



Overview and Scrutiny Committee

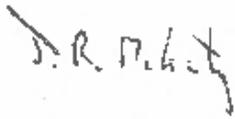
**Meeting: Monday, 28th January 2019 at 6.30 pm in Fisher Room -
Gloucester Guildhall, 23 Eastgate Street, Gloucester GL1 1NS**

Membership:	Cllrs. Coole (Chair), Ryall (Vice-Chair), Hawthorne (Spokesperson), Dee, Finnegan, Haigh, Hampson, Hilton, Lewis, Morgan, Pullen, Taylor, Toleman, Walford and Wilson
Contact:	Democratic and Electoral Services 01452 396126 democratic.services@gloucester.gov.uk

AGENDA

1.	APOLOGIES To receive any apologies for absence.
2.	DECLARATIONS OF INTEREST To receive from Members, declarations of the existence of any disclosable pecuniary, or non-pecuniary, interests and the nature of those interests in relation to any agenda item. Please see Agenda Notes.
3.	DECLARATION OF PARTY WHIPPING To declare if any issues to be covered in the Agenda are under party whip.
4.	MINUTES (Pages 5 - 10) To approve as a correct record the minutes of the meeting held on 7 th January 2019.
5.	PUBLIC QUESTION TIME (15 MINUTES) To receive any questions from members of the public provided that a question does not relate to: <ul style="list-style-type: none"> • Matters which are the subject of current or pending legal proceedings, or • Matters relating to employees or former employees of the Council or comments in respect of individual Council Officers
6.	PETITIONS AND DEPUTATIONS (15 MINUTES) To receive any petitions and deputations provided that no such petition or deputation is in relation to: <ul style="list-style-type: none"> • Matters relating to individual Council Officers, or • Matters relating to current or pending legal proceedings

7.	<p>OVERVIEW AND SCRUTINY COMMITTEE WORK PROGRAMME AND COUNCIL FORWARD PLAN (Pages 11 - 36)</p> <p>To receive the latest version of the Committee's work programme and the Council's Forward Plan.</p>
8.	<p>FESTIVAL AND EVENTS PROGRAMME (Pages 37 - 48)</p> <p>To consider the report of the Cabinet Member for Culture and Leisure seeking review of the City Events Programme for 2018 and to consider the Programme for 2019.</p>
9.	<p>TOURIST INFORMATION CENTRE RELOCATION (Pages 49 - 54)</p> <p>To consider the report of the Cabinet Member for Culture and Leisure, proposing moving the Tourist Information Centre (TIC) to Gloucester Guildhall.</p>
10.	<p>DATE OF NEXT MEETING</p> <p>25th February at 6.30pm in the Civic Suite, North Warehouse.</p>



Jon McGinty
Managing Director

Date of Publication: Friday, 18 January 2019

NOTES

Disclosable Pecuniary Interests

The duties to register, disclose and not to participate in respect of any matter in which a member has a Disclosable Pecuniary Interest are set out in Chapter 7 of the Localism Act 2011.

Disclosable pecuniary interests are defined in the Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 as follows –

<u>Interest</u>	<u>Prescribed description</u>
Employment, office, trade, profession or vocation	Any employment, office, trade, profession or vocation carried on for profit or gain.
Sponsorship	Any payment or provision of any other financial benefit (other than from the Council) made or provided within the previous 12 months (up to and including the date of notification of the interest) in respect of any expenses incurred by you carrying out duties as a member, or towards your election expenses. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.
Contracts	Any contract which is made between you, your spouse or civil partner or person with whom you are living as a spouse or civil partner (or a body in which you or they have a beneficial interest) and the Council (a) under which goods or services are to be provided or works are to be executed; and (b) which has not been fully discharged
Land	Any beneficial interest in land which is within the Council's area. For this purpose "land" includes an easement, servitude, interest or right in or over land which does not carry with it a right for you, your spouse, civil partner or person with whom you are living as a spouse or civil partner (alone or jointly with another) to occupy the land or to receive income.
Licences	Any licence (alone or jointly with others) to occupy land in the Council's area for a month or longer.
Corporate tenancies	Any tenancy where (to your knowledge) – (a) the landlord is the Council; and (b) the tenant is a body in which you, your spouse or civil partner or a person you are living with as a spouse or civil partner has a beneficial interest
Securities	Any beneficial interest in securities of a body where – (a) that body (to your knowledge) has a place of business or land in the Council's area and (b) either – i. The total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or ii. If the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which you, your spouse or civil partner or person with

whom you are living as a spouse or civil partner has a beneficial interest exceeds one hundredth of the total issued share capital of that class.

For this purpose, "securities" means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

NOTE: the requirements in respect of the registration and disclosure of Disclosable Pecuniary Interests and withdrawing from participating in respect of any matter where you have a Disclosable Pecuniary Interest apply to your interests and those of your spouse or civil partner or person with whom you are living as a spouse or civil partner where you are aware of their interest.

Access to Information

Agendas and reports can be viewed on the Gloucester City Council website: www.gloucester.gov.uk and are available to view five working days prior to the meeting date.

For enquiries about Gloucester City Council's meetings please contact Democratic Services, 01452 396126, democratic.services@gloucester.gov.uk.

If you, or someone you know cannot understand English and need help with this information, or if you would like a large print, Braille, or audio version of this information please call 01452 396396.

Recording of meetings

Please be aware that meetings may be recorded. There is no requirement for those wishing to record proceedings to notify the Council in advance; however, as a courtesy, anyone wishing to do so is advised to make the Chair aware before the meeting starts.

Any recording must take place in such a way as to ensure that the view of Councillors, Officers, the Public and Press is not obstructed. The use of flash photography and/or additional lighting will not be allowed unless this has been discussed and agreed in advance of the meeting.

