

CULTURE AND LEISURE REVIEW COMMITTEE

AGENDA

Meeting to be held in Committee Room 1, Civic Centre, Sunderland, on Tuesday, 17th October, 2006 at 5.30 p.m.

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2.	Minutes of the last meeting of the Committee held on 19th September, 2006 (Copy herewith).	1
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4.	Improving the Usage of Public Libraries – Evidence Gathering Report of the City Solicitor (copy herewith).	7
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6.	Community Spirit – Priority Issues Survey 2006 Report of the Head of Performance Improvement (copy herewith).	13

**This information can be made available on request in other languages.
If you require this, please telephone 0191 553 1059**

7. **Performance Report** 17
- Report of the Director of Community and Cultural Services and Deputy Chief Executive (copy herewith).
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- Report of the Director of Community and Cultural Services (copy herewith).
9. **Best Value Service Review 2002/03 – Making Sunderland a Greener Place** 29
- Report of the Director of Community and Cultural Services (copy herewith).
10. **Reference from Cabinet – 11th October, 2006 - Gambling Act 2005, Approval of the Council's Statement of Licensing Policy** 41
- Report of the City Solicitor (copy herewith).

N.B. Members are requested to bring their copy of the Draft Version 2 of the Gambling Act 2005 Statement of Licensing Policy which has been circulated separately.

R.C. RAYNER,
City Solicitor.

Civic Centre,
SUNDERLAND.

6th October, 2006.

At a meeting of the CULTURE AND LEISURE REVIEW COMMITTEE held in the CIVIC CENTRE on TUESDAY, 19TH SEPTEMBER, 2006 at 5.30 p.m.

Present:-

Councillor Ambrose in the Chair

Councillors Bohill, Foster, P. Gibson, Grey, P. Walker, L. Walton, Wares and B. Williams

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Mann and J.B. Scott.

Minutes of the last Meeting

1. RESOLVED that the minutes of the last meeting of the Committee held on 18th July, 2006 be confirmed and signed as a correct record.

Declarations of Interest (including Whipping Declarations)

Councillor Bohill declared a personal interest in Items 5 'Study into Use of Public Libraries Annual Library Plan 2006 and Update on Progress Towards Achieving National Public Library Standards' and 6 'Study into Use of Public Libraries – Feedback from Committee Visit', as seller of glass items in the City Library gift shop.

Councillors Gibson, Grey, Walker and Wares declared a personal interest in Item 8 'Sport and Physical Activity Strategy (2005-2010) : Update Report', as Members on Boards of Sunderland Housing Group.

Councillor Foster declared a personal interest in Item 8 'Sport and Physical Activity Strategy (2005-2010)', as Chairman of the Safer Sunderland Partnership.

Planning for 2012 – Progress Report

The City Solicitor submitted a report (copy circulated) which gave the Committee background information on the progress made with regard to preparing for the 2012 Olympic and Paralympic Games.

(For copy report – see original minutes)

Tanya Gray, Sports Advisor at ONE NorthEast, gave a presentation to Members detailing the region's approach to the London 2012 Games and its implications for the City of Sunderland.

(For copy presentation – see original minutes)

Ms. Gray advised the Committee of ongoing developments progressing in London and the North East and informed Members of the potential regional benefits and the key messages which were being given as guidance.

Councillor Foster asked if there was any indication as to whether the 50m pool in Sunderland would be used as a training facility during the 2012 Games and was informed by Ms. Gray that although ONE NorthEast had wanted to submit a regional offer for facilities, the International Olympic Committee (IOC) had decided to allow single applications from any area to be submitted through their web site. She advised that Sunderland had until the end of January to submit an application and that the application should not only meet the technical specifications required but also have the environment surrounding the facilities, i.e. transport infrastructure, hotels, etc.

Councillor Williams asked what other sports facilities would have been included in a regional application and was told that it would have been based on the Gateshead Stadium, Tees Barrage, the 50m pool and a number of gymnastic coaches and services. She advised Members that smaller amenities would also have been included, such as university campus' which could have been held training for boxing, rowing, fencing, hockey, etc. and areas in Northumberland for the equestrian provision, which would now need to submit their own applications to be considered.

Councillor Williams enquired how the proposed Stadium would be reduced from a capacity of 80,000 to 35,000 and asked if following the Games it would be used as a football venue. Ms. Gray advised that until the land remediation on site had been completed and the area prepared, the exact details of the Stadium and its future uses could be determined.

Councillor Foster asked if lottery fund applications from other agencies would be affected due to the 2012 Games being awarded £1.5 billion from the National Lottery toward funding. He was informed that the English Heritage Group were the only agency who received lottery funding who had had their resources cut back, no other agencies had raised concerns as they had been informed by the National Lottery that they would not be affected in any way with regard to future awards.

Councillor Wares advised of a sailing event that had come from the Isle of Wight and had been in the region and enjoyed the facilities available and asked if the area had been considered for similar events for the 2012 Games. Ms. Gray informed the Committee that it was proposed that all sailing events would take place in Weymouth and Portland and that for this reason, most training facilities would be located in neighbouring sites in the South of England.

The Chair thanked Ms. Gray for her thorough and informative presentation and it was:-

2. RESOLVED that the presentation and report be received and noted.

Study Into Use of Public Libraries Annual Library Plan 2006 and Update on Progress Towards Achieving National Public Library Standards

The Director of Community and Cultural Services and the City Solicitor submitted a joint report (copy circulated) which set out the baseline position for the Committee's study into improving the usage of public libraries within the City.

(For copy report – see original minutes)

Jane Hall, Assistant Head of Culture and Tourism, gave a presentation on the production of the Annual Library Plan for 2006 and the position of Sunderland's Public Library Service in relation to achieving the National Public Library Standards.

Ms. Hall introduced Allison Clarke, Staff Training and Development Officer, Valerie Craggs, City Librarian and Event Co-ordinator and Julie McCann, Principal Librarian E-Resources and Information Services, from the City Library and advised they were on hand to answer any questions Members may have.

(For copy presentation – see original minutes)

Councillor Bohill queried if there was a general reading topic trend or if data was recorded on this and was informed that fiction was most popular but that there was no further detail collected other than that.

Councillor Williams asked if the Local Studies Centre was cross cutting over other authorities and was advised by Ms. Hall that anyone from any area could use the facility. As for the content, she informed Members that information was only kept up until a certain age and then if a user required something older than was stored they would be directed toward the Tyne and Wear Archives. She also made the Committee aware of the fact that a number of enquiries were consistently received both nationally and from overseas requesting information.

In response to a query from the Chair concerning the importance of stock procurement, Ms. Hall advised that stock was purchased through a consortium of 10 of the region's 12 Local Authorities and NEPO, which simplified the tendering process, whilst still remaining competitive.

Ms. Hall informed the Committee that at present a team of staff were involved in choosing the stock but a new report suggests asking the supplier to provide stock based on a community profiling system.

The Chair sought clarification on what would happen if someone requested a book which the library did not stock and was told by Ms. Hall that after checking the book was not available at any neighbouring Local Authority Library, a decision would be made on whether or not a copy should be ordered from the supplier.

Councillor Gibson stated that he had been unaware, until the recent tour of libraries, that books in good condition could be donated to a library to use. Councillor Bohill remarked that he also donated specialist magazines for library use.

The Chair commended the work of the library service and having thanked Ms. Hall for her presentation, it was:-

3. RESOLVED that the presentation and report be noted.

Study Into Use of Public Libraries – Feedback from Committee Visit

The City Solicitor provided a report (copy circulated) which gave Members the opportunity to provide feedback on their visit to a range of public libraries in the City on 8th September, 2006.

(For copy report – see original minutes)

Jim Diamond, Review Co-ordinator, took Members through the range of issues which had been raised during the visit, some of which were general observations and others that were more specific to individual libraries.

Councillor Gibson had attended the visit and informed the Committee how they had been of varying levels and ages of facilities. Councillor Bohill raised how friendly and helpful library staff had been in them all.

Ms. Hall agreed to take back all the positive comments to the staff and expressed that she felt they were one of the library services' greatest assets.

Following discussion of the feedback and issues, it was:-

4. RESOLVED that the report be noted.

National Glass Centre - Update

The Director of Community and Cultural Services submitted a report (copy circulated) which provided Members with an update regarding the announcement of free admission to the National Glass Centre that had been introduced in August 2006.

(For copy report – see original minutes)

Jane Hall, Assistant Head of Culture and Tourism advised Members that daily attendance figures were averaging in excess of 540 visitors, which represents a 43% increase over a similar period a year ago. The Committee were also informed that by working with key partners the Council had helped secure a new way forward for the natural cultural venue.

Councillor Foster informed the Committee that he had attended an International Glass Conference where experts had been complimentary of the Centre and its outstanding facilities.

The Chair agreed the Centre was a venue for Sunderland to be proud of and following discussion of the report, it was:-

5. RESOLVED that the report be noted.

Sport and Physical Activity Strategy (2005-2010)

The Director of Community and Cultural Services submitted a report (copy circulated) which presented Members with an update with regard to Sunderland's Sport and Physical Activity Strategy.

(For copy report – see original minutes)

John Rostron, Sports Services Manager, took Members through the strategy highlighting key areas, focussing on the infrastructure and delivery of the services.

With regard to paragraph 4.4 of the report, Councillor Foster queried the changing of current facilities and if this would be addressed. Mr. Rostron advised that the weaknesses in facility provision had been identified last year and it had been acknowledged that there were limited resources available, he explained that in January 2007 it would be more appropriate to investigate further and then look at the implications it uncovered.

Councillor Bohill asked if the work to be undertaken would help in the support of both Looked After Children and young residents who could not afford certain facilities and was informed that there was a new funding 'pot' available for youths to bid to, to help cover the costs of activities. He advised that there

was a number of funding allocations available for youth teams and groups but that they needed to be better informed that it was available and how they could get it. Mr. Rostron also told Members that Looked After Children were given an Active 8 card which allowed access to Leisure Centres in the City.

The Chair was pleased to see Sunderland Football Club more involved and was advised that they would be a key partner in a number of future schemes and events the Council were planning.

5. RESOLVED that the report be noted.

The Chairman then thanked everyone for their attendance and participation and closed the meeting.

(Signed) M. AMBROSE,
Chairman.

**CULTURE AND LEISURE REVIEW COMMITTEE
2006**

17 OCTOBER

**IMPROVING THE USAGE OF PUBLIC LIBRARIES – EVIDENCE
GATHERING**

LINK TO WORK PROGRAMME – POLICY REVIEW AND DEVELOPMENT

Report of the City Solicitor

1 Purpose of the Report

- 1.1 To receive further evidence in relation to the Committees study into improving the usage of public libraries within the city.

2 Background

- 2.1 On 20th June 2006, the Review Committee agreed to undertake a study into improving the usage of libraries in the city. A summary of the remit and objectives of the study is attached as an appendix.
- 2.2 At the last meeting, the Committee received evidence on the national and local context shaping the usage of public libraries in the city. The Committee also visited a number of local libraries to view at first hand the service being provided.
2. As the next stage in the study, Mr Tony Durcan, President Elect of the Society of Chief Librarians and Head of Culture, Libraries and Lifelong Learning at Newcastle City Council has been invited to the meeting.
- 2.4 Mr Durcan will address the following issues:-
- To consider the barriers to greater usage;
 - To consider potential means of improving usage among existing users;
 - To consider potential means of attracting current lapsed or non users of the service.

3 Recommendation

- 3.1 The Review Committee is asked to note the information.

4 Background Papers

Sunderland Strategy 2004/2007
 Framework for the Future – Libraries, Learning and Information in the
 Next Decade (DCMS)
 Sunderland City Council – Spreading the Word - Annual Library Plan
 2005/07
 Building Better Library Services (Audit Commission) 2002

Contact Officer: Jim Diamond (0191 553 1396)
james.diamond@sunderland.gov.uk

Title of study	Study into the Usage of Public Libraries
Committee	Culture and Leisure Review Committee
Members undertaking study	Councillors Jim Scott (Chair), Ambrose (Vice Chair), N Bohill, T Foster, P Gibson, J Grey, L Mann, B Sidaway, P Walker, L Walton, R Wares, B Williams.
Officer support/ Contacts	Jim Diamond – Review Committee Administrator
Remit and Objectives of the study	To investigate the current levels of usage of public libraries in Sunderland and consider the barriers to future growth and potential options for improving usage in the future.
Key questions/ Evidence to be obtained	<p>During the study the Committee will need to fulfil the following key objectives:-</p> <ul style="list-style-type: none"> ❑ To obtain an overview of the national and local policy in relation to the library service ❑ To consider the current levels of usage and the Council's progress in meeting the Public Library Service Standards (PLSS); ❑ To consider the barriers to greater usage; ❑ To consider potential means of improving usage among existing users; ❑ To consider potential means of attracting current lapsed or non users of the service; ❑ To make appropriate recommendations to the Cabinet based on the evidence received.
Method (Meetings, surveys, visits etc)	Options include inhouse and external bodies providing evidence to full committee, invitations for the submission of written evidence, member visits to examine examples of good practice within other local authorities, views of government bodies and agencies, open forums, surveys, direct consultation with community groups and members of the community.
Participants	<p>The Committee are likely to obtain evidence from representatives of:</p> <p>Service providers within the authority Partner organisations Museums, Libraries and Arts Council (MLA) Advice on good practice within other authorities Views of central government Academic Institutions Representatives of Service Users Views of Non service Users</p>
Timescale	<p>The Committee will formally approved the remit and scope of the study on 18 July 2006</p> <p>Familiarisation with issues in July 2006</p> <p>Evidence gathering is expected to take place from September/February 2006/07</p> <p>This followed by consideration of recommendations in March 2007 and approval of the final report by April 2007</p>

**CULTURE AND LEISURE REVIEW COMMITTEE
2006**

17 OCTOBER

REGIONAL 50 METRE POOL – PROGRESS REPORT

LINK TO WORK PROGRAMME – MONITORING AND EVALUATION

Report of the City Solicitor

1 Purpose of the Report

- 1.1 To provide an update report on the progress being made in relation to the development of a 50m Swimming Pool at Stadium Park.

