



CABINET

MEETING : Wednesday, 5th February 2014

PRESENT : Cllrs. James (Chair), Dallimore, Organ, Wood and Patel

Others in Attendance

Julian Wain, Chief Executive

Peter Gillett, Corporate Director of Resources

Martin Shields, Corporate Director of Services and Neighbourhoods

Sue Mullins, Head of Legal and Policy Development

John Topping, Finance Manager

Anthony Hughes, Democratic Services Officer

72. DECLARATIONS OF INTEREST

There were no declarations of interest.

73. MINUTES

The minutes of the ordinary meeting held on 11th December 2013 and the special meetings held on the 15th and 23rd January 2014 were confirmed as correct records and signed by the Chair subject to an amendment to Minute No 63 of the 11th December 2013 (City Council Energy Costs, Consumption and Projects Monitoring Report) by the addition of the Cabinet Member for Environment as a co-author to the report.

74. PUBLIC QUESTION TIME (15 MINUTES)

There were no questions from the public.

75. PETITIONS AND DEPUTATIONS (15 MINUTES)

There were no petitions or deputations.

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76. OVERVIEW AND SCRUTINY COMMITTEE - RECYCLING TASK AND FINISH GROUP

Cabinet considered the final report and recommendations of the Overview and Scrutiny Committee Recycling Task and Finish Group.

Councillor Sebastian Field (Chair of the Group), Councillor Gordon Taylor and Councillor Haigh had been invited to the meeting to present the report. An apology for absence had been received from Councillor Field.

Councillor Taylor introduced the report on behalf of the Task and Finish Group highlighting the process of review undertaken, the evidence gathered and conclusions that had been reached. Councillor Haigh in particular drew attention to the recommendation (as below) relating to a relaunch of the food and waste service using the slogan '*Love food, hate waste*' and more cleaner ways of disposing of food waste.

The Overview and Scrutiny Committee on the 2nd December 2013 had agreed to forward to Cabinet the following Task and Finish Group recommendations to improve the current service:-

"A report should be prepared to go to Cabinet within the next six months suggesting a number of changes to the existing service with a view to implementation in two years using computer modelling. The revised scheme should coincide with the replacement of the current fleet of vehicles. Any new scheme should include the following:-

- An analysis should be carried out of the current waste stream as the recycling profile has changed. This could be performed by examining the contents of a fleet vehicle at the Depot.
- Consideration of a change of vehicles to a split-back refuse truck or a 'May Gurney' type vehicle similar to that used in Bristol. This would achieve a key objective of increasing the number of items that can be recycled.
- Exploration of collecting garden waste and cardboard at the same time within a split-back truck.
- The current rounds should be re-examined to take account of local issues and changes which have taken place since they were originally drawn up. For example, access problems in Kingsway and anti-social behaviour in Barton and Tredworth and City Centre properties caused by bins being left out on the streets on busy nights.
- Rounds should be remodelled using a computerised model approach.
- Crews and shift patterns will need to be examined and the necessary changes made.
- There should be a trial using a split-back vehicle on one round such as Tuffley for a period of three months.

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- When the new service is introduced the opportunity of changing existing bin sizes can be explored bearing in mind the constraints posed to residents living in terraced properties.
- There should be a relaunch of the food waste service using '*Love Food – Hate Waste*' as a slogan so that residents are aware they can use compostable bags or newspaper to line food caddies. Local supermarkets should be encouraged to join in with the campaign and sponsor free caddy bags to residents.
- Amey should have a containerised area at the Depot for holding furniture collected via the Council's Bulky Waste Service so that local charities such as Emmaus and the Furniture Recycling Project can be invited to view it to see if it is suitable for recycling".
- The City Council's website should be updated to provide better information for residents. The message should emphasise what can be recycled, rather than what can be thrown away."

Cabinet Members welcomed the report acknowledging that some of the recommendations were already being actioned, that receipt of the report was timely in view of the need to seek reduction in costs, the opportunity to look at new ways of working, the encouragement of recycling, and that the report was a good example of scrutiny in action.

RESOLVED

That the recommendations of the Task and Finish Group be addressed and matters that can be actioned without the need of a further report be implemented at the earliest opportunity and matters requiring more detailed consideration be the subject of a further report to Cabinet as necessary.

77. OVERVIEW AND SCRUTINY COMMITTEE - EVENING ECONOMY TASK AND FINISH GROUP

Cabinet considered the final report and recommendations of the Overview and Scrutiny Committee Evening Economy Task and Finish Group.

Councillor Chris Chatterton (Chair of the Group), Councillor Andrew Gravells and Councillor Sebastian Field had been invited to the meeting to present the report. An apology for absence had been received from Councillor Field.

Councillor Chatterton (Chair of the Task and Finish Group) presented the report on behalf of the Task and Finish Group, supported by Councillor Gravells, highlighting the process of review undertaken, the evidence gathered and conclusions that had been reached.