FIRE / EMERGENCY EVACUATION PROCEDURE

If the fire alarm sounds continuously, or if you are instructed to do so, you must leave the building by the nearest available exit. You will be directed to the nearest exit by council staff. It is vital that you follow their instructions:

- You should proceed calmly; do not run and do not use the lifts;
- Do not stop to collect personal belongings;
- Once you are outside, please do not wait immediately next to the building; gather at the assembly point in the car park and await further instructions;
- Do not re-enter the building until told by a member of staff or the fire brigade that it is safe to do so.



OVERVIEW AND SCRUTINY COMMITTEE

MEETING : Monday, 7th January 2019

PRESENT : Cllrs. Coole (Chair), Ryall (Vice-Chair), Hawthorne (Spokesperson),
Dee, Finnegan, Haigh, Hampson, Hilton, Lewis, Morgan, Pullen,
Taylor, Toleman, Walford and Wilson

Others in Attendance

Councillor Lise Noakes, Cabinet Member for Culture and Leisure
Councillor H. Norman, Cabinet Member for Performance and
Resources
Corporate Director (Partnership Working)
Head of Communities
CEO, Aspire Trust
Chair, Aspire Trust
Democratic and Electoral Services Team Leader

APOLOGIES : Cllrs.

124. DECLARATIONS OF INTEREST

124.1 Councillors Hampson and Toleman declared an interest in agenda item 8 by virtue of their membership of the Aspire Trust Board of Trustees. They advised that they would take no part in that agenda item.

125. DECLARATION OF PARTY WHIPPING

125.1 There were no declarations of party whipping.

126. MINUTES

126.1 **RESOLVED that:** - That the minutes of the meetings held on 26th November 2018 and 3rd December 2018 be approved and signed by the Chair as a correct record, save for amendments to the following from 26th November:

Minute 112..58 Councillor Hampson sought numbers and usage of Shopmobility;

Minute 112.59 That the word 'hygiene' be replaced with the word 'gambling'.

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127. PUBLIC QUESTION TIME (15 MINUTES)

127.1 There were no declarations of party whipping.

128. PETITIONS AND DEPUTATIONS (15 MINUTES)

128.1 There were no petitions or deputations.

129. OVERVIEW AND SCRUTINY COMMITTEE WORK PROGRAMME AND COUNCIL FORWARD PLAN

129.1 The Chair informed Members that the next meeting would take place at Gloucester Guildhall. Suggestions were taken from Members and it was agreed that the Tourist Information Service Report would be discussed at the next meeting.

129.2 In order to examine the matter in detail and following a year after its introduction in the City, it was agreed that the review of the Council's service provision in relation to Universal Credit would be conducted in March 2019.

129.3 Councillor Hilton noted that a rough sleeping hub in the County had been announced and requested that a short briefing paper on what the project is as well as the input the City Council may have. This was agreed by the Committee. It was also agreed that the Chair would raise the matter of an all-Member briefing at the next meeting of the Member Development Working Group.

129.4 **RESOLVED that:-** (1) The Tourist Information Service Report to be considered at the next Committee meeting; (2) A briefing paper on the rough sleeping strategy and the new homelessness hub be considered at the February meeting of the Committee; and (3) The Chair to raise the suggestion of an all-Member briefing on the rough sleeping strategy and the homelessness hub with the Member Development Working Group.

130. ASPIRE TRUST: ANNUAL REPORT

130.1 The Chair welcomed both the Chief Executive Officer and the Chair of the Aspire Trust. The CEO summarised the report and brought to Members' attention key aspects including the financial statements and the Trust's proposed next steps. She particularly noted the successful partnership working with the University of Gloucestershire.

130.2 Councillor Hilton shared his view that it was positive that Aspire was still going forward after ten years and in a solvent manner. He stated that it would be beneficial to know how the books had been balanced whether through staff streamlining, changes in wages or changes in service delivery. He also queried what impact the funding cut from the City Council had.

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- 130.3 The CEO advised that, while Aspire was a charity, it was necessary to continue to be business minded. She outlined that there had been both staff and product changes and that some reserves had been used for investment. Aspire's Chair informed Members that it was not just a commercial organisation and that participation in activity was one of the Trust's primary aims.
- 130.4 Councillor Noakes stated, in response to a query from Councillor Hilton about the maintenance of Council owned sites, that buildings were maintained to a high standard and that, while the City Council did not fund Aspire directly, it did assist in other ways.
- 130.5 In response to an intervention from Councillor Pullen regarding achieving income targets, the CEO stated that more information would be forthcoming. She pointed to Aspire's large social media reach of close to a million followers and that local schools had started to book Aspire facilities.
- 130.6 Councillor Haigh shared her view that it was a significant achievement for Aspire to be successful without the previous financial support and that it was positive to see the partnership with the University. She asked how Aspire's work would be developed and whether it was a case of doing more activities or maintaining their current position. The Chair of Aspire stated that the aim was to work with partners to improve participation and highlighted their work with Age UK. He also highlighted the need to be reasonably innovative.
- 130.7 Councillor Haigh stated that it was important to consider financial accessibility for the public. The CEO highlighted that the organisation always wanted concessionary rates and informed Members of their work with asylum seekers in the area.
- 130.8 Councillor Hawthorne stated that charities needed clear aims and to identify clearly who the charity supports. He queried whether there was a clear outline of Aspire's charitable aim. He asked what Aspire's raison d'être was.
- 130.9 The CEO advised the aim was to get families active in an environment that was positive for families in Gloucester. She added that it was necessary to balance being engaging and a concessionary price range.
- 130.10 Councillor Morgan congratulated Aspire on its achievements and noted the significant investment in the Lunar City project. He asked for what period of time Aspire saw it continuing and how the organisation conducted research into its future market.
- 130.11 The CEO advised that Lunar City had a life-span in the region of three years. She further advised that the investment was also in respect of building modifications. She stated that it was possible that there would be a further installation in another location. In relation to research

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methods, the CEO advised that Aspire worked with partners and others to examine how the market was shifting such as demographic changes.