2 Background

- 2.1 The Regional 50m swimming pool is a community pool which will be built to Olympic standards. Its innovative design will deliver increased capacity to support the City's Learn to Swim Programme whilst also incorporating the region's performance swimming requirements.
- 2.2 A summary of the main design elements are:
- Main pool tank is 25m wide with has 10 lanes and 1 moveable floors and a moveable boom to allow maximum flexibility of use;
 - Diving (multi purpose tank) is 25m in length with a moveable floor and a variety of diving boards;
 - 500 Spectator seats are provided.
- 2.3 The facility provides a significant opportunity to address the City's health inequalities by increasing levels of physical activity. This goal is at the core of the Council's multi agency approach to developing wellness. In recognition, the pool design has been developed to include a Wellness Centre.
- 2.4 A contractor has been appointed and construction has started on site. The anticipated completion date is Spring 2008.
- 2.5 Mr Paul Dobson, Director of Community and Cultural Services and Mike Poulter, Project Manager will attend the meeting in order to outline the current progress of the scheme and answer any questions from Members.

3 Recommendation

- 3.1 The Review Committee is asked to note the information.

4 Background Papers

Sunderland Strategy 2004/2007

Contact Officer: Jim Diamond (0191 553 1396)
james.diamond@sunderland.gov.uk

CULTURE AND LEISURE REVIEW COMMITTEE

17 OCTOBER 2006

COMMUNITY SPIRIT - PRIORITY ISSUES SURVEY 2006

LINK TO WORK PROGRAMME: CONSULTATION

Report of the Head of Performance Improvement

1. Purpose

- 1.1 To comment on issues raised during the Community Spirit Priority Issues Survey 2006 in relation to investment in a major landmark development.

2. Background

- 2.1 During February/March 2006, the Council undertook a Priority Issues Survey to obtain the views of Community Spirit members on the issues that were identified as being important to residents through consultation during the last 12 months. 1524 Community Spirit members were invited to submit and 820 responses were received – a response rate of 54%.
- 2.2 Three key themes were identified as priority issues:-
- ☐ Public transport provision
 - ☐ Quality of housing
 - ☐ Investment in a major 'landmark' development
- 2.3 This report will summarise the findings of the Survey focusing on the views expressed in relation to investment of a major landmark development

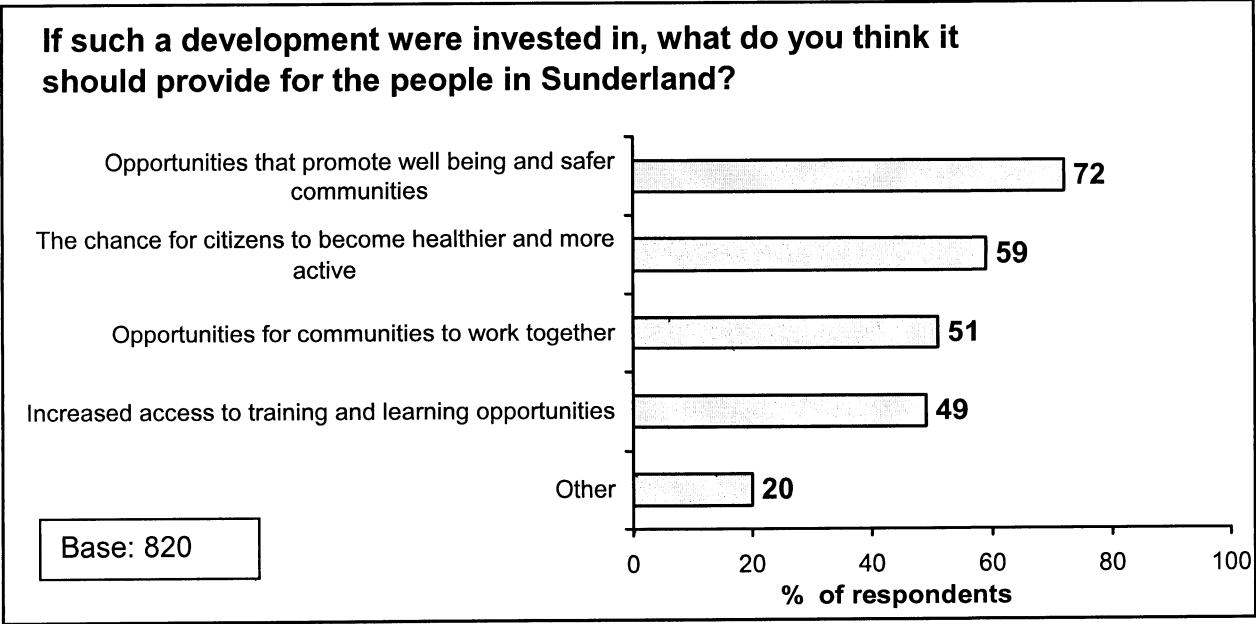
3 Summary of Findings

- 3.1 Housing is important to the quality of life of most respondents (92%) and the majority are generally satisfied with housing (82%) in their local area. In terms of different aspects of housing, the greatest problems are affordability of houses (48%) and anti-social behaviour (45%).
- 3.2 Public transport is also important to respondents' quality of life (71%) and two-thirds of respondents are satisfied with public transport overall. In terms of different aspects, respondents are most satisfied with taxi services and least satisfied with train fares.
- 3.3 Respondents' views are mixed towards the importance of access to nationally significant visitor attractions to their quality of life (57% feel it is important and 36% feel it is not important). Just over 6 in 10 respondents are satisfied with nationally significant visitor attractions. In terms of a 'landmark' building, three-quarters of all respondents feel that it would be beneficial to the city. Over 7 in 10 respondents feel that it should promote well being and safer communities and three-quarters strongly agree that it should be a facility residents can use, not just look at.
- 3.4 The most commonly stated best things about living in Sunderland are as follows:

- The coastal/seafront location
 - Friendly/good people
 - Leisure and entertainment facilities, attractions & events
 - Shopping facilities
 - Good transport links/public transport/road networks
- Access to the countryside

4. Investment in a Major Landmark Development - Responses

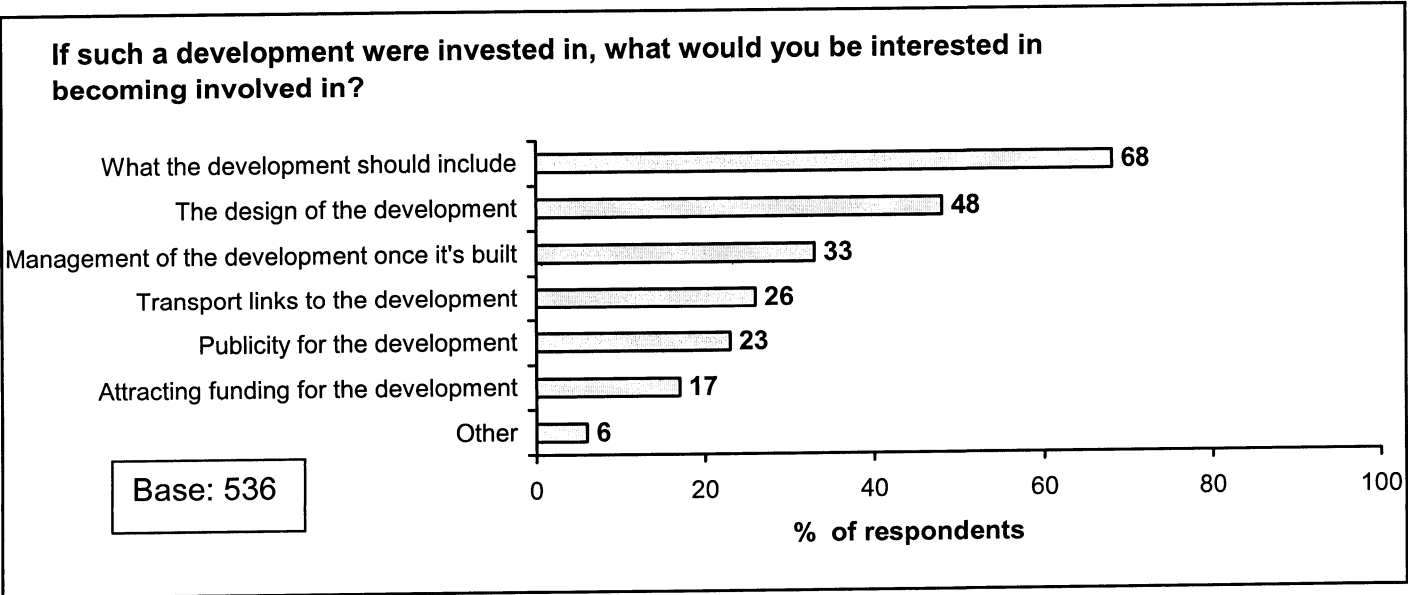
- 4.1 Questions were primarily asked in order to find out what residents would want from a landmark development should the Council achieve funding from a lottery grant to develop one.
- 4.2 The Council progressed to an Assessment Visit but unfortunately not to the next round which means that funding for the major landmark building will not be available at this time.
- 4.3 However the council continues to research possible funding resources to maintain the transformational re-development of the City. The findings will therefore be utilised as community consultation evidence for future capital funding applications.
- 4.4 The information has also been extremely useful in relation to the current construction of the 50m Pool, Diving Pool and Wellness Centre at Stadium Park in Sunderland, especially the feedback relating to the question – If such a development were invested in, what do you think it should provide for the people of Sunderland?
- 4.5 Fifty-seven percent of respondents think access to nationally significant visitor attractions is important to their quality of life (13% very and 44% fairly) whilst 36% feel it is not important.
- 4.6 Overall 62% of respondents are satisfied and 27% dissatisfied with nationally significant visitor attractions; those respondents aged 17-24 are least satisfied (49% satisfied and 38% dissatisfied).
- 4.7 The majority of respondents (75%) feel that a major 'landmark building would be beneficial to the city. Only 6% do not and 16% don't know. In terms of what it should provide for the people of Sunderland, the following order of preference emerges:



4.8 The majority of respondents agree that the development should deliver all 4 options presented and most strongly that they should be able to use the facility and not just look at it (as shown overleaf).

	% Agree
Provide a facility that residents can use, not just look at	94% (75% strongly)
Demonstrate a sense of optimism for the future	92% (59% strongly)
Generate a sense of belonging across all of Sunderland's communities	88% (50% strongly)
Show a sense of pride in the past	83% (44% strongly)

4.9 Of the 536 respondents who indicated that they would be interested in being involved in the development of a major landmark, the aspects they selected to be involved in, are as follows:



5 Recommendation

- 5.1 The Review Committee is invited to comment on the community feedback on the issue of investment in a major landmark in the city.

6 Background Papers

None

S Reed,
Head of Performance Improvement

**CULTURE AND LEISURE REVIEW COMMITTEE
2006**

17 OCTOBER

PERFORMANCE REPORT

LINK TO WORK PROGRAMME – PERFORMANCE IMPROVEMENT

**Report of the Director of Community and Cultural Services and Deputy
Chief Executive**

1. Purpose of the Report

- 1.1 This report provides an overview of the key findings from analysing key performance indicators across the Council for the period April 2005 to March 2006 and where relevant issues arising from the first quarter of 2006/07 (i.e. April to June 2006).

2. Description of Decision (Recommendation)

- 2.1 Review Committee is asked to consider the performance of the Council as part of our quarterly monitoring arrangements.

3. Background

- 3.1 This is the first corporate performance report for 2006/7. The report is structured around the principles of the Performance Management Framework, an overarching dataset that reflects strategic or corporate performance underpinned by specific service related performance information. It is risk based with focus on the key performance issues from 2005/06 outturns and where relevant the first quarter of 2006/07, using the standard 'traffic light' approach (Red, Amber, Green).
- 3.2 At a service level this report predominately relates to 2005/06 outturns and summarises key risk areas. It is intended that updates outlining progress towards key outcomes are provided at quarterly milestones. These updates will include new performance indicators that have been incorporated into the Local Area Agreement, Local Public Service Agreement, and Comprehensive Performance Assessment from quarter 2 onwards as required information becomes available.
- 3.3 It is particularly important to take the opportunity to respond to performance data and take corrective action against key performance indicators that are failing to achieve targets.
- 3.4 A summary of performance for the period April 2005 to March 2006 is attached as appendix 1. This outlines performance across the full range of services within the committees remit.

3.5 The trend analysis for each indicator contained in the appendix is made up as follows:

(i) All England Quartile

3.6 The latest performance information for Sunderland has been compared against performance levels for all councils in England. One of three bands that Sunderland falls into is specified (i.e. Upper, Mid or Lower). Latest comparative information available relates to 2004/05.

(ii) Trend

3.7 This assessment is based on a comparison of 2005/06 performance levels with the previous year. Arrows indicate whether Indicators are either improving declining or stable.

