coca Cola and Toyota.

Based on the number of businesses in each local authority area, a combined business support service through BAASP would give access to almost double the businesses than in Surrey and Buckinghamshire, and nearly six times more businesses than Oxfordshire. National businesses tend to seek out the business support services of a larger more business focused trading standards service, which can provide the level of service they require. A joint working arrangement could deliver this.

7. Potential for Income Generation

Topline East Sussex Business Statistics⁴

- Number of business enterprises in East Sussex 2014 - 20,315
- Total turnover of East Sussex business enterprises in 2009 - £10,487,916,000
- Total employment in East Sussex business enterprises in 2009 – 149,855
- 88% of businesses are micro businesses
- 10% are small businesses
- 2% are medium and large businesses
- Up to 62% of businesses in the County had been trading for less than 5 years.

⁴ (Source: UK Business Activity, Size and Location, via East Sussex in Figures):

Results from the East Sussex Business Survey 2014 show:

- Business regulation was the main or biggest obstacle to growth for 16% of businesses.
- Advice on business planning and growth was the most important area for 27% of businesses.
- Access to relevant business support networks was most important for 29% of businesses.
- Local 'one stop shop' business advice centre was most important for 21% of businesses.

Bespoke advice

In Q1 and 2 2016/17 the Trading Standards Service Provided 131 pieces of bespoke advice. (262 pieces of bespoke advice a year). If each business paid for one hours advice @ £70 then this could generate £18,340.

Business Talks

In Quarter 1 and Quarter 2 2016/17 the Trading Standards Service delivered 25 business workshops to 443 delegates. If the Service charged £35 per person per workshop, based on 20 people attending, then this could generate an income of £17,500 per year.

Arguably the above could be achieved without participating in BAASP. However, the potential of gaining greater marketing and sector impact as a result of the partnership gives greater confidence about achieving and even exceeding these income predictions.

10. Timescale

The project is underway and a trial joint business support service will be expected to be launched in mid-October 2017. It is hoped that East Sussex can be part of this.

It is anticipated that it will take 12-18 months for the new service to be fully operational and established in the marketplace.

11. Costs

The project can be delivered using in-house resources, plus an external project manager employed by Trading Standards South East Ltd. There are some additional start-up costs relating to IT, website development, etc. but these should be kept to a minimum by utilising existing resources available to the five authorities as much as possible. Further expenses would need to be considered as the project becomes established.

12. Risks

1. One or more local authority withdraws from the project once started jeopardising the project.

Action: reduce risk. All project participants have agreed commitment in principle and will sign a Memorandum of Understanding (MOU) in support of their commitment. There are now five local authorities involved in the project. If one local authority leaves the project, it is unlikely to affect the overall project viability.

2. One local authority 'owns' the project and dictates direction and policy on the other three.

Action: Reduce risk. Strategic objectives and an outline business plan will be produced before starting the project. There are clear governance arrangements set out in the MOU, with each local authority having equal representation.

3. The joint venture does not generate additional income and fails.

Action: reduce risk. *The participants to the project already have an established customer base and considerable untapped potential. If the venture is not successful, there will not be any direct financial implications for East Sussex other than increased pressure to gain income from use of solely internal resource. The business support service can continue to be delivered in-house but will not have the benefit of a shared marketing resource and capacity of other authorities.*

13. Business Options

1. Continue to offer business advice and support independently of other authorities

By providing our own business support service, there is a risk businesses may decide they are better served by another larger service, or one that is part of BAASP. This could leave revenue and potential revenue lost for East Sussex. Without the support of other authorities all the administrative and marketing burdens of providing business advice would fall to East Sussex resulting in less capacity to provide support for businesses.

2. Work with neighbouring trading standards services to provide a joint business support service, and maximise income potential.

By working in partnership, the five services could provide a joint dedicated service that can be accommodate peaks and troughs of demand, and provide more comprehensive advice services required by businesses. Run as a commercial team, there are opportunities to increase income via paid for business advice, and create a regional business support centre of excellence, attracting businesses from across the south east looking for a high level of service and expertise. Furthermore, there is great potential of providing a value for money one stop shop service for SME's and business start-ups, to help support the growth of the local economy.

Recommended Option:

Option 2: Proceed with a joint business support service delivered between East and West Sussex, Kent, Slough and Hampshire Trading Standards Services.