- 130.12 In response to a query from Councillor Lewis regarding whether future development would include going out of the City to manage other places, the CEO responded that without an extremely very high volume, it would not be prudent to do so.
- 130.13 Councillor Finnegan asked if Macmillan Cancer Support (who made use of Aspire services for rehabilitation) provided any contribution. The CEO advised that Macmillan trained Aspire's fitness instructors and paid to use space at the premises. She further advised that those who used Aspire's services tended to be repeat customers.
- 130.14 Councillor Dee praised Aspire for the good work it continued to deliver. He asked whether the Trust incurred any additional costs for running parallel events. The CEO stated that there were private services which were more expensive for customers to book and that changes had been absorbed into the Trust's operations.
- 130.15 **RESOLVED that:** - The Overview and Scrutiny Committee **NOTE** the report.

131. PERFORMANCE MONITORING QUARTER 2

- 131.1 Councillor H. Norman, Cabinet Member for Performance and Resources, introduced the report and highlighted key aspects. She stated that she was confident that there would be improvements in areas where required and thanked all Council officers for their continued hard work.
- 131.2 Councillor Pullen queried what impact moving to Shire Hall would have on performance trends in customer services. The Corporate Director advised that using an appointment based system should see waiting times for customers fall. Councillor Haigh asked how would waiting targets be measured under an appointment system in the event that, for example, a customer arrived on time for their appointment but had to wait beyond the booked time. Both Councillor Norman and the Corporate Director advised that this would be monitored.
- 131.3 In response to a question from Councillor Pullen as to the possibility of qualitative data being used as part of performance monitoring, Councillor Norman advised that this was but only the second such report and the performance management framework was still in its infancy. She further advised that she and officers welcomed suggestions for improvement.
- 131.4 In response to a query from Councillor Hilton, Councillor Norman stated that it was an aspiration to reduce the recorded message attached the Council's main telephone number. She brought to Members' attention that there would be a new telephony system as part of service transformation.

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131.5 Members queried some matters which did not come within Councillor Norman's portfolio. Councillor Norman advised that such queries would be passed on and written answers would be provided. They were:

- (1) Councillor Wilson sought clarification on whether the target for answering calls to the main Council telephone number included the length of the recorded message and the beginning of the call;
- (2) Councillor Haigh asked, in relation to performance measure 'H2' whether it was possible to display this data broken down as the time it takes to determine a case rather than the number of decisions made in a quarter;
- (3) Councillor Haigh asked, in relation to performance measure 'RB1' to see the number of business in rates arrears;
- (4) A general query from Members was how the red threshold was determined and if this the numbers could be included.

131.6 **RESOLVED that:** - The Overview and Scrutiny Committee **NOTE** the report.

132. DATE OF NEXT MEETING

132.1 28th January at 6.30pm in the Fisher Room, Gloucester Guildhall.

Time of commencement: 6.30 pm hours

Time of conclusion: 7.45 pm hours

Chair

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**Gloucester City Council
Overview and Scrutiny Committee Work Programme
Updated 18 January 2019**

Item	Format	Lead Member (if applicable)/Lead Officer	Comments
28 January 2019 – HELD AT GUILDHALL			
Festival and Events Programme	Report	Cabinet Member for Culture and Leisure/Head of Cultural and Trading Services	Requested by Committee
Tourist Information Service Report	Written Report	Cabinet Member for Culture and Leisure/Head of Cultural and Trading Services	Requested by Committee
25 February 2019			
Rough Sleeping Hub	Briefing Paper	Cabinet Member for Communities and Neighbourhoods	Requested by Committee
Matson and Podsmead Estate Regeneration Draft Supplementary Planning Document for Consultation	Written Report	Cabinet Cabinet Member for Planning and Housing Strategy	
Financial Monitoring Quarter 3	Written Report	Cabinet Member for Performance and Resources	Requested by Committee
25 March 2019			
Green Travel Plan Progress Report 2018 and Update	Written Report	Cabinet Member for Environment	Requested by Committee
NO DATE SET			
Guildhall Development Plan	Written Report	Cabinet Member for Culture and Leisure/Head of Cultural and Trading Services	Requested by Committee

Item	Format	Lead Member (if applicable)/Lead Officer	Comments
Gloucester Culture Trust Annual Report	Written Report	Cabinet Member for Culture and Leisure	Requested by Committee
Regeneration of the Former Fleece Hotel Site	Written Report	Cabinet Member for Regeneration and Economy	Requested by Committee
Disposal of HKP Warehouses	Written Report	Cabinet Member for Regeneration and Economy	Requested by Committee

NOTE: The work programme is agreed by the Chair, Vice-Chair and Spokesperson of the Overview and Scrutiny Committee



Gloucester City Council

FORWARD PLAN FROM FEBRUARY TO JANUARY 2020 (REVISED 16/1/2019)

This Forward Plan contains details of all the matters which the Leader believes will be the subject of a Key Decision by the Cabinet or an individual Cabinet Member in the period covered by the Plan (the subsequent 12 months). A Key Decision is one that is:

- a decision in relation to a Cabinet function which results in the Local Authority incurring expenditure or making of a saving which is significant having regard to the budget for the service or function to which the decision relates; or
- a decision that is likely to have a significant impact on two or more wards within the Local Authority; or
- a decision in relation to expenditure in excess of £100,000 or significant savings; or
- a decision in relation to any contract valued in excess of £500,000

A decision maker may only make a key decision in accordance with the requirements of the Cabinet Procedure Rules set out in Part 4 of the Constitution.