(iii) Target Met

3.8 A tick or a cross indicates whether targets set for 2005/06 have been met

3.9 Where this is the first year of collection for an indicator or definitions have changed no trend analysis is available

3.10 A summary assessment for each relevant service area can be found in the main body of the report which highlights key areas where performance is improving and declining.

3.11 For further and more detailed information relating to service performance, detailed reports outlining all services' progress against specific Corporate Plan actions for 2005/6 are available on the Council's website and from Directors and/or the Head of Performance Improvement.

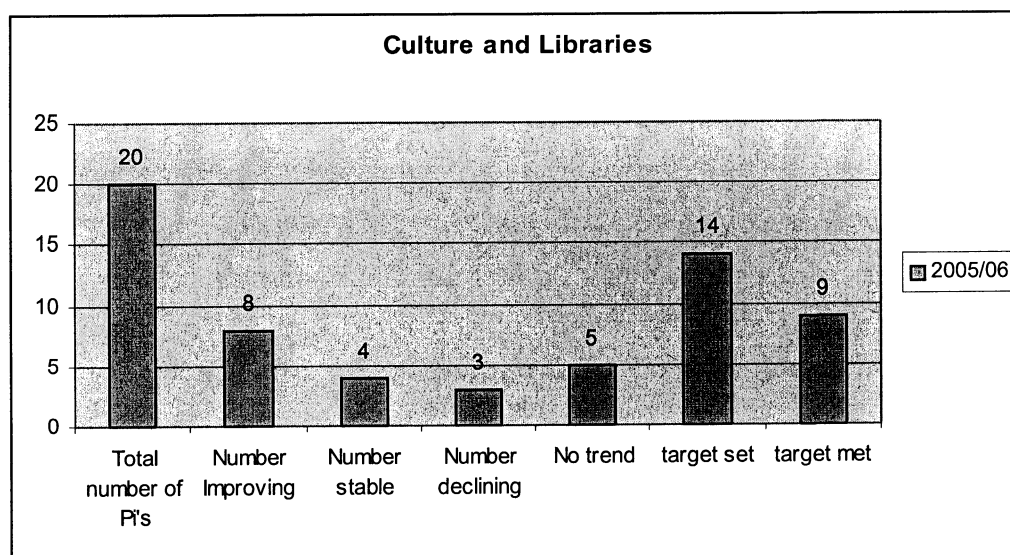
4. Background Papers

Departmental Performance Reports.

5. Culture and Libraries

5.1 Overall Assessment

In relation to Culture and Library services 20 performance indicators are collected and monitored.



5.2 Key Messages

There are 10 Library standards that Councils are required to meet. Sunderland currently meets 6 of those standards. In terms of the four that aren't met two measure satisfaction levels, one measures the percentage of active borrowers and one measures annual items added through purchase. The Library standards form part of a broader suite of measures that are reported to Cipfa and now form part of the CPA Culture Service Block. Further explanation can be found below.

Data quality in Libraries is being addressed by the implementation of the library management system. Three performance indicators were qualified in 2004/05 due to inadequate audit trails for outturn figures. The 2005/06 audit is not yet complete

Additional funding is being sought to purchase additional stock and to raise marketing profile of library services, with aim of declining performance in relation to increasing stock, active borrowers and visitor figures. First quarter returns for C11b (Annual Items added through purchase per 1,000) and C11c (Items available for loan/new stock) well below final target but this is expected due to Acquisition system implementation (April 06), main supplier contract change (April 06) and stock purchasing patterns. This will obviously be monitored closely but majority of yearly spend will take place in quarter 2 & 3 and this will improve outturns.

Performance is slightly poorer in relation to museum visits; this is due to the closure of Monkwearmouth Museum for refurbishment.

Key Risks

- Performance in relation to stock management affects a number of PI's and requires improvement to move the CPA service block score
- Visitor numbers continue to decline

**Appendix 1 Key Performance Indicator Outturn and Trend Analysis
2005/06 and quarter 1 2006/07**

Culture & Libraries							
Ref	Description	All England Quartile 2004/05	2005/06 Out turn	Trend	Target Met	April – June 06	2006/07 Target
C2a	Proportion of households living within a specified distance of a static library.	Upper	100%	■	✓	100%	100%
C2b	Aggregate scheduled opening hours per 1,000 population for all libraries	Mid	141	▲	N/A	141	141
C2c (old BVPI 117)	The number of physical visits per 1,000 population to public library premises	Mid	4853	▼	N/A	4818	5000
C3a	Percentage of static libraries providing access to electronic information resources connected to the internet.	Upper	100%	■	✓	100%	100%
C3b	Total number of electronic workstations available to users per 10,000 population.	Upper	8.84	▲	✓	8.84	8.8
C4	Active borrowers as a % of population	Mid	15.25%	▼	N/A	15.25%	20.8%
PLSS 7	% of library users aged 16 and over who view the service as very good or good.	Not Set	92.6%	■	✓	92.6%	94%
PLSS 8	% of library users aged under 16 who view their library service as good.	Not Set	77%	■	✓	77%	77%
C11a(i)	Request supply time - 7 days	Upper	53%	▲	✓	58%	55%
C11a(ii)	Request supply time 15 days	Upper	79%	▲	✓	79%	80%
C11a(iii)	Request supply time 30 days	Upper	96%	▲	✓	96%	96%
C11b	Annual items added through purchase per 1,000 population	Qualified	177.48	N/A Qualified 2004/05	✗	114.16	190
C11c	Time taken to replenish the lending stock on open access or available for loan	Qualified	8 years	N/A Qualified 2004/05	✗	12.3 years	7.5 years
C12a	Stock turnover - issues per 1,000 population / books per 1,000 population	Qualified	6.1	N/A Qualified 2004/05	N/A	5.7	6.8
C12b	Stock level per 1,000 population.	Upper	1336	N/A Qualified 2004/05	Not Set	1351	1560

Culture & Libraries							
Ref	Description	All England Quartile 2004/05	2005/06 Out turn	Trend	Target Met	April – June 06	2006/07 Target
C13	Cost per visit (libraries)		£3.34	▲	Not Set	Unavailable	£3.15
BV 170a	The number of visits to/uses of local authority funded or part-funded museums and galleries per 1,000 population.	Upper	1421	▲	✗	378	1387
BV 170b	The number of those visits to Local Authority funded, or part-funded museums and galleries that were in person, per 1,000 population.	Upper	1146	▼	✗	313	1117
BV 170c	The number of pupils visiting museums and galleries in organised school groups.	Upper	15389	▲	✓	3984	10720
BV 220	Composite library indicator (score against a checklist)	New in 2005/06	2	N/A New in 2005/06	✗	2	4

HERITAGE UPDATE

LINK TO WORK PROGRAMME – MONITORING AND EVALUATION

Report of the Director of Community and Cultural Services

1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to update members on the Local Heritage Strategy Report and associated developments during 2005/2006.

2.0 BACKGROUND

- 2.1 The Local Heritage Strategy Report has been developed to enable libraries and the community to develop local heritage provision throughout the city. Using the appropriate key aims it will be used as a working document to provide a co-ordinated approach to heritage provision.

3.0 AIM 1 - PROVISION

- 3.1 This aim of the strategy is to develop provision of local heritage resources and services within the Public Library Service.
- 3.2 During the months of May and June 2005 a Summer Heritage Festival was held throughout Sunderland. This was an example of partnership working between Sunderland Public Libraries and Sunderland Heritage Forum. A total of **57** events and activities were organised that celebrated heritage in Sunderland. Of these over **190** people attended events arranged in Libraries.
- 3.3 As part of Heritage Open Days Sunderland City Council worked with Sandra Lane, a Sunderland Heritage Forum Volunteer, and arranged for **53** buildings, events or activities to take place throughout Sunderland. This resulted in over **2,300** visits to Heritage Open Days events in 2005.
- 3.4 To celebrate the 200th anniversary of the **Battle of Trafalgar**, City Library and Arts Centre contracted and played host to a re-enactment society to deliver an activity on Saturday 22 October 2005.
- 3.5 The display highlighted the key facts about Admiral Nelson and the Battle of Trafalgar. The re-enactment group were dressed in period costume and interacted with customers within the building to raise awareness. Sea shanties and stories were told in the children's library throughout the day. Over **45** children and adults took part in the activities.
- 3.6 **Home Front Recall** was a project funded by the Big Lottery to commemorate the 60th anniversary of the events that led to the end of the Second World War, and to ensure future generations can learn from people's experiences. Reminiscence workshops, led by Flabagast Arts, were delivered in collaboration with local groups, to collect and share stories about life during the Second World War. The ultimate

objective of the project was to create a touring exhibition using the stories gathered. An artist film **02.00** was also created to capture thoughts about the two-minute silence on Remembrance Day. The exhibition will tour around 21 community libraries and feature at high profile events delivered by Culture and Tourism throughout the year.

- 3.7 It was played at the Remembrance Concert in front of the Earl and Countess of Wessex and will be used again at appropriate points in this year's Remembrance Weekend.
- 3.8 The annual Bede's Way walk took place on 24 June with over **50** participants following in the footsteps of the 7th Century pilgrims.
- 3.9 Due to popular demand there has been a **3,000** copy re-print of the whole series of fact sheets.
- 3.10 There are 14 fact sheets currently in the series with a proposal to develop more in the future. Some of these include:
- St. Andrews Church
 - Houghton Feast
 - Monkwearmouth Station Museum
 - Glassmaking
 - St. Peter's Church
- 3.11 These are also downloadable from the council website at www.sunderland.gov.uk/libraries.

4.0 AIM 2 - ACCESS

- 4.1 This aim is to improve access to local heritage in the City of Sunderland through the Public Library Service.
- 4.2 Over the past year approximately **7** Local History groups have used the foyer space in the City Library and Arts Centre to display some of their archive material.
- 4.3 'Sunderland Then and Now' is a digitisation project with over **200** images of Sunderland to view from the Library web page – www.sunderland.gov.uk/libraries. There will be a formal launch of the website in the future.
- 4.4 Working in partnership with the BBC the Public Library Service acted as an Associate Centre in connection with the BBC-People's War project. The Library staff were able to assist the public with entering over **33** stories onto the BBC website. The website will prove to be a lasting legacy for future generations to access stories about life in Sunderland during the Second World War.
- 4.5 Stories can be accessed on www.bbc.co.uk/ww2peopleswar

5.0 AIM 3 - LEARNING

- 5.1 This aim is to enhance learning opportunities in local heritage in the Public Library Service.

- 5.2 During the year Family History courses for beginners were delivered simultaneously. A total of **32** learners completed the 12 week course, which was part funded by Adult and Community Learning. Following on from these, two intermediate courses, Family History on the Internet, were delivered with a total of **16** learners.
- 5.3 Taster Sessions for Family History have taken place at Washington Town Centre Library and City Library and Arts Centre with a total of **75** learners participating. There is the potential to deliver more Family History courses and to develop Local History courses.

6.0 AIM 4 - PREVENTIVE CONSERVATION

- 6.1 This aim is to preserve and conserve local heritage collections held by the Public Library Service.
- 6.2 Sunderland Then and Now project has successfully digitised over **200** images (see 4.3) from the Local Studies collection. This will preserve the collections and allow greater access to the public via the Internet.

7.0 AIM 5 - PROMOTION

- 7.1 This aim is to improve promotion of local heritage provision in the Public Library Service.
- 7.2 Staff represented Sunderland Public Libraries and Fulwell Mill at the Durham Council Local History Fair in June 2005, the Durham County Show in July and the National Family History Fair at Gateshead Stadium in September. Over **100** local history enquiries were made and approximately **£100** of publications were sold at each event.
- 7.3 Family History and Local History courses are hosted throughout the year at various library venues. The Public Library Service actively promotes and supports these learning opportunities.
- 7.4 The Local Studies Librarian contributes a local history article on a monthly basis to Soundwaves, which is a talking newspaper for the registered blind.
- 7.5 The City Library and Arts Centre played host to the BBC Family History Weekend on Saturday 11 February 2006. The event consisted of a display in the foyer of the building promoting Family History; **16** exhibitors from a variety of regional family history organisations had stands on the third floor. There were also beginners and intermediate workshops delivered throughout the day by staff from Tyne & Wear Archives Service. There were over **800** visitors recorded throughout the day and the opportunity was taken to sell some of our Local History publications.

8.0 AIM 6 - VOLUNTARY GROUPS

- 8.1 This aim is to improve co-ordination with voluntary heritage interest groups.
- 8.2 Sunderland Heritage Forum is a constitution of local history groups and representatives from Sunderland City Council. This group meets bi-monthly with a shared interest in promoting Heritage in Sunderland. There are several joint

projects developing over the coming years, which include: Heritage Trails, Local History lectures and the proposal of a Local History Fair to be held in Sunderland. The Heritage Contact Directory has been updated and re-printed with administration support from the Public Library Service.

- 8.3 During the past year over 7 Local History Groups have displayed some of their collections within the City Library and Arts Centre.
- 8.4 The Sunderland Heritage Forum is now a sub-group supporting the 'Extending Cultural Opportunities' Thematic Partnership meetings and gives valuable input into the key actions for the City.