The Overview and Scrutiny Committee on the 11th November 2013 had agreed to forward to Cabinet the following Task and Finish Group recommendations:-

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Key Points

- The new Chief Executive for Marketing Gloucester should come from a professional marketing background and should be tasked with developing a long-term strategic marketing plan as a matter of urgency.
- The current Evening Economy Group should raise its profile and liaise more widely with local stakeholder groups. This will strengthen the Group's influence and foster a strong co-ordinated approach to promoting the City Centre.
- Marketing Gloucester should be actively approaching other organisations to publicise the City's attractions and not expect businesses to come to them. A regularly maintained, simple to use and comprehensive listings website would enhance the organisation's profile in this respect.
- Marketing Gloucester and the Evening Economy Group should devise a strategy to draw the potential extra visitors from the new Gloucester Quays leisure complex into the City Centre.

Pub/Club/Restaurant/Theatre/Shopping Facilities

- The development of a recognised restaurant quarter in the City Centre should be explored in common with other cities.
- Pubs and restaurants should be encouraged to offer promotions to coincide with events and ensure opening times are aligned to meet customer demand.
- Those clubs and pubs that cater for a wide range of musical tastes and live music should be encouraged to advertise more widely.
- The existing comedy clubs in the City need to build on their reputation and publicise their events.
- In respect of theatres, a niche should be found for established venues such as the King's Theatre and the Picturedrome.
- Retailers should be encouraged to co-ordinate late night shopping evenings to link with night-time markets and other key events in the City Centre.

Transport Considerations

- There should be liaison with local bus companies to ensure that there are services available to meet demand for key events in the City Centre such as Three Choirs, Christmas Lights Switch on, etc.
- Discussions should be held with local bus companies and First Great Western to explore incorporating tickets for local attractions with journeys.
- Parking schemes and tariffs should be harmonised to give greater clarity for visitors to the City Centre.

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Environmental Considerations

- Businesses should be encouraged to modify their trade refuse collection regime to ensure that bags and cardboard are not left in doorways, so that the appearance of the streetscene is improved.
- Street lighting and flood-lighting should be improved to give a feeling of security and also to illuminate and enhance the features of prominent buildings.

Gloucester Train Station

- The Leader of the Council should write to Network Rail to request them to refurbish the building
- The City Council should explore entering into a contract with the Severnside Rail Partnership to allow sponsorship of the station.
- The City Council should investigate marketing opportunities at the station, at nearby stations and on trains.

The Cabinet Member for Regeneration and Culture thanked the Task and Finish Group for their report and commented that a number of the recommendations had already been actioned. The Chief Executive of Marketing Gloucester had been appointed; a letter had been sent to Network Rail seeking improvement to Gloucester Rail Station; improvement to street lighting was proposed through inclusion of £75,000 in the City Centre Investment Fund; the possibility of a new bus station was being pursued in advance of the Kings Quarter development.

The development of the Leisure Quarter in the Quays was not at the expense of the City Centre and part of the strategy was to improve the links between the City and the Quays.

The Cabinet Member for Environment commented that the placing of trade waste bags at incorrect times, thereby having a detrimental impact on the street scene, was a problem that was being addressed through the allocation of a dedicated officer.

Councillor Gravells emphasised the need for coordination between bodies and the Cabinet Member for Communities and Neighbourhoods concurred with this and reminded members that a City Centre Co-coordinator had been appointed to start in March 2014.

The Cabinet Member for Housing, Health and Leisure commented on the need to develop a new marketing model to encourage inward investment and the Cabinet Member for Performance and Resources suggested the need to capture the potential market from the 'silver £' sector of the community who potentially have disposable income to spend in the evening.

The need for improved street lighting was recognised as one way of improving the environment so as to encourage people into the City Centre areas in the evening

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and reference was made to improvements already implemented or planned in this respect including Eastgate Street.

RESOLVED

That the recommendations of the Task and Finish Group be addressed and matters that can be actioned without the need of a further report be implemented at the earliest opportunity and matters requiring more detailed consideration be the subject of a further report to Cabinet as necessary.

78. MONEY PLAN 2014-19 AND BUDGET PROPOSALS FOR 2014/15

Cabinet considered a report of the Cabinet Member for Performance and Resources reviewing the Council's Money Plan for recommendation to the Council and to approve budget proposals for the Council's 2014/15 budget.

Cabinet Members were pleased at the number of consultation responses received and it was noted that the budget proposals involved no increase in Council Tax, car park charges and garden waste charges.

RESOLVED

- (1) That Council be RECOMMENDED to consider the outcome of the budget consultation process and based upon that consultation approve the assumptions contained for the Council's Money Plan from 2014/15 to 2018/19 and approve proposals for the 2014/15 budget included in the report.**
- (2) That Council be RECOMMENDED to agree the implementation of the target budget reductions set in the Money Plan 2014-19; also to note that consultation has been undertaken on budget savings proposals to achieve the exceptional level of further savings required specifically in 2014/15 and 2015/16.**

Time of commencement: 18:00 hours

Time of conclusion: 19:08 hours

Chair