Cabinet Members

Portfolio	Name	Email Address
Leader and Regeneration & Economy (LRE)	Councillor Paul James	paul.james@gloucester.gov.uk
Deputy Leader and Communities & Neighbourhoods (C&N)	Councillor Jennie Watkins	jennie.watkins@gloucester.gov.uk
Culture & Leisure (C&L)	Councillor Lise Noakes	lise.noakes@gloucester.gov.uk
Performance & Resources (P&R)	Councillor Hannah Norman	hannah.norman@gloucester.gov.uk
Planning & Housing Strategy (H&P)	Councillor Colin Organ	colin.organ@gloucester.gov.uk
Environment (E)	Councillor Richard Cook	richard.cook@gloucester.gov.uk

The Forward Plan also includes Budget and Policy Framework items; these proposals are subject to a period of consultation and the Overview and Scrutiny Committee has the opportunity to respond in relation to the consultation process.

A Budgetary and Policy Framework item is an item to be approved by the full City Council and, following consultation, will form the budgetary and policy framework within which the Cabinet will make decisions.

For each decision included on the Plan the following information is provided:

- (a) the matter in respect of which a decision is to be made;
 - (b) where the decision maker is an individual, his/her name and title if any and, where the decision maker is a body, its name and details of membership;
 - (c) the date on which, or the period within which, the decision is to be made;
 - (d) if applicable, notice of any intention to make a decision in private and the reasons for doing so;
 - (e) a list of the documents submitted to the decision maker for consideration in relation to the matter in respect of which the decision is to be made;
 - (f) the procedure for requesting details of those documents (if any) as they become available
- (the documents referred to in (e) and (f) above and listed in the Forward Plan are available on request from the Council’s main offices at Herbert Warehouse, The Docks, Gloucester GL1 2EQ. Contact the relevant Lead Officer for more information).

The Forward Plan is updated and published on Council’s website at least once a month.

Page 4	KEY	= Key Decision	CM KEY	= Individual Cabinet Member Key Decisions
	NON	= Non-Key Decision	CM NON	= Individual Cabinet Member Non-Key Decision
	BPF	= Budget and Policy Framework		

CONTACT:

For further detailed information regarding specific issues to be considered by the Cabinet/Individual Cabinet Member please contact the named contact officer for the item concerned. To make your views known on any of the items please also contact the Officer shown or the portfolio holder.

Copies of agendas and reports for meetings are available on the web site in advance of meetings.

For further details on the time of meetings and general information about the Plan please contact:

Democratic and Electoral Services on 01452 396126 or send an email to democratic.services@gloucester.gov.uk.

<p>Page 16</p>	<p>KEY</p> <p>Kings Walk and Kings Quarter Lease Reviews</p> <p><u>Summary of decision:</u> To approve the granting of new leases for properties in Kings Walk Shopping Centre.</p> <p>This is a commercial decision to grant new leases in Kings Walk Shopping Centre Gloucester under the General Exception rule. Compliance with Rule 13 is impracticable as to do so would prejudice the Council's commercial interests.</p> <p><i>Wards affected: Westgate</i></p>	<p>6/02/19</p>	<p>Cabinet Cabinet Member for Regeneration and Economy</p>	<p>The public are likely to be excluded from the meeting during consideration of this report as it contains exempt information as defined in paragraph 3 of schedule 12A to the Local Government Act 1972 (as amended).</p>		<p>Philip Ardley, Major Projects Consultant Tel: 01452 396107 philip.ardley@gloucester.gov.uk</p>
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BPF	<p>Final Budget Proposals (including Money Plan and Capital Programme)</p> <p>6/02/19 28/02/19</p> <p><u>Summary of decision:</u> To seek approval for the final Budget Proposals for 2019/20, including the Money Plan and Capital programme.</p> <p><i>Wards affected: All Wards</i></p>	6/02/19 28/02/19	<p>Cabinet</p> <p>Council Cabinet Member for Performance and Resources</p>			<p>Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk</p>
<p>KEY</p> <p>Page 17</p>	<p>Council Tax Discount for Care Leavers</p> <p><u>Summary of decision:</u> To consider reducing Council Tax discount for Gloucestershire care leavers</p> <p><i>Wards affected: All Wards</i></p>	6/02/19	<p>Cabinet</p> <p>Cabinet Member for Performance and Resources</p>			<p>Alison Bell, Intelligent Client Officer (Revenues & Benefits) Tel: 01452 396014 alison.bell@gloucester.gov.uk</p>

KEY	<p>Business Rates - Retail Discount</p> <p><u>Summary of decision:</u> To recommend the introduction of the Business Rates Retail Discount for shops, restaurants, cafes and drinking establishments with a rateable value of less than £51,000</p> <p><i>Wards affected: All Wards</i></p>	6/02/19	Cabinet Cabinet Member for Performance and Resources			Alison Bell, Intelligent Client Officer (Revenues & Benefits) Tel: 01452 396014 alison.bell@gloucester.gov.uk
NON Page 18	<p>Tourist Information Service Report</p> <p><u>Summary of decision:</u> To consider the future location of the Tourist Information Centre.</p> <p><i>Wards affected: All Wards</i></p>	6/02/19	Cabinet Cabinet Member for Culture and Leisure			Lucy Chilton, Visitor Experience Manager Tel: 01452 396570 lucy.chilton@gloucester.gov.uk
NON	<p>Guildhall Development Plan</p> <p><u>Summary of decision:</u> To approve the Guildhall Development Plan</p> <p><i>Wards affected: All Wards</i></p>	6/02/19	Cabinet Cabinet Member for Culture and Leisure			Jill Riggs, Head of Cultural and Trading Services Tel: 01452 396009 jill.riggs@gloucester.gov.uk