9.0 AIM 7 - HERITAGE MANAGEMENT

- 9.1 This aim is to develop effective methods to manage heritage provision in the Public Library Service.
- 9.2 Culture and Tourism is involved in a number of projects and sites relating to heritage with a variety of relationships. The following partnerships based on a monitoring capacity are in place:
- Tyne & Wear Museums – Service Level Agreements for Sunderland Museum and Winter Garden, Monkwearmouth Museum and Washington 'F' Pit.
 - Tyne & Wear Archives
 - Empire Theatre – contract with Live Nation.
- 9.3 As well as monitoring, service improvements and developments are also undertaken in partnership.
- 9.4 In addition to the above Culture and Tourism are involved in and support a number of other heritage attractions including Bowes Railway Museum, Washington Old Hall and directly deliver Fulwell Mill.

10.0 FUTURE DEVELOPMENTS

- 10.1 Heritage is a key area of growth in the region and by taking a holistic approach the future aspirations of heritage in Sunderland will improve access and increase awareness. By collaborating with relevant officers and by promoting our heritage we can increase visitors to the City. Work has begun on mapping the heritage potential by using trails, better interpretative signage, etc in order to more easily recognise the Heritage of the City.
- 10.2 Taking into account the proposed Coastal Strategy for Sunderland there is an opportunity to build upon the Cultural Offer for visitors to stay in the region for a longer visit.
- 10.3 Since the signing of the Washington DC Friendship Agreement this is an area ripe for tourism expansion. Work is ongoing with the steering group to establish new projects and to promote Washington Old Hall and the area to its best advantage.
- 10.4 The nomination for World Heritage Status is ongoing and the World Heritage Liaison Officer will update the members with a presentation highlighting the key facts.

- 10.5 2007 sees the Centenary of the Empire Theatre and a programme of activities to commemorate this is being collated through a working party.
- 10.6 Fulwell Mill has a programme of activities throughout the year to attract repeat visitors. In 2008 the Mill celebrates its bi-centenary and initial discussions have begun to promote this anniversary.
- 10.7 A feasibility study has been completed into the best way to celebrate Sunderland's Maritime History. The aims and objectives from this study will be carefully considered. Members will receive information on this in due course.
- 10.8 Heritage is managed within Sunderland City Council by Chris Alexander, Head of Culture and Tourism through the Assistant Head of Culture and Tourism, Jane Hall, Principal Librarian, E Resources, Information and Heritage, Julie McCann and Cultural Heritage Development Officer, Janet Robinson (fixed term until March 2007) (25 hours per week).

11.0 BACKGROUND PAPERS

Local Heritage Strategy

Heritage Work Map

LINK TO WORK PROGRAMME – PERFORMANCE REVIEW

Report of the Executive Director of Community & Cultural Services

1.0 PURPOSE OF THE REPORT

- 1.1 This report provides an overview of progress made on the provision of services and implementation of the Improvement Plan following the Best Value Review of Parks, Open Spaces and Grounds Maintenance “Making Sunderland a Greener Place”.

2.0 INTRODUCTION AND BACKGROUND

- 2.1 The Environment & Community Services Review Committee (now the Environmental & Planning Review Committee) considered and agreed the Best Value Report and Improvement Plan for Parks, Open Spaces and Grounds Maintenance “Making Sunderland a Greener Place” at its meeting on 15th July 2002. This was followed by progress reports at the meetings of 20th January 2003, 15th September 2003, 18th October 2004, and 16th November 2005 (which were also presented to Culture & Leisure Services Review Committee meetings on 22nd January 2003, 18th September 2003, 20th October 2004 and 16th November 2005). At the meeting of 15th September 2003, revised timescales and priorities for the Improvement Plan were approved.
- 2.2 This report outlines further progress made to improve the service.

3.0 REVIEW OUTCOMES & OBJECTIVES

- 3.1 The Improvement Plan for Parks, Open Spaces and Grounds Maintenance “Making Sunderland a Greener Place” was developed to enable achievement of the following key outcomes:
1. Provision of good quality green spaces that are well designed, clean and well maintained, safe and secure, accessible and well used by a cross section of the community;
 2. Green spaces contributing to the regeneration of areas and improving the quality of people’s lives;
 3. Positive public perception about local green spaces.
- 3.2 These outcomes will be achieved by undertaking actions covering the following 14 key objectives:
1. Development of a revised Parks Strategy in consultation with the community and partners;
 2. Introduction of service standards for all Parks and Open Spaces;
 3. Development and implementation of a Green Space Management Plan designed to meet customer expectations about the grounds maintenance service and to inform future service delivery;
 4. Revision and implementation of an Allotments Strategy;

5. Development of the Outdoor Play Space Strategy to ensure the needs of older children and young adults are addressed and in line with the enhanced government quality and European Safety Standards;
6. Contribute to development and implementation of a Tyne and Wear Sports Pitch Strategy to improve the City's Sports Pitches and associated facilities;
7. Improve the quality of Parks and Open Spaces through a programme of funding applications linked to the plans in the Authority's Area Regeneration Frameworks;
8. Work together with partner organisations and internal colleagues in the Environment Department to improve the natural environment of the City;
9. Address key issues from satisfaction surveys;
10. Improve our performance against a range of key measures. Ensure appropriate reporting arrangements are in place;
11. Continue to develop the customer interface to facilitate ICT/electronic access to service delivery;
12. Utilisation of information from workshops and focus groups to inform service improvements and establish any additional funding requirements to enable us to deliver customer focussed standards of service delivery;
13. Identification of a range of service improvements within current financial constraints and contractual arrangements;
14. Identification and implementation of an appropriate, customer focussed, delivery framework for all elements of the service.

4.0 KEY ACHIEVEMENTS

4.1 Previous update reports have demonstrated the following key achievements since the Improvement Plan was adopted:

- The Development and Regeneration Directorate categorised all Council and privately owned green space in the City on the GIS database including parks and allotments [Objective 1];
- Consultation with key stakeholders (28th July 2003) via the facilitation of a Workshop focussing upon quality, service standards and fundraising. Outcomes from the Workshop to inform the development of a 10 year vision for the service including a Parks Strategy, Allotment Strategy and Fundraising Strategy [Objectives 1, 2, 4 and 11];
- A review of the current allotment strategy has been undertaken and a process document developed to identify and progress problem areas [Objective 4];
- The Community and Cultural Services Directorate and Review Committee have worked together on the strategy review of Young People's play. The review identified a series of recommendations to be incorporated within the City's future Strategy and Cabinet have approved the commissioning of a consultant to assist in the production of that Strategy [Objective 5];
- A Directorate-wide review of charging policy was carried out in consultation with the Audit Section which informed the determination of fees and charges [Objective 7];
- In response to the Tyne and Wear Sports Pitch Strategy report a Football Task Group involving appropriate community representatives has been set up to consider the report and to undertake the development of an improvement plan for football within the City [Objective 6];
- Commencement of work on six sites to improve drainage to pitches following a successful second stage bid to the New Opportunities Fund (NOF) valued at £275,000 [Objective 6];

- A forward plan and model revenue budget for the future maintenance of Herrington Country Park agreed within the resources available [Objective 8];
- Local performance indicators are being monitored in relation to Allotments and also requests for service and complaints in relation to Grounds Maintenance [Objectives 9 and 10];
- Additional financial resources identified to support the development of the customer interface in line with ICT/electronic access to service delivery [Objective 11];
- Evaluation and ICT approval of the grounds maintenance management software "Down to Earth". Installation is expected to commence in the near future subject to the identification of adequate funding [Objective 11];
- The Sunderland Friends Forum has been established for community groups assisting with the management and delivery of improvements within Parks, Allotments and Grounds Maintenance services [Objective 12];
- A number of meetings have been held with the Ground Work Trust regarding the creation of a Trust operation in Sunderland to partner the Council in the improvement of green spaces [Objective 13];
- Evaluation of contract arrangements with Glendale resulting in the decision to return to in-house service provision [Objective 14];
- Plans to pilot the integration of services and new approaches to service delivery within the Coalfield area, as part of the Councils Business Improvement Programme [Objective 13].

4.2 Following approval of revised timescales for the Improvement Plan in September 2003 the key achievements have been:

- Play Pitch strategy completed and review committee scrutinised the strategy as part of the Sports Review 2003/04 [Objective 6];
- The Annual Performance Improvement Review Programme provides quarterly progress reports to Executive Management Team (EMT) on the Coalfields Integrated Working Arrangements Pilot [Objectives 8, 9, 10, 12, 13 & 14];
- Planning to fully integrate grass- cutting with other zoned service arrangements in the Washington Area with effect from Spring 2006 [Objectives 8, 9 & 13];
- Retained Green Flag Awards for Roker Park, Mowbray Park and gained an additional award for Herrington Country Park [Objective 1];
- Management Plans developed for Roker Park, Mowbray Park and Herrington Country Park as part of the Green Flag applications [Objective 1];
- Worked with local residents in the development of the Doorstep Green/Homezone, New Herrington [Objectives 1, 2, 7 & 8];
- Provided environmental improvements at West Herrington in association with the local Bloom Group [Objective 2];
- Meetings have been held with Officers from Environmental Services, Development and Regeneration and representatives from CABA Space to develop an agreed approach for the production of a Green Space Strategy [Objective 1];
- Annual Rolling Programme of Allotment Improvements [Objective 4];
- Restoration of Barnes Park Coach House in partnership with Into Work [Objective 1 & 7];
- Improvements to walled garden at Doxford Park in partnership with Social Services and the Friends of Doxford Park [Objective 1, 7, 8 & 13];
- Reviewed grass- cutting maintenance regimes on high- speed roads to balance safety, environmental and cost pressures [Objective 8 & 13];

- Developed use of Colony Software package and GIS links for administration of allotments [Objective 11];
- Allotment application forms made available on line [Objective 11];
- Regular meetings held with user group ie. Bowls club, football clubs, cricket clubs, allotment secretaries, Friends of Parks Groups and Bloom Groups [Objective 12];
- Assisted local Bloom Groups in preparation for their respective entries to the Northumbria in Bloom competition [Objectives 8 & 12];
- Installation of new litter bins at Roker Park, Hetton Lyons Country Park and Barnes Park. [Objectives 1 & 13];
- Developed a partnership with Springboard Training Agency at Hetton Lyons Country Park. [Objectives 1, 8 & 13];
- Developed an Education Initiative at Roker Park with CEED (Community Environmental Education Development) [Objective 1,8].
- Production of a Parks Management Strategy which was considered by Cabinet in October 2004 [Objective 1];
- Production of an Allotments Strategy which was considered by Cabinet in October 2004 [Objective 4];
- Production of the Young People's Play and Urban Games Strategy [Objective 5];
- Drainage improvements to football pitches and cricket outfield at six sites [Objective 6];
- Acquisition and installation of the grounds maintenance management software system "Down to Earth" [Objective 11];
- Service Standards published on Internet and signage introduced in parks [Objective 2];
- Monthly Work Plans available on Internet [Objective 11];
- Pilot of integrated service arrangements implemented in the Coalfield Area in October 2003. The zoning arrangements introduced means that recycling boxes and wheeled bins are emptied with initial litter picking on day 1 followed by grass cutting and road/path sweeping on day 2. This sequence is repeated across the Coalfield area, with fortnightly grass- cutting fitting into the regime in alternate weeks during the appropriate seasons [Objective 13];
- Awards in a number of categories in the 2004 Northumbria in Bloom competition and a Silver award in the 2004 Britain in Bloom competition [Objective 1];
- Introduction of Park Rangers at Herrington Country Park, Hetton Lyons Country Park and Princess Anne Park with assistance from Area Committees in the case of the latter two [Objective 8];
- Funding of £70,000 secured in 2003 and again in 2004 to provide for improvements to plantation areas in Washington [Objective 7];
- Funding secured to allow for the clean- up and thinning of over 20 sites across the City in 2004/05 [Objective 7];
- Arrangement with Sunderland Housing Group to maintain highway verges on its estates on behalf of the Council [Objective 13];
- Handling of parks and grounds maintenance enquires transferred to the Council's contact centre in January 2004 [Objective 14];
- Secured funding for or supported applications for funding for a number of schemes to improve facilities in parks or improvements to open spaces [Objective 7];
- Maintained arrangements with intermediate labour market providers to assist in the maintenance of parks and open spaces [Objective 13];
- Completion of an asset and standards audit of parks [Objective 1].

