

NEIGHBOURHOOD AND COMMUNITY SERVICES POLICY DEVELOPMENT GROUP

MEETING, 2ND JULY, 2014

Present – Councillors Silvester (Chairman), D. Burrows (Vice-Chairman), A. Connell, Haslam, Hayes, Bashir-Ismail, Peel, Pickup and J. Walsh.

Augmented by members of the Health Policy Development Group for minute two, viz – Councillors Cunliffe, Dean, Mrs Fairclough, Murray and Mrs Thomas.

Officers

Ms. S. Schofield	Assistant Director Neighbourhood Services
Mr. M. Veigas	Assistant Director Community Services
Mr. A. Bolan	Manager, Neighbourhood Services
Ms. J. Barber	School Meal Community Services
Mr. I. Scothern	Director of Commissioning Food Dudes Health Ltd.
Mr. F. Lowe	Food Dudes Health Ltd.
Mr. I. D. Mulholland	Principal Democratic Services Officer

Councillor Silvester in the Chair

1. MINUTES

The minutes of the meeting held on 20th February, 2014 were submitted and signed as a correct record.

2. FOOD DUDES

Mr Fergus Lowe of Food Dudes Health Ltd gave a presentation on the food Dudes programme results.

He highlighted that the programme centred on behaviour change in the home, classroom, curriculum and in the dining hall – healthy eating and physical activity and 700,000 children were now participating worldwide.

Mr Lowe went onto explain matters around the benefits of eating fruit and vegetables and highlighted the key principles of Food Dudes –

- role modelling;
- repeated tasting; and
- rewards.

The meeting was also advised of issues concerning the dining room experience including –

- the power of branding;
- the positioning of fruit and veg;
- making fruit and veg attractive;
- different choices;
- role models;
- rewards.

Mr Lowe also advised the meeting of the positive statistical results where the scheme had been introduced together with the positive response from parents.

Members in their discussions referred to –

- it being a good scheme with positive results;
- matters around the pilot schools in Bolton and the future;
- sustainability issues in the longer term;
- where the programmes were running;
- behaviour change and how it was undertaken;
- the involvement of parents;
- parents providing pack lunches and their contents;
- children's weight loss;
- concentration matters and future evidence; and
- public health teams going into schools.

It was agreed –

- (i) That the Food Dudes Team be thanked for the excellent work they undertake and that the presentation be noted; and
- (ii) That the Executive Cabinet Member, Deputy Leader be asked to consider how to proceed in terms of the future funding issues.

3. ENVIRONMENTAL EDUCATION ENFORCEMENT

(During consideration of this item the Vice-Chairman took the Chair following the Chairman's departure to another meeting)

Mr Andy Bolan, Manager, Neighbourhood Services gave a presentation on matters around behaviour change and environmental enforcement.

The meeting was advised of background matters including the Love Bolton, Hate Litter campaign in order to create a cleaner Bolton and also the many volunteers involved in this. He also highlighted the partnership working involved which included Area Forum and Neighbourhood Management Support.

The meeting was reminded of the introduction of the new managed weekly collection service effective from 13th May, 2014 and the success of this to date.

Mr Bolan went onto explain matters around the reduction in resources impact.

The meeting was also informed of matters around –

- historical and on-going hard to reach areas;
- back street waste;
- the impact of loose refuse;
- working with communities; and
- actions to date including matters around the relevant legislation.

In conclusion the meeting was notified of the following proposals –

- to revert to the enforcement process pre the introduction of the managed weekly collection service and the option to move straight to formal action where appropriate;
- continue with the zero tolerance approach as exercised prior to the introduction of the managed weekly collection service;
- consider blanketing areas with Section 46 Notices where the Council was repeatedly presented with problems linked to back street waste; and
- the involvement of members in the expansion and development of future behaviour change initiatives.

Members in their discussions referred to –

- warnings and enforcement and support for officers;
- engagement with communities and residents;
- budgetary issues;
- restorative justice matters;
- publicity matters; and
- the role of voluntary litter pickers.

(The meeting started at 5.30pm and finished at 7.05pm)