KEY	<p>Festivals and Events Programme</p> <p><u>Summary of decision:</u> To approve proposals for Council-funded Festivals & Events activities in 2019 - 20.</p> <p><i>Wards affected: All Wards</i></p>	6/02/19	Cabinet Cabinet Member for Culture and Leisure			Jill Riggs, Head of Cultural and Trading Services Tel: 01452 396009 jill.riggs@gloucester.gov.uk
NON	<p>Digital Strategy</p> <p><u>Summary of decision:</u> To consider existing plans, strategies and approaches to implementing a digital strategy for the City of Gloucester.</p> <p><i>Wards affected: All Wards</i></p>	6/02/19	Cabinet Cabinet Member for Performance and Resources			Ian Edwards, Head of Place Tel: 01452 396034 ian.edwards@gloucester.gov.uk
NON	<p>Playing Pitch Strategy Annual Update</p> <p><u>Summary of decision:</u> To receive an update on the Gloucester Playing Pitch Strategy and Sports Maintenance Bank.</p> <p><i>Wards affected: Westgate</i></p>	6/02/19	Cabinet Cabinet Member for Planning and Housing Strategy, Cabinet Member for Environment			Adam Gooch, Principal Planning Officer Tel: 01452 396836 adam.gooch@gloucester.gov.uk

MARCH 2019						
NON	<p>The Capital Strategy</p> <p><u>Summary of decision:</u> To approve the Capital Strategy 2019-20</p> <p><i>Wards affected: All Wards</i></p>	6/03/19	Cabinet Cabinet Member for Performance and Resources			Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk
NON	<p>Financial Monitoring Quarter 3 Report</p> <p><u>Summary of decision:</u> To receive an update on financial monitoring information for the third quarter 2018/19</p> <p><i>Wards affected: All Wards</i></p>	25/02/19 6/03/19	Overview and Scrutiny Committee Cabinet Cabinet Member for Performance and Resources			Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk
NON	<p>Performance Monitoring Quarter 3 Report</p> <p><u>Summary of decision:</u> To note the Council's performance in quarter 1 across a set of key performance indicators.</p> <p><i>Wards affected: All Wards</i></p>	25/02/19 6/03/19	Overview and Scrutiny Committee Cabinet Cabinet Member for Performance and Resources			Tanya Davies, Policy and Governance Manager Tel: 01452 396125 tanya.davies@gloucester.gov.uk

NON	<p>Regeneration Sites Progress Report</p> <p><u>Summary of decision:</u> To update members on progress made in regenerating key sites across the City.</p> <p><i>Wards affected: All Wards</i></p>	6/03/19	Cabinet Cabinet Member for Regeneration and Economy			Ian Edwards, Head of Place Tel: 01452 396034 ian.edwards@gloucester.gov.uk
NON	<p>Matson Estate Regeneration Draft Supplementary Planning Document for Consultation</p> <p><u>Summary of decision:</u> To approve the draft Supplementary Planning Document submitted by Gloucester City Homes as a draft for public consultation.</p> <p><i>Wards affected: Matson and Robinswood</i></p>	6/03/19	Cabinet Cabinet Member for Planning and Housing Strategy			Claire Haslam, Principal Planning Officer Tel: 01452 396825 claire.haslam@gloucester.gov.uk

NON	<p>Podsmead Estate Regeneration Draft Supplementary Planning Document for Consultation</p> <p><u>Summary of decision:</u> To approve the draft Supplementary Planning Document submitted by Gloucester City Homes as a draft for public consultation.</p> <p><i>Wards affected:</i> <i>Podsmead</i></p>	6/03/19	Cabinet Cabinet Member for Planning and Housing Strategy			<p>Claire Haslam, Principal Planning Officer Tel: 01452 396825 claire.haslam@gloucester.gov.uk</p>
APRIL 2019						
NON	<p>Green Travel Plan Progress Report 2018 and Update</p> <p><u>Summary of decision:</u> Annual update on initiatives in the Green Travel Plan</p> <p><i>Wards affected: All Wards</i></p>	3/04/19	Cabinet Cabinet Member for Environment			<p>Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk</p>

MAY 2019						
NON	<p>Blackfriars Priory Development Plan</p> <p><u>Summary of decision:</u> To approve the Blackfriars Priory Development Plan</p> <p><i>Wards affected: All Wards</i></p>	8/05/19	Cabinet Cabinet Member for Culture and Leisure			Jill Riggs, Head of Cultural and Trading Services Tel: 01452 396009 jill.riggs@gloucester.gov.uk
NON	<p>Museum of Gloucester Development Plan</p> <p><u>Summary of decision:</u> To approve the Museum of Gloucester Development Plan.</p> <p><i>Wards affected: All Wards</i></p>	8/05/19	Cabinet Cabinet Member for Culture and Leisure			Jill Riggs, Head of Cultural and Trading Services Tel: 01452 396009 jill.riggs@gloucester.gov.uk
JUNE 2019						
NON	<p>2018-19 Financial Outturn Report</p> <p><u>Summary of decision:</u> To update Cabinet on the Financial Outturn Report 2018-19</p> <p><i>Wards affected: All Wards</i></p>	12/06/19	Cabinet Cabinet Member for Performance and Resources			Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk

NON	<p>Treasury Management Six Monthly Update 2018-19</p> <p><u>Summary of decision:</u> To update Cabinet on treasury management activities</p> <p><i>Wards affected: All Wards</i></p>	12/06/19	Cabinet Cabinet Member for Performance and Resources			Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk
NON	<p>2018-19 Year End Performance Report</p> <p><u>Summary of decision:</u> To consider the Council's performance in 2018-19 across a set of key performance indicators</p> <p><i>Wards affected: All Wards</i></p>	12/06/19	Cabinet Cabinet Member for Performance and Resources			Tanya Davies, Policy and Governance Manager Tel: 01452 396125 tanya.davies@gloucester.gov.uk
NON	<p>Strategic Risk Register</p> <p><u>Summary of decision:</u> To update Members on the Council's Strategic Risk Register</p> <p><i>Wards affected: All Wards</i></p>	12/06/19	Cabinet Cabinet Member for Performance and Resources			Stephanie Payne, Group Manager, Audit, Risk and Assurance Tel: 01452 396432 stephanie.payne@gloucester.gov.uk