These achievements have enabled the following impact to be made on the outcomes:

- The Playing Pitch strategy was updated in 2004 and was considered by the review committee in November 2004. Three successful bids have been made to the Football Foundation to develop new facilities at Ford Quarry and to develop a synthetic pitch at Houghton Kepier School and synthetic multi use games area at Hetton School [Outcomes 2 & 3];
- Equipment purchased and a programme of deep aeration of all pitches to improve drainage, along with new/additional maintenance and materials has been introduced in 2004/5 season. The football pitch drainage system at Billy Hardy Complex has been renewed along with the irrigation and drainage outfall for the whole site. A further five sites have had additional drainage installed at Glebe, Tay Road, Success, King George V and Harraton. Six cricket wickets have been reconstructed at Harraton Cricket ground. Innovative new turf reinforcement materials, to reduce wear have been incorporated into goalmouths at Glebe Welfare, Success, Silksworth and Ryhope Parks [Outcomes 1, 2 & 3];
- APSE Network Group performance information which bench marked the service against other family group members for year 5 confirms the following:-

➤ Cost per Hectare (Maintained Land) incl CEC	@ £2,260= Top quartile
➤ No of Hectares maintained per FTE	@ 10.25 = Top quartile
➤ Front line staff cost as a % of the total spent	@ 74.5% = Top quartile

The above information therefore confirms that the service is delivered at a very low cost and high level of productivity; and that a high level of the expenditure is on employee costs [Outcome 1];

- Performance Improvement Operational Review 2004 Coalfield Integrated Working Arrangements Pilot, Review Final Report- the key findings of which were to identify that improvements in the cleanliness and tidiness of the local area had been demonstrated by:-
 - Communicating the aims and objectives to local residents
 - Targeting service activity
 - Better use of the resources
 - Re-arranging the order in which the various cleansing and grass cutting activities take place
 - Involving staff in the revision of working arrangements [Outcomes 1, 2 & 3]
- Roker Park, Mowbray Park and Herrington Country Park provide quality park facilities for the people of Sunderland and have met the strict criteria to qualify for a Green Flag Award [Outcomes 1, 2 & 3];
- Specific management plans for Roker Park, Mowbray Park and Herrington Country Park provide the high standards required to achieve a Green Flag Award and a useful management tool [Outcomes 1, 2 & 3];
- Local residents have led the Square Route Group Project which has attracted major funding (£450,000) to provide a doorstep green and a Home Zone at New Herrington. This environmental project has transformed the appearance of the local area [Outcomes 1, 2, & 3];
- The rolling programme of Allotments improvements have provided new perimeter security fencing and water supplies at several sites across the City [Outcomes 1& 2];

- The Coach House at Barnes Park has been refurbished. The first floor will be used as a meeting room and will be used by the Friends of Barnes Park. The ground floor will be used by the Park Warden as a base and also provides toilet facilities available for public use (when the warden is on Duty). Discussions are taking place about the provision of a Park Café [Outcomes 1, 2 & 3];
- Social Services have laid out new footpaths inside Doxford Park walled garden and are creating 4 themed beds which will be available for public viewing [Outcomes 1, 2 & 3];
- Changes to grass cutting regimes on high- speed roads will protect naturalised habitats whilst minimising hazards to drivers and employees, and maintenance costs. This followed consultation with local residents and the Council's Countryside Officer [Outcomes 1 & 3];
- Extended use of the Colony software package will improve service to customers. The GIS links will provide better detail of site and individual allotment plots [Outcome 1];
- Allotment applications are available on line and are used by some customers [Outcome 3];
- Information received during meetings with user groups is used to inform service delivery. The grass cutting regime at Backhouse Park was changed at the request of the Friends Group to protect wild flowers [Outcomes 1, 2 & 3];
- Installation of new litter bins at Roker Park, Hetton Lyons Country Park and Barnes Park have been welcomed by Park users [Outcomes 1 & 3];
- Springboard Training Agency is based at Hetton Lyons Country Park and through a partnership arrangement is providing some horticultural maintenance and also managing the watersports activities and the administration building [Outcomes 1, 2 & 3];
- CEED (Community Environmental Education Development) have been carrying out educational activities in Roker Park involving local schools. The feedback has been positive and CEED are planning more events in the next few months [Outcomes 1 & 3];
- Doxford Park walled garden will provide a new amenity [Outcomes 1, 2 & 3];
- Thompson Park development plan produced [Outcomes 1, 2 & 3].
- The Allotments Strategy and the Park Management Strategy documents will be used as a framework for the management of Parks and Allotments over the next 10 years; and as a basis for consideration of future projects and funding [Outcome 1];
- The drainage improvements to sports pitches will improve the quality of the playing surface for several football pitches and one cricket outfield [Outcome 1];
- Implementation of the "Down to Earth" software is facilitating the mapping of open spaces. The system will be fully operationally by April 2005 when it should allow cost/ benefit analyses of different maintenance regimes [Outcome 1];
- Service Standards available for public information on what can be expected; and whilst signage has been introduced to parks further development of the type of information to be provided, is necessary [Outcome 3];
- Monthly work plans on the internet allow other Council partners access to the work programmes [Outcome 3];
- Meetings with CABI Space representatives regarding the development of a Green Space Strategy were held in late 2003 [Outcome 3];
- A review of the pilot took place in August and September 2004 which included a door to door survey of residents living in the Coalfield area. The outcomes of the pilot will be considered in the near future and will influence any decisions to extend the arrangements into other areas. Initial results indicate an improvement

in the public's perception of the services provided by the Council and in particular their organisation [Outcome 3];

- Assisted in the development of local amenity space at Seldom Seen, Springwell Village and supported the proposals for a "Doorstep Green" at New Herrington [Outcome 2];
- Secured a day-to-day presence in the three larger naturalised parks which will assist in their upkeep and maintenance and deter misuse and vandalism [Outcome 1];
- Secured improvements in local environmental quality and levels of public safety at a number of sites across the City where previously available resources had limited maintenance works [Outcome 1];
- Success of community and other groups/ bodies in the Northumbria in Bloom competition [Outcome 2];
- Rationalisation of grounds maintenance operations in and around Sunderland Housing Group estates [Outcome 2];
- Investment and improvement of facilities at King George V Park; Barnes Park; the provision of furniture and signage at Hetton Lyons Country Park; a maintenance scheme at Roker Park; and the development of three satellite play areas and the planned refurbishment of others [Outcome 1];
- Developed proposals for an educational ecology programme at Herrington Country Park in conjunction with partner organisations and the continued support of similar arrangements at Hylton Dene [Outcome 2].

4.3 Following the previous Update Report dated 14th November 2005, the key achievements have been:

- As part of the Young People's Play and Urban Games Strategy (Objective 5) new / refurbished outdoor play facilities have been developed at Hylton Road Playing Field, Barnes Park, Backhouse, Sandhills, Peat Carr, Hetton Lyons, High Moorsley and a BMX Track has been provided at Hetton Lyons Country Park.
- In terms of the Playing Pitch Strategy (Objective 6), Football Foundation applications will benefit new grass football pitches at Ford Quarry (September 2007 opening) and an artificial grass surface at Houghton Kepier School (opening September 2006).
Individual football pitch improvement plans were produced a further six wickets were reconstructed at Harraton Cricket Ground and additional drainage was installed at Silksworth Ski slope, Herrington Colliery Welfare, Tay Road, Glebe and Harraton (Objective 6 & 13).
- The Coalfields integrated working arrangements are now fully embedded and have been rolled out to cover the Washington area. A news article to advise Washington residents of service changes and potential benefits of integrated service delivery were published in March 2006. The new Sunderland City logo is now displayed on uniforms and the vehicle fleet in line with the City's Image Strategy and the LGA/ IDeA "Reputation" programme to which the Council is a signatory. (Objective 13).
- A review of the migration of services to one computer system to enable customer self service via the Internet for Environmental services request enabling a logging and tracking facility commenced in December 2005. In February 2006 the ICT Unit confirmed that only one tender was returned from the external consultancy.

This was five times over the budget and was therefore put on long term hold (Objective 11).

- Herrington Country Park transferred to Environmental Services from Development and Regeneration Directorate in April 2006. The officers steering group continues to manage site development and maintain the natural aspect of a country park (Objective 8).
- The Management plans were reviewed and the Green Flag Awards were retained at Roker Park, Mowbray Park and Herrington (Objective 1).
- The annual rolling programmes of allotment improvements were implemented for 2006 (Objective 4).
- An agreement to set up a café in the Barnes Park Coach House and further improvements to the Doxford Park Walled garden was reached with Social Service directorate. Works carried out on the Doxford House walled garden will be completed in partnership with the Doxford Park friends group. A partnership has been developed with CEED (Community Environmental Education Development) to deliver educational initiatives from Roker Park (Objective 1,7,8 and 13).
- Regular meeting have been held during 2006 with user groups including: Bowls, Cricket and football Clubs, Allotment secretaries group, Friends of Parks and Bloom groups. Local Bloom groups have been assisted and encouraged in preparation of their entries in the 2006 Northumbria In Bloom contest. (Objective 8 and 12)
- Further success in Northumbria In Bloom 2006 with best in class awards for Sunderland, Mowbray Park and Doxford Business Park with the Council's and its partners efforts recognised in Hetton, Houghton and Washington. (Objective 8 and 12).

These achievements have enabled the following impact to be made on the outcomes:

- The new / refurbished play facilities (Objective 5) have contributed not only to the environmental appeal of the local areas, but also have made a positive contribution to improve the number of cultural opportunities available for young people.
- The new pitches at Ford Quarry will provide much needed grass pitches to meet the demand particularly from weekend adult teams and junior teams (Objective 6). The artificial surface at Houghton Kepier will provide the school with a new facility and also the community with access after school hours. The facility is now a registered Women's FA Centre of Excellence and the Rugby Football Union have also identified it as a Centre of Excellence. The reconstruction of the wickets, additional drainage at various sites and improvement plans for each football pitch have begun to show improvement in the standards of the playing surfaces reducing complaints and requests of the service (Objective 6 & 13).
- Integrated working arrangements in Washington. The refuse collection, street cleaning, Kerb- It and Green- It services have been zoned and grass cutting has

been aligned with them. Some enhancement of grass- cutting operations has proved possible as a result of those changes and since the recommencement of grass cutting operations in March 2006 (to August 2006) requests and complaints in respect of that activity have reduced along with those for street cleaning and litter. Work has also been undertaken with Sunderland Housing Group to align delivery of its grounds maintenance operations with those services delivered by Environmental Services across the City. (Objective 13)

- The transfer of Herrington Country Park to Environmental Services from Development and Regeneration Directorate has taken place with seamless service delivery and the park retained its Green Flag award in August 2006. In liaison with the Development and Regeneration directorate a draft information leaflet has been produced identifying the important ecological sites and natural habitat being in harmony with a modern country park. Environmental Services staff are supporting measures to improve the events infrastructure of the park and enhance its standing as an open-air events location in the North of England. Mowbray and Roker Parks also met the strict criteria associated with achieving a high standard and providing a quality park when they also achieved the prestigious Green Flag Award. (Objective 1,2,3, 7,8 &12).
- The rolling programme of allotments have provided new secure perimeter fencing at Summer Bell allotments and carried out allotment clean ups to South View, Shiney Row and other sites which have improved the take up of vacant allotments. Further work is planned for other sites during 2006/07. (Objective 1 & 2).
- The greater use of the Coach House in Barnes Park (Park Warden base) has helped reduce incidents of Anti Social behaviour in the park, this will be improved further with the introduction of the onsite café (Objective 1 & 7).
- The walled garden at Doxford Park has been refurbished by Social Services staff and now includes four themed beds, Herbs, Fruit, Mediterranean style and Herbaceous. New footpaths have been laid and seating installed. Community involvement and interest is at an unprecedented level with local school children involved in some of the design work and organising an open day event in the garden. It is anticipated that the garden will be open to the public and the friends group will be hosting open days on a regular basis (Objective 1,7 8 & 13).
- Regular meetings with secretaries, friends and user groups have resulted in improved service with new litter and dog bins being installed additional drainage to sports pitches and new bowling green surrounds (1,2 & 3).
- The partnership with CEED has resulted in their staff, based at Roker Park, delivering a wide range of educational initiatives across the City and a programme of park based activities benefiting the local residents and park users (Objective 1, & 8).
- Support for community and volunteer activity resulted in the following receiving awards from the Northumbria In Bloom Judges in 2006:

Whitby Rise, Houghton-Merit Award

The Grove, Hetton- Merit Award

Barnard Park aged persons, Hetton- Improvement Award

Bishopwearmouth Nursery, Sunderland- Improvement Award

Rainton Meadows- Award of Merit, Best Conservation Project.
 Millbeck Grove, Houghton- Award of Merit. Best Combined Efforts of Residents of a Community.
 St Bendicts Hospice/ Monkwearmouth Hospital Award of Merit, Hospices, Hospitals and day Centre. (Objective 8 & 12).

5.0 KEY ISSUES FOR FURTHER IMPROVEMENT

- 5.1 To further implement the Improvement Plan the following key actions will be undertaken over the next twelve months:
- The first phase of the Single Status agreement is likely to have implications for service delivery in respect of working arrangements and resourcing. The Business Improvement Programme is designed to address those matters and at the same time seeking to enhance the customer experience.
- 5.2 A number of action points have not been completed within the timescales of the Improvement Plan, and others have not resulted in the outcomes desired. Details of these and intended actions to achieve outcomes are as follows:
- Ongoing consultation is required to further assess customer expectations in respect of the grounds maintenance service and to inform future service delivery within available resources. Public response to service enhancements and actions would indicate that the service has gone some way to realising expectations.
 - Officers are awaiting advice from CABI Space on the approaches and associated costs of production of a Green Space Strategy from other local authorities in the country. Guidance will include the likely costs of consultants to undertake tasks that will inform the development of a Green Space Strategy for the City.

CONCLUSION AND RECOMMENDATION

- 5.3 The Committee is asked to note the positive progress made in implementing the actions from the best value review Improvement Plan over the last four years and on the basis that the majority of actions have now been implemented and positive impacts on outcomes made, it is recommended that this be the final update report in this format to this committee. This recommendation is made on the understanding that future reports be made on an exception basis should it not be possible to implement the small number of outstanding actions.

