

# Gloucester City Council

Meeting:	Overview and Scrutiny Committee	Date:	27th November 2017
Subject:	Marketing Gloucester Performance Report		
Report Of:	Jonathan Lund, Corporate Director		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Jonathan Lund, Corporate Director		
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Appendices:	Appendix 1 MGL Half Year Performance Report		

## FOR GENERAL RELEASE

### 1.0 Purpose of Report

- 1.1 To present the Marketing Gloucester Limited half year performance report.

### 2.0 Recommendations

- 2.1 Overview & Scrutiny Committee is asked to **RESOLVE** that

(1) The report be noted.

### 3.0 Background and Key Issues

- 3.1 A 2015/16 Audit Report recommended a review of the managing documentation between the City Council and Marketing Gloucester and a revision to arrangements for reporting and reviewing performance.
- 3.2 Actions have been taken to implement the recommendations and a follow-up audit report said...

*“The findings from this follow-up review confirm that the Corporate Director (as lead officer) has a clear strategy to regularise the Council’s relationship with MGL and to further strengthen the governance arrangements (including performance and financial monitoring).”*

- 3.3 The Cabinet portfolio holder, Councillor Lise Noakes and Corporate Director, Jonathan Lund, meet with the Chief Executive of Marketing Gloucester quarterly to review a performance report based upon the activity commissioned by the City Council from Marketing Gloucester.

This activity is set out in a Contract for Services between the City Council and MGL.

- 3.4 A copy of the half year performance report for 2017/18 is attached at appendix 1. This report is due to be considered at the next Quarterly Performance Report meeting but is provided to the Overview and Scrutiny Committee now in order to demonstrate the framework used to capture and report MGL performance and to facilitate discussion at the Committee.

#### **4.0 Asset Based Community Development (ABCD) Considerations**

- 4.1 This report is for noting therefore there are no ABCD implications.

#### **5.0 Alternative Options Considered**

- 5.1 None

#### **6.0 Reasons for Recommendations**

- 6.1 To enable the Committee to receive and consider MGL Performance

#### **7.0 Future Work and Conclusions**

- 7.1 None arising from the content of this report

#### **8.0 Financial Implications**

- 8.1 Last year the Council paid MGL £464,000 to deliver the services set out in the Contract for Services. This year the payment has reduced by £100,000 and will reduce by a further £100,000 next year as part of the Council's budget plans. The Council has an expectation that MGL will be able to supplement this reduction by generating additional income which will mean that the level of service provided to the Council will not reduce.

(Financial Services have been consulted in the preparation of this report)

#### **9.0 Legal Implications**

- 9.1 None

(One Legal have been consulted in the preparation of this report)

#### **10.0 Risk & Opportunity Management Implications**

- 10.1 N/A

#### **11.0 People Impact Assessment (PIA):**

- 11.1 N/A

#### **12.0 Other Corporate Implications**

Community Safety

12.1 None

Sustainability

12.2 None

Staffing & Trade Union

12.3 N/A

**Background Documents:** None