NON	<p>Gloucester Culture Trust Annual Report</p> <p><u>Summary of decision:</u> To provide members with an update on the work undertaken by the Gloucester Culture Trust</p> <p><i>Wards affected: All Wards</i></p>	12/06/19	Cabinet Cabinet Member for Culture and Leisure			<p>Jill Riggs, Head of Cultural and Trading Services Tel: 01452 396009 jill.riggs@gloucester.gov.uk</p>
NON	<p>Cultural Strategy Update</p> <p><u>Summary of decision:</u> To provide Cabinet with a 6 monthly update in relation to the Cultural Strategy Action Plan</p> <p><i>Wards affected: All Wards</i></p>	12/06/19	Cabinet Cabinet Member for Culture and Leisure			<p>Jill Riggs, Head of Cultural and Trading Services Tel: 01452 396009 jill.riggs@gloucester.gov.uk</p>

NON	<p>Matson Estate Regeneration Supplementary Planning Document</p> <p><u>Summary of decision:</u> To adopt the Supplementary Planning Document for the Matson Estate following public consultation.</p> <p><i>Wards affected: Matson and Robinswood</i></p>	12/06/19	Cabinet Cabinet Member for Planning and Housing Strategy			<p>Claire Haslam, Principal Planning Officer Tel: 01452 396825 claire.haslam@gloucester.gov.uk</p>
NON Page 26	<p>Podsmead Estate Regeneration Supplementary Planning Document</p> <p><u>Summary of decision:</u> To adopt the Supplementary Planning Document for the Podsmead Estate following public consultation.</p> <p><i>Wards affected: Podsmead</i></p>	12/06/19	Cabinet Cabinet Member for Planning and Housing Strategy			<p>Claire Haslam, Principal Planning Officer Tel: 01452 396825 claire.haslam@gloucester.gov.uk</p>

NON	<p>Annual Report on the Grant Funding provided to the Voluntary Community Sector</p> <p><u>Summary of decision:</u> To update Members on the impact of grant funding on the Voluntary and Community Sector (VCS) and value for money that has been achieved.</p> <p><i>Wards affected: All Wards</i></p>	12/06/19	Cabinet Cabinet Member for Communities and Neighbourhoods			Anne Brinkhoff, Corporate Director Tel: 01452 396745 anne.brinkhoff@gloucester.gov.uk
JULY 2019						
NON	<p>City Centre Investment Fund Allocations</p> <p><u>Summary of decision:</u> To update Members on the progress towards the delivery of the City Centre Investment Fund</p> <p><i>Wards affected: Westgate</i></p>	10/07/19	Cabinet Cabinet Member for Regeneration and Economy			Ian Edwards, Head of Place Tel: 01452 396034 ian.edwards@gloucester.gov.uk
AUGUST 2019 - No meetings						

SEPTEMBER 2019						
NON	<p>Financial Monitoring Quarter 1 Report</p> <p><u>Summary of decision:</u> To receive an update on financial monitoring information for the first quarter 2019/20</p> <p><i>Wards affected: All Wards</i></p>	Meeting Date 11/09/19	Overview and Scrutiny Committee Cabinet Cabinet Member for Performance and Resources			Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk
NON	<p>Performance Monitoring Quarter 1 Report</p> <p><u>Summary of decision:</u> To note the Council's performance in quarter 1 across a set of key performance indicators</p> <p><i>Wards affected: All Wards</i></p>	Meeting Date 11/09/19	Overview and Scrutiny Committee Cabinet Cabinet Member for Performance and Resources			Tanya Davies, Policy and Governance Manager Tel: 01452 396125 tanya.davies@gloucester.gov.uk

OCTOBER 2019						
NON	<p>Energy Costs and Reduction Projects Annual Report</p> <p><u>Summary of decision:</u> To update Cabinet on the City Council Energy Costs and Reduction Projects.</p> <p><i>Wards affected: All Wards</i></p>	2/10/19	Cabinet Cabinet Member for Environment			<p>Mark Foyn, Property Commissioning Manager Tel: 01452 396271 mark.foyn@gloucester.gov.uk</p>
NON Page 29	<p>Armed Forces Community Covenant Update</p> <p><u>Summary of decision:</u> To update Cabinet on the work done by Gloucester City Council to support current and ex-service personnel as part of the Gloucestershire Armed Forces Community Covenant.</p> <p><i>Wards affected: All Wards</i></p>	2/10/19	Cabinet Cabinet Member for Communities and Neighbourhoods			<p>Ruth Saunders, Head of Communities Tel: 01452 396355 ruth.saunders@gloucester.gov.uk</p>

NOVEMBER 2019						
NON	<p>Regulation of Investigatory Powers Act 2000 (RIPA) - Review of Procedural Guide</p> <p><u>Summary of decision:</u> To request that Members review and update the Council's procedural guidance on RIPA.</p> <p><i>Wards affected: All Wards</i></p>	6/11/19	Cabinet Cabinet Member for Performance and Resources			Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk
DECEMBER 2019						
NON	<p>Strategic Risk Register</p> <p><u>Summary of decision:</u> To update Members on the Council's Strategic Risk Register.</p> <p><i>Wards affected: All Wards</i></p>	<p>Meeting Date</p> <p>4/12/19</p>	<p>Audit and Governance Committee</p> <p>Cabinet Cabinet Member for Performance and Resources</p>			Stephanie Payne, Group Manager, Audit, Risk and Assurance Tel: 01452 396432 stephanie.payne@gloucester.gov.uk