6.0 BACKGROUND PAPERS

- Best Value Service Review Methodology.
- Parks, Open Spaces & Grounds Maintenance Review Report & Improvement Plan – Environment & Community Services Review Committee (15th July 2002)
- Parks, Open Spaces & Grounds Maintenance “Making Sunderland a Greener Place” Review Progress Report – Environment and Community Services Review Committee (20th January 2003)
- Parks, Open Spaces & Grounds Maintenance “Making Sunderland a Greener Place” Review Progress Report – Environment and Community Services Review Committee (15th September 2003)

- Parks, Open Spaces & Grounds Maintenance “Making Sunderland a Greener Place” Review Progress Report – Environment and Community Services Review Committee (18th October 2004)
- Parks, Open Spaces & Grounds Maintenance “Making Sunderland a Greener Place” Review Progress Report – Environment and Community Services Review Committee (14th November 2004)

CONTACT OFFICER

Peter High, Head of Environmental Services, Community & Cultural Services

**REFERENCE FROM CABINET - 11TH OCTOBER, 2006 - GAMBLING ACT 2005,
APPROVAL OF THE COUNCIL'S STATEMENT OF LICENSING POLICY**

LINK TO WORK PROGRAMME : CONSULTATION

Report of the City Solicitor

1. Purpose of Report

- 1.1 To seek the advice and consideration of this Committee on a report considered by Cabinet on 11th October, 2006.

2. Background

- 2.1 The Cabinet, at its meeting held on 11th October, 2006 gave consideration to the attached joint report of the City Solicitor and the Director of Community and Cultural Services. The report sets out the outcomes of the consultation exercise on the draft Statement of Licensing Policy and recommends Council to approve the revised Policy.
- 2.2 Copies of the 11th October, 2006 Cabinet Agenda have been circulated to all Members of the Council. The Cabinet recommended to Council to approve the revised Policy.
- 2.3 The report is referred to this Committee for advice and consideration. Comments from this Committee will be reported back to Cabinet at its meeting to be held on 8th November, 2006.

3. Recommendation

- 3.1 The Committee is invited to make comments to Cabinet on the attached joint report of the City Solicitor and the Director of Community and Cultural Services.

4. Background Papers

- 4.1 Cabinet Agenda, 11th October, 2006.

R.C. Rayner,
City Solicitor.

CABINET MEETING – 11 OCTOBER 2006

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

GAMBLING ACT 2005 –APPROVAL OF THE COUNCIL’S STATEMENT OF LICENSING POLICY

Author(s):

JOINT REPORT OF THE CITY SOLICITOR AND THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

Purpose of Report:

To note the contents of the report and to seek approval to the amendments to the draft Policy.

Description of Decision:

- i. To inform Members of the outcome of the consultation exercise undertaken on the draft Policy, and
- ii. To recommend to Council to approve the revised Policy.

Is the decision consistent with the Budget/Policy Framework? *Yes/No

This is a new Policy

If not, Council approval is required to change the Budget/Policy Framework

Suggested reason(s) for Decision:

The Council must by statute prepare and adopt a Statement of Licensing Policy in respect of its functions under the Act. This 3 year policy must be in place by 31 December 2006.

Alternative options to be considered and recommended to be rejected:

There are no alternative options as this is required by statute

Is this a “Key Decision” as defined in the Constitution? Yes

Is it included in the Forward Plan? No

Relevant Review Committee:

Culture and Leisure

GAMBLING ACT 2005 –APPROVAL OF THE COUNCIL’S STATEMENT OF LICENSING POLICY

Report of City Solicitor and Director of Community and Cultural Services

1. Purpose of the Report

- 1.1 To note the contents of the report and to seek approval to the amendments to the draft Policy.

2. Description of Decision (Recommendations)

- 2.1 To inform Members of the outcome of the consultation exercise undertaken on the draft Policy, and
- 2.2 To recommend to Council to approve the revised Policy.

3. Introduction/Background

- 3.1 Members received a report on the implications of the Gambling Act 2005 on 27 July 2006. Members agreed to note the report and approved the timetable for implementation of the Council’s Statement of Licensing Policy.
- 3.2 This process involved consulting persons potentially affected by the Policy. The consultation period is now concluded and the Council must review any responses and consider reviewing our draft policy. Five responses have been received (see Appendix 1) from the following organisations:
- the British Casino Association (BCA);
 - the Association of British Bookmakers (ABB);
 - the British Beer and Pub Association (BBPA);
 - RAL Ltd (who currently operate a gambling business in the City);
 - and
 - GamCare (a charity concerned with problem gambling).

4. Current Position

- 4.1 The comments of the consultees relevant to the draft policy and the responses proposed are detailed below.
- 4.2 The British Casino Association in their letter dated 29 August 2006 have submitted the following comments: -

‘As the operation of casinos has been highly regulated over the past 40 years, the introduction of the ‘new’ legislation will not impact on the high level of integrity with which these premises have historically operated. The tight entry controls, including those on the verification of identity of all customers, prevent casinos creating any nuisance to the local community and is one of the reasons why Door Supervisors (Part

B, Para 1.22) were deemed unnecessary by parliament and why gaming premises are already exempt from the provisions of the Security Industry Act.

The existing statutory bar on any person under 18 entering such premises is already strictly enforced by entry controls and therefore licence conditions will not be required to prevent access to machines (Part B, Para 1.18).

The last point the Association wishes to make relates to licence conditions (Part B, Para 1.15 and Para 4.3) in drawing specific attention to para 9.29 of the Gambling Commission's Guidance (Page 49) to Licensing Authorities which identifies matters which cannot be the subject of conditions.'

- 4.3 In response to the comments of the BCA regarding Door Supervisors an amendment to Part B, paragraph 1.22 is proposed and it is felt that this amendment and the existing Part B, paragraph 1.15 deal with their concerns. With regard to their comments on licensing conditions not being required to prevent under 18's on the premises, it is a requirement of paragraph 7.19 of the Gambling Commission's Guidance that we include these terms and therefore no amendment is required. Finally, in response to their comments on matters which cannot be the subject of conditions, it is felt that this matter was adequately covered by the original draft (now paragraph 1.21 of Part B of the updated version of the draft policy) and therefore no further amendment is required.

- 4.4 The Association of British Bookmakers in their letter dated 28 June 2006 have submitted the following comments: -

'Door Supervision'

Because of the success of the betting industry in managing its offices, and because of the general nature of betting clientele, door supervisors are not employed in betting offices. Premises are supervised from the counter. Door supervision has not been operationally required, and neither the licensing justices nor the police have suggested that door supervision is necessary.

We would refer to the Gambling Commission's Guidance at paragraph 9.26. This requires that conditions should only be imposed when they:

- are relevant to the need to make the proposed building suitable as a gambling facility;
- are directly related to the premises and the type of licence applied for;
- are fairly and reasonably related to the scale and type of premises; and
- are reasonable in all other respects.

We would specifically ask that the policy reflect this by stating:

'...there is no evidence that the operation of betting offices has required door supervisors for the protection of the public. The authority will make a door supervision requirement only if there is clear evidence from the history of trading at the premises that the premises cannot be adequately supervised from the counter and that door supervision is both necessary and proportionate.'

Betting Machines

Reference to betting machines is made in section 181 of the Gambling Act 2005. These are machines on the shop floor of the betting office through which a customer can place a bet without having to visit the counter. They should not be confused with fixed odds betting terminals (which will be Category B2 gaming machines under the legislation) or amusement with prize machines ('fruit machines'). While up to four FOBTs/AWP's will be found in the great majority of betting offices in the country, the number of betting machines is extremely small and there is no evidence at all that, where they do exist, they are causing any harm. They are machines on which one may place a bet in an adult only environment, not machines upon which rapid gambling may occur. For these reasons, while the section 181 discretion is acknowledged, it is respectfully suggested that the policy state that: -

'While the authority has discretion as to the number, nature and circumstances of use of betting machines, there is no evidence that such machines give rise to regulatory concerns. This authority will consider limiting the number of machines only where there is clear evidence that such machines have been or are likely to be used in breach of the licensing objectives. Where there is such evidence, this authority may consider, when reviewing the licence, the ability of staff to monitor the use of such machines from the counter.'

Re-site Applications

Over the last two decades in particular, betting offices have been subject to an evolutionary process of enlargement and improvement to accommodate the more extensive facilities and technology now demanded by their customers, for example more and larger screens, full toilet facilities for male, female and disabled customers, level entrances, comfortable seating, no smoking areas, machines, information terminals and so on. Frequently, this has involved re-sites within the same locality. Under the former regime, such re-sites were positively welcomed by licensing authorities concerned to improve the general level of facilities in their area and were rarely objected to by competitors. This was recognised in the leading case of *R (Hestview) v Snaresbrook Crown Court* in which Hooper J stated (para 65):

'Likewise, if an application is, in effect an application for the transfer of a licence from one premises to another close by, with some increase in the size of the customer area, then an authority might well conclude that the grant would not be inexpedient....'

It is hoped that licensing authorities will wish to endorse and support this natural progress and improvement in the industry. It is requested that the policy positively encourage, or at least state that the authority will give sympathetic consideration to, re-sites within the same locality and extensions in order to enhance the quality of the facility provided for the benefit of the betting public.

Enforcement

It is requested that the policy includes wording along the following lines:

'The authority recognises that certain bookmakers have a number of premises within its area. In order to ensure that any compliance issues are recognised and resolved at the earliest stage, operators are requested to give the authority a single named point of contact, who should be a senior individual, and whom the authority will contact first should any compliance queries or issues arise.'

- 4.5 In response to the comments of the ABB concerning the issue of door supervision, it is considered that this issue has been dealt with above at paragraph 4.3 in response to the comments of the BCA. With regard to the ABB's concerns in connection with Betting Machines, it is felt that paragraph 1.15 of Part B of the policy adequately deals with their concerns and therefore no further amendment is necessary. In connection with the ABB's request that re-site applications be treated positively, it is felt that this issue is covered adequately by Part A, paragraph 5.2 which states that each case will be decided upon its merits. Finally, with regard to the ABB's request that operators which operate a number of premises within the area of the Council provide the Council with a single point of contact, it is felt that this request is of benefit and, as such, a new paragraph (Part A, paragraph 7.3) has been inserted into the policy document.

- 4.6 The British Beer and Pub Association in their letter dated 8 September 2006 have submitted the following comments: -

'Grant of additional permits

While there is no actual requirement under the Gambling Act 2005 for machines to be sited in the bar, we believe that supervision of machines is very important and this is again reinforced by our Code of Practice and staff training. Under the new regime, when operators apply for additional machine permits and they are complying with the Gambling Commission Code of Practice, there is no reason why these should not be granted. It would be helpful if the Statement of Principles could reflect this.

Application procedures for more than two machines

The Association would welcome the inclusion in the policy of an outline of the application procedures for permits for more than two machines. We understand that some Councils are taking the view that they will grant up to four machine permits without the need for a hearing. We support such an approach in the interests of reduced administration and bureaucracy for both Councils and applicants and would encourage you to consider this possibility.'

- 4.7 In response to the comments of the British Beer and Pub Association concerning the granting of additional permits it is felt that paragraph 2.2 of Part C of the policy adequately deals with their concerns and therefore no further amendment is necessary. With regard to their comments on the application procedures for more than 2 or more machines this matter has been discussed with LACORS (Local Authorities Coordinator of Regulatory Services) and they recommend that statements of policy are focussed upon 'high level' policy and do not set-out the application processes, decision-making procedures etc, as regulations have not yet been issued as regards detailed procedures. The draft policy reflects this approach and therefore it is considered that no further amendment is necessary. However, a further document may be produced following the publication of the regulations which outlines how the Council will administer the application process.

- 4.8 RAL Ltd in their letter dated 19 July 2006 have submitted the following comments: -

'While we consider the Statement to be largely consistent with the requirements of the Guidance to Licensing Authorities and the Gambling Act 2005, there is one aspect which does concern us and which we feel has the potential not only to undermine the spirit of the Act, but, equally, to cause unnecessary burden to the operators of adult gaming centres.

We refer first to your inclusion of 'door supervisor' in the list of possible appropriate measures to promote the licensing objective of protecting children and other vulnerable persons from being harmed or exploited by gambling. We refer also to recommendations that the provision of door supervisors may be an appropriate measure to meet the objective of prevent gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime. While the Statement does go on to state that list of potential conditions is not mandatory or exhaustive and is merely indicative of example measures, we should like to record our objection to the possibility that such a condition be imposed in relation specifically to adult gaming centres and urge caution that, if it is to be imposed, it should only be in appropriate cases.'

- 4.9 In response to the comments of RAL Ltd concerning the issue of door supervision, it is considered that this issue has been dealt with above at paragraph 4.3 in response to the comments of the BCA .
- 4.10 GamCare in their letter dated 28 July 2006 have submitted the following comments: -
- ‘Thank you for your draft on the Gambling Principles from your Authority. As you will understand we received one from all the authorities in the process of putting together their Principles and Future Policy.
- I found various differences in all, however not too many discrepancies for concern. I have however put together a separate list of inclusions, which from GamCare’s viewpoint we would like included either in the policy or as part of the Licensing conditions.’
- 4.11 In response to the comments of GamCare we have examined the list of conditions that they requested be added to the policy and in response we have inserted a new paragraph (Part B, Paragraph 1.17) which list the conditions which is felt were appropriate to be included in the policy.
- 4.12 The proposed updated version of the draft policy is attached at Appendix 3 with the amendments highlighted.

5. Reasons for the Decision

The Council must by statute prepare and adopt a Statement of Licensing Policy in respect of their functions under the Act. This 3 year policy must be in place by 31 December, 2006.

6. Alternative Options

There are no alternative options as this is required by statute.

7. Relevant Considerations / Consultations

- 7.1 The government has established an Independent Licensing Fees Review Panel, chaired by Sir Les Elton, to examine the impact of the whole range of changes to Licensing on Local Authorities. The Review Panel is planning to report in the Autumn of 2006.
- 7.2 Following previous changes to the Licensing arrangements relevant budgets have been ring fenced to recognise the different incidence of fee income and expenditure. A review of the implications associated with the Gambling Policy is currently being undertaken and will be considered alongside the findings and action taken by government in response to the Elton Review. At this stage it is considered that the current ring fencing arrangements will need to continue, but this approach will be reviewed in light of the latest information as part of the preparation of the 2007/2008 Revenue Budget.

8. Background Papers

1. Gambling Act 2005
2. Guidance issued by the Gambling Commission under Section 25 of the Act.
3. Letter from Association of British Bookmakers
4. Letter from British Casino Association
5. Letter from RAL Limited
6. Letter from GamCare
7. Letter from British Beer and Pub Association



The British Casino Association

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Tel: 020 7730 1055

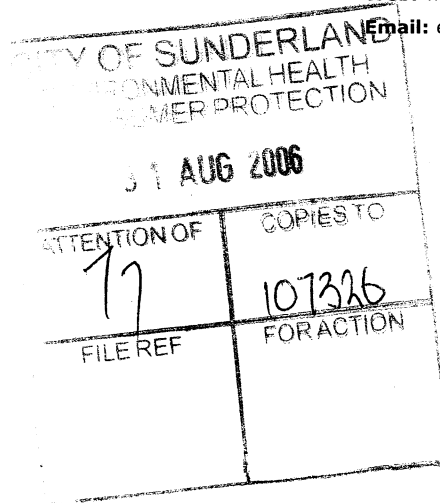
Fax: 020 7730 1050

Web: www.britishcasinoassociation.org.uk

Email: enquiries@britishcasinoassociation.org.uk

29th August 2006

Mr Iain Cavanagh
Licensing and Enforcement Officer
Sunderland City Council
Community and Cultural Services
P.O. Box 107
Civic Centre
Sunderland SR2 7DN



Dear Mr Cavanagh

Gambling Act 2005 – Draft Policy Statement

Thank you for sending the British Casino Association (BCA) a copy of the first draft of the Licensing Authority's Policy Document. The BCA is the leading trade association for the casino industry in Great Britain, representing over 90% of Britain's Licensed Casinos. The Association is committed to the responsible operation of the casino industry and works closely with government and regulators. Over the past 40 years the British casino industry has built a worldwide reputation for integrity and propriety.

We have a few points of clarification to raise at this stage but will wish to comment in more detail once the guidance on existing casinos licensed within your licensing area under the 1968 Gaming Act is issued and presumably incorporated into a further draft of your policy (Part B, Para 4.3). We have raised this issue with the Gambling Commission and await their further Guidance in this area.

The industry has in fact been regulated by the Gambling Commission and its predecessor the Gaming Board for Great Britain since 1968. The "new" regime in fact reproduces the existing system of regulation for commercial gaming (as opposed to the wider areas of gambling that are now also to be regulated and licensed). The Gaming Board has always been responsible for issuing Operating Licences for gaming operators (Certificates of Consent) and Personal Licences for the relevant operational staff and directors. Indeed the licensing objectives of the 2005 Act replicate the objectives that have been applied by the industry regulator, the Gaming Board for Great Britain, since the inception of the 1968 Gaming Act.

As the operation of casinos has been highly regulated over the past 40 years, the introduction of the "new" legislation will not impact on the high level of integrity with which these premises have historically operated. The tight entry controls, including those on the verification of identity of all customers, prevent casinos creating any nuisance to the local community and is one of the reasons why Door Supervisors (Part B, Para 1.21) were deemed unnecessary by parliament and why gaming premises are already exempt from the provisions of the Security Industry Act.

.../...

Chairman: Penelope, Viscountess Cobham

A Company Limited by Guarantee

Registered Office: Vicarage House, 58-60 Kensington Church Street, London W8 4DB **Registered in England** 887852

: 2 :

The existing statutory bar on any person under 18 entering such premises is already strictly enforced by entry controls and therefore licence conditions will not be required to prevent access to machines (Part B, Para 1.18).

The last point the Association wishes to make relates to licence conditions (Part B, Para 1.15 and Para. 4.3) in drawing specific attention to Para 9.29 of the Gambling Commission's Guidance (Page 49) to Licensing Authorities which identifies matters which cannot be the subject of conditions.

We look forward to hearing from you.

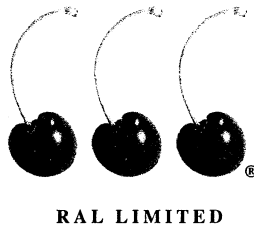
Yours sincerely

A handwritten signature in black ink, appearing to read 'Ken Watling', with a stylized flourish at the end.

Ken Watling
Director of Policy

Our Ref: BE/dds

19th July 2006



Mr Ian Cavanagh
Licensing and Enforcement Officer
Sunderland City Council
Community and Cultural Services
PO Box 107
Civic Centre
SUNDERLAND
SR2 7DN

CITY OF SUNDERLAND ENVIRONMENTAL & COMMUNITY	
ATTENTION	7/11/06
FILE REF	FOR ACTION

106666

Dear Sirs

STATEMENT OF LICENSING PRINCIPLES – GAMBLING ACT 2005

We write in response to the publication of the draft of Sunderland Council's Statement of Licensing Principles ("Statement") and in our capacity as "persons representing the interests of persons carrying on gambling businesses in the authority's area" and are pleased to take part in the consultation process of this document. We set out below our comments on the Statement.

While we consider the Statement to be largely consistent with the requirements of the Guidance to Licensing Authorities ("Guidance") and the Gambling Act 2005, there is one aspect which does concern us and which we feel has the potential not only to undermine the spirit of the Act but, equally, to cause unnecessary burden to the operators of adult gaming centres.

We refer first to your inclusion of 'door supervisors' in the list of possible appropriate measures to promote the licensing objective of protecting children and other vulnerable persons from being harmed or exploited by gambling. We refer also to recommendations that the provision of door supervisors may be an appropriate measure to meet the objective of preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime. While the Statement does go on to state that the list of potential conditions is not mandatory or exhaustive and is merely indicative of example measures, we should like to record our objection to the possibility that such a condition be imposed in relation specifically to adult gaming centres and urge caution that, if it is to be imposed, it should only be in appropriate cases.

As the Licensing Authority is undoubtedly aware and as set out in 5.2.2 of the consultation document, 'Gambling Commission Licence Conditions and Codes of Practice' ("Conditions and Codes"), the current equivalent of adult gaming centres governed by the Gaming Act 1968 restricts access to adults only. The introduction of the Gambling Act 2005 will have the same result in terms of prohibiting entry to under 18s. By this rationale, if operators are currently running a safe and successful centre without the need for door supervisors, then there can be no valid reason for a change of policy in this regard.

Cont'd...



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As any conditions imposed on a licence are required to be consistent with the licensing objectives, we list below our reasons for the inappropriateness of door supervisors in relation to such objectives.

Protecting children and other vulnerable persons from being harmed or exploited by gambling

We would draw comparisons with the Licensing Act 2003 which has at its core a similar licensing objective, namely “the protection of children from harm”. Conditions commonly used to promote this licensing objective include proof of age schemes, the display of signs stating that underage drinking is an offence and the requirement for internal training protocols, while the imposition of conditions requiring the presence of door supervisors would ordinarily fall into the licensing objective category of “the prevention of crime and disorder” or “the prevention of public nuisance”.

In common with the Licensing Act 2003, the provision of door supervisors is not a mandatory condition under the Gambling Act 2005 and it is clear that the discretion of the Licensing Authority is to be used when attaching such a condition. s178 of the Gambling Act 2005 makes clear that a condition relating to door supervisors may be placed on a premises licence quite legitimately but that its main purpose is as a tool to effect regulation by ensuring that any door supervisor employed is registered by the Security Industry Authority, as stated in Part 30 of the Guidance.

We would urge the Licensing Authority to adopt the same view as it did in its Statement of Licensing Policy under the Licensing Act 2003 in which ‘door supervision’ was included in a pool of conditions which could be added to a licence to promote the prevention of crime and disorder objective but that, in practical terms, its efficacy as a measure to protect children and vulnerable people is extremely limited. It is clearly possible, for example, to implement proof of age schemes without the costs of employing door supervisors.

It is to be noted that the Conditions and Codes specifically relating to arcades lists various measures but makes no mention of door supervision. The document does make it clear that a condition will be placed on the premises licence of any adult-only gaming premises, including adult gaming centres, to put into effect documented policies and procedures to prevent underage gambling. We would suggest that the Conditions and Codes provides sufficient procedures in relation to operators’ social responsibility to deal with establishing procedures for verifying the age of potentially underage customers.

Operators of adult gaming centres are, like operators and key management personnel of alcohol-licensed premises, subject to rigorous verification processes in order to obtain personal and operating licences. Existing operators will already be familiar, through first-hand experience, of the most effective measures to promote the protection of children and other vulnerable persons from being harmed or exploited by gambling and also to prevent crime and disorder. Accordingly, we would contend that, as is currently the situation with the adult gaming centres we currently operate, the management are fully versed in measures to uphold the proposed objectives, for example implementing approved proof-of-age schemes, recognition of problem gambling, the availability of self-exclusion, the avoidance of misleading advertising, provision of information with regard to professional help available to problem gamblers, signage on exterior doorways indicating the minimum age for entry and similar training protocols. Such measures are currently in place and mirror those suggested in the Guidance.

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Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime

30.3 of the Guidance states that *if there are concerns that a premises may attract disorder or be subject to unauthorised access*, then the Licensing Authority may require that the entrances to the premises are controlled by a door supervisor. As such, we would expect the Licensing Authority to refrain from imposing such a condition in cases where there are no such concerns.

As mentioned above, conditions requiring the use of door supervisors are sometimes imposed in relation to the Licensing Act 2003 objectives of “prevention of crime and disorder” and “prevention of public nuisance”. The Statement, consistent with 7.43 of the Guidance, makes clear that there is a distinction between ‘nuisance’ and ‘disorder’ and that the prevention of nuisance is to be dealt with under separate legislative regimes. In practical terms, the role of door supervisors under the Licensing Act 2003 includes the following: dispersal of customers, queue management, searching customers on entry and ensuring they do not take open vessels from the premises on departure. This condition is generally imposed on the premises licences of High Volume Vertical Drinking establishments with high occupancy figures. Indeed, even in such premises, door supervisors are often only required to be in attendance on weekends after, say, 21:00 when capacity is high. At times when capacity is low, it is rare for a local authority to insist on the presence of door supervisors as they recognise that this would be a disproportionate measure. We contend that such concerns are not relevant in relation to adult gaming centres as capacities rarely match those found in alcohol licensed premises and, as alcohol is not provided in the adult gaming centres we operate, there is little risk of instances of alcohol-fuelled disorder.

The Statement also refers to areas which have known high levels of organised crime and that, in such areas, the authority will consider carefully whether gambling premises are suitable to be located there and whether conditions involving door supervisors may be appropriate.

While we appreciate that this statement is not specifically directed at adult gaming centres, we would submit that any link between customers entering adult gaming centres and the presence of organised crime is tenuous and unsubstantiated. The reference to “high levels of organised crime” is vague and could theoretically apply to any city in the country. Any application for a premises licence must be judged on its merits and any representations received must be relevant to issues which are in the direct control of the management of the premises.

9.26 of the Guidance states that any conditions imposed must be “proportionate to the circumstances which they are seeking to redress” and, amongst other stipulations, must be “fairly and reasonably related to the scale and type of premises”. Should there be little or no evidence that the applicant premises adds to levels of organised crime, we submit that a condition requiring the use of door supervisors would be entirely inappropriate. It is clear from the Guidance that preventing gambling from being a source of crime would require measures such as adhering to money laundering regulations and it therefore overlaps largely with other legislation such as the Proceeds of Crime Act 2002. As an additional measure, compliance with this aspect of the objective will initially be determined by the Gambling Commission when processing applications for Operating Licences.

Should the local authority be minded to include door supervision as one of its conditions to be considered when determining an application for an adult gaming centre, it is respectfully

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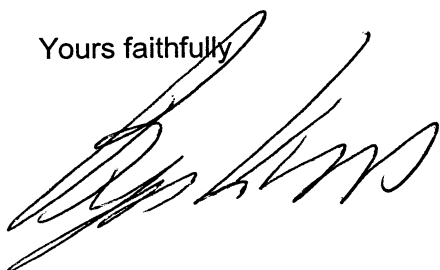
reminded that any conditions to be attached to a premises licence should be tailored to the individual style and characteristics of the premises concerned. Therefore, if a particular gaming centre has previously successfully renewed its gaming permits and there have been no circumstances where the presence of door supervisors would have been necessary to meet the licensing objectives, then we would submit that it would be a contravention of the Guidance to impose such a stringent condition on an Applicant. In this case, such a condition would be unnecessarily financially burdensome and disproportionate.

We would echo the concerns of the respondents to the Gambling Commission's consultation on its Statement of Principles who stated that the inclusion of door supervisors would be "cost prohibitive" and "should only be imposed where necessary". We note that the report includes a statement that "local authorities suggested guidance [with regard to door supervisors] should not be prescriptive and should allow Licensing Authorities to take account of local conditions", suggesting that it should not be imposed in all cases. We fully endorse this view.

In conclusion, we would submit that we consider it of the utmost importance that the operators of adult gaming centres abide by their duty of social responsibility as set out in the various guideline documents so far released and that we attempt at all times to meet the licensing objectives in operating our businesses and providing services to the community. However, it is hoped that the Licensing Authorities will make careful and measured use of the discretion afforded to them by the Government by doing their utmost to ensure that burdensome and otiose conditions are not imposed on the premises licences of businesses which have already demonstrated their ability to uphold the licensing objectives.