NON	<p>Draft Budget Proposals (including Money Plan and Capital Programme)</p> <p><u>Summary of decision:</u> To update Cabinet on the draft budget proposals</p> <p><i>Wards affected: All Wards</i></p>	<p>Meeting Date</p> <p>4/12/19</p>	<p>Overview and Scrutiny Committee</p> <p>Cabinet Cabinet Member for Performance and Resources</p>			<p>Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk</p>
NON	<p>Treasury Management Six Monthly Update 2019/20</p> <p><u>Summary of decision:</u> To update Cabinet on treasury management activities.</p> <p><i>Wards affected: All Wards</i></p>	<p>4/12/19</p>	<p>Cabinet Cabinet Member for Performance and Resources</p>			<p>Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk</p>
NON	<p>Financial Monitoring Quarter 2 Report</p> <p><u>Summary of decision:</u> To receive an update on financial monitoring information for the third quarter 2019/20</p> <p><i>Wards affected: All Wards</i></p>	<p>4/12/19</p>	<p>Overview and Scrutiny Committee</p> <p>Cabinet Cabinet Member for Performance and Resources</p>			<p>Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk</p>

BPF	<p>Local Council Tax Support</p> <p><u>Summary of decision:</u> To advise members of the requirement to review the Local Council Tax Support Scheme (LCTS)</p> <p><i>Wards affected: All Wards</i></p>	<p>4/12/19</p> <p>30/01/20</p>	<p>Cabinet</p> <p>Council Cabinet Member for Performance and Resources</p>			<p>Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk</p>
<p>NON</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 32</p>	<p>Performance Monitoring Quarter 2 Report</p> <p><u>Summary of decision:</u> To note the Council's performance in quarter 2 across a set of key performance indicators.</p> <p><i>Wards affected: All Wards</i></p>	<p>Meeting Date</p> <p>4/12/19</p>	<p>Overview and Scrutiny Committee</p> <p>Cabinet Cabinet Member for Performance and Resources</p>			<p>Tanya Davies, Policy and Governance Manager Tel: 01452 396125 tanya.davies@gloucester.gov.uk</p>

NON	<p>Growing Gloucester's Visitor Economy</p> <p><u>Summary of decision:</u> To provide Cabinet with an update on the annual review of the Visitor Economy Strategy.</p> <p><i>Wards affected: All Wards</i></p>	4/12/19	Cabinet Cabinet Member for Culture and Leisure			<p>Jill Riggs, Head of Cultural and Trading Services Tel: 01452 396009 jill.riggs@gloucester.gov.uk</p>
JANUARY 2020						
<p>KEY</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 33</p>	<p>Festivals and Events Programme</p> <p><u>Summary of decision:</u> To seek approval for the 2019-20 Festivals and Events Programme</p> <p><i>Wards affected: All Wards</i></p>	15/01/20	Cabinet Cabinet Member for Culture and Leisure			<p>Jill Riggs, Head of Cultural and Trading Services Tel: 01452 396009 jill.riggs@gloucester.gov.uk</p>
NON	<p>Green Travel Plan Progress Report 2019 and Update</p> <p><u>Summary of decision:</u> Annual update on initiatives in the Green Travel Plan</p> <p><i>Wards affected: All Wards</i></p>	15/01/20	Cabinet Cabinet Member for Environment			<p>Jon Topping, Head of Policy and Resources Tel: 01452 396242 jon.topping@gloucester.gov.uk</p>

ITEMS DEFERRED- Dates to be confirmed						
NON	<p>Regeneration of the Former Fleece Hotel Site</p> <p><u>Summary of decision:</u> To consider the proposals received and identify a preferred partner.</p> <p><i>Wards affected: Westgate</i></p>		<p>Cabinet Cabinet Member for Regeneration and Economy</p>			<p>Ian Edwards, Head of Place Tel: 01452 396034 ian.edwards@gloucester.gov.uk</p>
NON	<p>Energy Costs and Reduction Projects Annual Report</p> <p><u>Summary of decision:</u> To update Cabinet on the City Council Energy Costs and Reduction Projects</p> <p><i>Wards affected: All Wards</i></p>		<p>Cabinet Cabinet Member for Environment</p>			<p>Mark Foyn, Property Commissioning Manager Tel: 01452 396271 mark.foyn@gloucester.gov.uk</p>
KEY	<p>Disposal of HKP Warehouses</p> <p><u>Summary of decision:</u> To seek approval to dispose of the HKP Warehouses for alternate use.</p> <p><i>Wards affected: Westgate</i></p>		<p>Cabinet Cabinet Member for Regeneration and Economy</p>			<p>Jonathan Lund, Corporate Director Tel: 01452 396276 jonathan.lund@gloucester.gov.uk</p>

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Gloucester City Council

Meeting:	Overview and Scrutiny Cabinet	Date:	28 January 2019 6 February 2019
Subject:	Festivals and Events 2019		
Report Of:	Cabinet Member for Culture and Leisure		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Jonathan Lund, Corporate Director		
	Email: jonathan.lund@gloucester.gov.uk	Tel:	396276
Appendices:	1. Review of Council Funded Festivals & Events 2018/19		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To review the City Events Programme for 2018 and consider and approve the Programme for 2019

2.0 Recommendations

- 2.1 Overview & Scrutiny Committee is asked, subject to any recommendations it wishes to make to Cabinet, to note the contents of the report.