Whilst the Licensing Authority is clearly aware of the requirement to judge each application on its merits, we should be grateful to receive details of your proposals with regard to the imposition of conditions requiring door staff, given the matters outlined in this letter.

Yours faithfully



Byron Evans

Commercial Director

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CITY OF SUNDERLAND ENVIRONMENTAL HEALTH & CONSUMER PROTECTION	
11 SEP 2006	
ATTENTION OF 11	COPIES TO
FILE REF WKE/1	FOR ACTION

8th September 2006

Dear Iain,

GAMBLING ACT 2005 – DRAFT STATEMENT OF LICENSING POLICY

Thank you for providing this Association with a copy of your draft policy. As the country's leading trade association for the pub sector it is perhaps unfortunate that we were omitted from your consultation on this important subject. Had it been on your website it would also have been picked up by our own trawls. Nevertheless, although your closing date for consultation has passed, it is earnestly hoped that you will still give due regard to our comments.

The British Beer & Pub Association (BBPA) represents brewing companies and their pub interests, and pub owning companies, accounting for 98% of beer production and around two thirds of the 60,000 pubs in the UK. Many of our members own and run pubs in your authority's area. The Association promotes the responsible sale of alcohol and management of licensed premises. It has a range of good practice information and guidance for member companies. Further information is available on our website at www.beerandpub.com.

This response is also supported by BII, the professional body for the licensed retail sector, the Association of Licensed Multiple Retailers (ALMR), which represents the interests of smaller independent companies within licensed retailing and the Federation of Licensed Victuallers Association (FLVA) which represents self-employed licensees in England.

The protection of children and vulnerable persons

We would like to take this opportunity to emphasise that pubs have had amusement with prize machines on their premises for many years. The BBPA has been pressing for legislation prohibiting under 18s from playing all cash machines (ACMs) since before the introduction of our Code of Practice on Minimum Age of Players, and we therefore very much welcome the restriction now contained in the new Gambling Act. The Association first introduced its Code of Practice in 1998, and has kept it under regular review since then. As a result of the Code, which is supported by other trade bodies including the ALMR, BII, FLVA and BACTA, ACMs coming on to the market include the "No Under 18s to Play" prohibition notice in the front of the machine. The inclusion of this notice has been achieved at the instigation of the Association in co-operation with machine suppliers.

BBPA member company training schemes also reinforce the management of the machines to ensure the minimum age requirement is complied with, for example by requesting recognised ID such as a PASS accredited proof of age card, driving licence or passport where there is doubt that the player is 18 years of age or over.

Grant of additional permits

While there is no actual requirement under the Gambling Act 2005 for machines to be sited in the bar, we believe that supervision of machines is very important and this is again reinforced by our Code of Practice and staff training. Under the new regime, when operators apply for additional machine permits and they are complying with the Gambling Commission Code of Practice (which will of course replace the BBPA Code), there is no reason why these should not be granted. It would be helpful if the Statement of Principles could reflect this.

Application procedures for more than two machines

The Association would welcome the inclusion in the policy of an outline of the application procedures for permits for more than two machines. We understand that some councils are taking the view that they will grant up to four machine permits without the need for a hearing. We support such an approach in the interests of reduced administration and bureaucracy for both Councils and applicants and would encourage you to consider this possibility.

Both the BBPA and LACORS have been concerned about the lack of a generic application form for permits. We understand that LACORS are now working on a standard application form for permits which could be used by Councils and applicants. It is obviously in the interests of businesses and local authorities to have such a form. We fully support this approach and hope you will adopt the LACORS form once it is produced.

Transitional arrangements

As the implementation date of 1st September 2007 approaches, it is likely that the Council will receive increasing numbers of enquiries from alcohol licensed premises wanting to find out what will happen to their existing machine permissions. It would therefore be helpful if some reference to transitional arrangements could be included either in the policy or in the form of separate guidance.

We appreciate that these arrangements will not be absolutely clear until the regulations have been finalised, but it is our understanding (based on the DCMS Transitional Arrangements consultation)

that pubs will be automatically entitled to provide the same number of machines as they are currently permitted to provide. This provision is not subject to approval by the licensing authority and their existing permissions should be automatically transferred to the new legislative framework.

After this, if it becomes evident that there is a problem with the premises, the licensing authority has the power to remove the permission or to reduce the number of machines permitted, as stated in the draft policy.

We trust that these comments are helpful and that they will be taken into account in the final version of the policy. The BBPA is committed to ensuring a smooth transition to the operation of the new gambling regime and looks forward to working with you to achieve that objective.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Lee', with a long, sweeping horizontal stroke extending to the right.

Lee Le Clercq

Bond Pearce

28 June 2006

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Our ref:
TLD1/ELW1/361277.1
Your ref:

Dear Mr Cavanagh

On behalf of the Association of British Bookmakers we are pleased to have an opportunity to respond to your draft Gambling Act licensing policy.

The Association of British Bookmakers

Off-course bookmakers were first recognised in legislation by the Betting and Gaming Act of 1960. The industry now consists of approximately 8,500 betting offices in Great Britain, which makes them by far the most numerous type of dedicated gambling facility; the average authority having about 20 betting offices within its area. The Association of British Bookmakers is the representative association for businesses holding nearly 7,000 betting office licences, and will be responding to consultations on all the licensing policies in Great Britain.

Before the advent of the Gambling Act 2005, there was no national regulator for bookmakers. However, the industry has been extremely successful at policing itself. Bookmakers have given rise to no or few regulatory concerns. For example, there are few if any prosecutions of bookmakers or revocations of betting office licences, no suggestion of underage betting in betting offices and no suggestion that betting offices cause nuisance to surrounding users. Crime and disorder is extremely rare in betting offices, and there is no evidence that bookmakers have operated their business in such a way as to exploit the vulnerable. Of course, alcohol is not sold in betting offices. Betting offices have been good neighbours to both residential and commercial occupiers. A primary objective of the ABB has been to help create betting environments in which the public enjoys fair and responsible gambling. It has to a large extent been assisted by the demographics of the industry, in which there are some very large participants, e.g. Ladbrokes, William Hill, Coral, the Tote and Dones (Betfred). These operators set a high standard, in terms of offices and customer service, which new entrants have naturally striven to match.

The ABB welcomes the new legislation, and the opportunity to work with licensing authorities, so as to consolidate and continue the enormous advances made by the industry, in a way which benefits customers while avoiding regulatory concerns. The ABB hopes and expects that a light touch approach will be taken to the imposition of conditions and regulatory burdens on the industry, save in so far as this is necessary and proportionate in individual cases.

We would take the opportunity to comment on some specific aspects of your policy. You will see that in certain areas we have been sufficiently bold as to suggest wording for the policy. The reason for this is that the ABB's members are keen, so far as possible, to achieve consistency between licensing policies, for the benefit of all involved in the system.

Door supervision

Because of the success of the betting industry in managing its offices, and because of the general nature of betting clientele, door supervisors are not employed in betting offices. Premises are supervised from the counter. Door supervision has not been operationally required, and neither the licensing justices nor the police have suggested that door supervision is necessary.

We would refer to the Gambling Commission's Guidance at paragraph 9.26. This requires that conditions should only be imposed when they:

- are relevant to the need to make the proposed building suitable as a gambling facility;
- are directly related to the premises and the type of licence applied for;
- are fairly and reasonably related to the scale and type of premises; and
- are reasonable in all other respects.

We would specifically ask that the policy reflect this by stating:

"... there is no evidence that the operation of betting offices has required door supervisors for the protection of the public. The authority will make a door supervision requirement only if there is clear evidence from the history of trading at the premises that the premises cannot be adequately supervised from the counter and that door supervision is both necessary and proportionate."

Betting machines

Reference to betting machines is made in section 181 of the Gambling Act 2005. These are machines on the shop floor of the betting office through which a customer can place a bet without having to visit the counter. They should not be confused with fixed odds betting terminals (which will be Category B2 gaming machines under the legislation) or amusement with prize machines ('fruit machines').¹ While up to four FOBTs / AWP's will be found in the great majority of betting offices in the country, the number of betting machines is extremely small and there is no evidence at all that, where they do exist, they are causing any harm. They are machines on which one may place a bet in an adult only environment, not machines upon which rapid gambling may occur. For these reasons, while the section 181 discretion is acknowledged, it is respectfully suggested that the policy state that:

"While the authority has discretion as to the number, nature and circumstances of use of betting machines, there is no evidence that such machines give rise to regulatory concerns. This authority will consider limiting the number of machines only where there is clear evidence that such machines have been or are likely to be used in breach of the licensing objectives. Where there is such evidence, this authority may consider, when reviewing the licence, the ability of staff to monitor the use of such machines from the counter."

Re-site applications

Over the last two decades in particular, betting offices have been subject to an evolutionary process of enlargement and improvement to accommodate the more extensive facilities and technology now demanded by their customers, for example more and larger screens, full toilet facilities for male, female and disabled customers, level entrances, comfortable seating, no smoking areas, machines, information terminals and so on. Frequently, this has involved re-siting within the same locality. Under the former regime, such re-sites were positively welcomed by licensing authorities concerned to improve the general level of facilities in their area, and were rarely objected to by competitors. This was recognised in the leading case of *R (Hestview) v Snaresbrook Crown Court* in which Hooper J. stated (para 65):

Likewise, if an application is, in effect, an application for the transfer of a licence from one premises to another close by, with some increase in the size of the customer area, then an authority might well conclude that the grant would not be inexpedient..."

It is hoped that licensing authorities will wish to endorse and support this natural progress and improvement in the industry. It is requested that the policy positively encourage, or at least state that the authority will give sympathetic consideration to, re-sites within the same locality and extensions in order to enhance the quality of the facility provided for the benefit of the betting public.

Enforcement

It is requested that the policy includes wording along the following lines:

"The authority recognises that certain bookmakers have a number of premises within its area. In order to ensure that any compliance issues are recognised and resolved at the earliest stage, operators are requested to give the authority a single named point of contact, who should be a senior individual, and whom the authority will contact first should any compliance queries or issues arise."

¹ While FOBTs/AWP's clearly accept bets for the purpose of playing directly on these machines, for instance inserting a £20 note into a FOBT to play roulette, the customer cannot use these machines to bet on other events available in the betting shop e.g. horse/dog races and football matches.

Consultation of ABB

Finally, we would respectfully ask that your authority notify the ABB of any further consultations to be conducted by you, and that you favour the ABB with a hard and electronic copy of your final policy. This will enable the ABB to establish a bank of policies for the benefit of its members, alert its members to any developments and enable greater liaison and consistency to occur. The relevant contact details are:

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Please do not hesitate to contact us should you wish to discuss any of the contents of this letter.

Yours sincerely



Tim Davies
Partner
for and on behalf of Bond Pearce LLP

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28th July 2006

Dear Sir or Madam

31 JUL 2006

ATTENTION OF	
NJ.	
FILE REF	FOR ACTION
106617	

Thank you for your Draft on the Gambling Principles from your Authority. As you will understand we received one from all the authorities in the process of putting together their Principles and future Policy.

I found various differences in all, however not too many discrepancies for concern. I have however put together a separate list of inclusions, which from GamCare's viewpoint we would like included either in the policy or as part of the Licensing conditions.

I have had to read quite a few drafts, as already explained so please forgive me if I repeat anything already included.

All local authorities must now recognise that they should have a "Duty of Care" and become "Corporate Parents" assisting the residents of their authority with gambling addictions. Gambling is a much hidden form of addiction with little recognition.

Many authorities have now set up programs for Drug and Alcohol addictions, GamCare feel there is a great benefit of a program of problem gambling and possibly Debt Management counselling, to run in conjunction.

GamCare, I must emphasise, is a Gambling Neutral charity; we also recognise gaming is a very entertaining form of relaxation.

I would be grateful for the opportunity to visit your authority, and meet with all interested parties explaining in more detail how we may be of assistance to you, and the way we look for support and raise awareness about problem gambling.

Yours sincerely

Alan Faulkner
GamCare Partners Manager

- 1 The sale and distribution of Controlled drugs and the laundering of the proceeds of drugs to support gambling.
- 2 Prostitution to feed gambling needs
- 3 Any unlawful gaming gambling and betting
- 4 All leaflets giving assistance to problem gambling clearly displayed in prominent and areas such as toilets for example where they will be more discreet. This will give certain anonymity.
- 5 Self exclusion forms available.
- 6 Operator must have a regard to best practice issued by organisations that represent the interests of vulnerable people.
- 7 On machines such as FOBT, s the odds clearly displayed.
- 8 All A.T.M or cash terminals to be separate from gaming machines, so that clients will have to leave the machine for more funds if so required. They should also display stickers with GamCare Helpline information positioned prominently on machine.
- 9 Social responsibility must be adhered to and mentioned at all times when reasonable.
- 10 It has been mentioned in the Principles however it is so important clear visible signs of age restriction are clearly displayed in gaming or betting establishments, also entrances to gambling and betting areas are well supervised and age identification verified.
- 11 Posters displayed suggesting " stay in control of your gambling" with details of GamCare telephone number and website.

12. Compulsory non-gambling areas or "Chill out Rooms" in all Casinos [this is only relevant if you are having a casino in your authority] .

Please ensure that fruit machines are not situated in Mini Cab offices or Takeaways or other unlicensed premises where children may have access to.

THANK YOU FOR YOUR ASSISTANCE.