- 2.2 Cabinet is asked to **RESOLVE** that:

- (1) Approval is given to the Civic Events Programme for 2019 set out in the table at paragraph 6.4 to be delivered by the City Council Cultural Services Events and Marketing Team based at Gloucester Guildhall.
- (2) Approval is given to the City Events Programme for 2019 set out in the table at paragraph 11.3 to be delivered by Marketing Gloucester Ltd
- (3) Approval is given to directly fund the following City Events: Three Choirs Festival (£5,000), Gloucester History Festival (£10,000) and Kings Jam (£16,500)
- (4) Approval is given to retaining the budget and delivering the Lantern Procession and Tree of Light by the Cultural Services Events and Marketing Team.

3.0 Background and Key Issues

- 3.1 The Council's Contract for Services with Marketing Gloucester Ltd sets out that MGL shall deliver an annual programme of city events agreed in advance with the Council. It also states that an annual programme of civic events shall also be agreed and delivered on similar terms. This report presents proposals to how to deal with both in 2019.
- 3.2 The Contract for Services sets out the annual charge paid by the City Council to Marketing Gloucester up to the end of the 2018/19 financial year. The annual charge has reduced from £464,000 in 2016/17 to £248,000 in 2018/19 with MGL challenged to make up the difference through increased commercialisation, sponsorship and fundraising. One impact of the year on year reductions has been capacity issues which have limited MGLs ability to deliver the full range of civic events in 2018. This report makes proposals to address that situation.
- 3.3 Within the annual charge a sum of approximately £160,000 was intended to fund the City Events Programme. Despite the stepped reductions in the annual charge, the sum that the Council expected to be spent on events remained unchanged.
- 3.4 The annual charge payable to MGL for 2019/20 has not yet been finalised and will be subject to agreement on a business plan for the organisation. The City Events Programme and the Civic Events Programme agreed following consideration of this report will need to be reflected in the agreed Business Plan.

4.0 Review of the City Events Programme 2018

- 4.1 In addition to directly delivering a number of festivals and events in the City Marketing Gloucester also provide financial and in-kind support to city-based festivals and events led by other organisations. The in kind support includes promotional activities.
- 4.2 MGL also acts as the City's Destination Marketing Organisation, managing the www.visitgloucester.co.uk website which attracts 500,000 annual visitors and the City of Gloucester Facebook. Marketing Gloucester manages the coordinated calendar of events which engages over 200 events organisers in the city and provides "What's On" information for the city. Marketing Gloucester also acts as the strategic body for tourism and funds research into the visitor economy which has been essential in providing evidence for funding and support from Visit Britain – the UK's national Tourism board. In 2018 Marketing Gloucester has benefitted from winning a part of £500,000 Discover England Fund which has focused on developing the bookable product and promoting to USA tourist.
- 4.3 In 2017/18 Marketing Gloucester was commissioned by Gloucester BID to manage its events programme. This partnership will continue through 2019/20.
- 4.4 Marketing Gloucester has estimated that the actual delivery cost of the proposed City Events Programme for 2019 is £563,577, with the bulk of that sum (£388,058) being raised from external sponsorship, fundraising and ticket sales.

4.5 A review of the 2018 city events programme is attached at Appendix 1

5.0 Criteria for Council-funded festival and event activities:

5.1 When the Council last reviewed its criteria for Festival and Event activities it agreed that the annual schedule should include:

- A strong Christmas offering
- At least one, ideally more, large scale 'signature'/brand building events;
- Events that bring many visitors into the City from a wide catchment area;
- A cycle of major events (not the same one each year);
- Events that celebrate and bring life to Gloucester's rich history;
- A broad range of events appealing to all communities; and
- Events that foster civic pride in Gloucester.

5.2 More recently the Council has collaborated in the establishment of a Strategic Events Partnership. The Partnership's first members are the City Council, MGL and the Gloucester Culture Trust. The Partnership aims to broaden its membership to include a wide range of partners engaged in delivering festivals and events in Gloucester. It would be appropriate for the City Council to consider collaborating with the Strategic Events Partnership in reviewing the criteria outlined above for future years with the City Council's ambitions of creating a vibrant and prosperous city and positioning Gloucester as a credible candidate for 2025 City of Culture very much in mind.

6.0 Proposed City and Civic Events Programme 2019

6.1 Marketing Gloucester Ltd has submitted a proposal for the City Events Programme in 2019.

6.2 For clarity two events which are routinely listed as part of the City Events Programme have been directly funded by the City Council in recent years. These two events are

1	Gloucester History Festival	£10,000
2	The Three Choirs festival	£5,000
		£15,000

6.3 In addition to the events listed above the City Events Programme proposed by MGL comprises*

3	Residents' Weekend	£3,000
4	Tall Ships	£50,000
5	SoMAC	£9,400
6	Kings Jam	£24,685
7	Summer Weekend Event in the Park	£5,000
8	Gloucester Carnival	£20,000
9	Blues Festival	£3,000
10	Fireworks Finale	£24,685
11	Gloucester Goes Retro	£10,000

12	Gloucester Day	£4,249
13	Christmas Lantern Procession	£6,000
14	Destination Marketing – Believe in Gloucester	£3,500
		£163,519

* It should be noted that the sums quoted in the table above are the contributions made by the City Council, via MGL, towards delivery of the events. They do not represent the total or final cost of each event.

6.4 To complete the picture the annual Civic Events programme comprises the following:

15	Annual Civic Service and Reception	£1,250
16	Three Choirs Reception	£500
17	Gloucester Day Reception	£1,000
18	Remembrance Sunday and Reception	£1,250
19	Children’s Christmas Party	£1,000
		£5,000

6.5 The Festivals and Events activity outlined in the three tables above is estimated to cost £183,519 and this exceeds the anticipated funding for 2019/20 by £18,519. In addition, a solution needs to be found to the future delivery of the programme of Civic Events. Proposals to address these issues are set out below.

6.6 **Civic Events** – Part way through 2018 alternative arrangements were made to ensure that the calendar of civic events was delivered. This arrangement involved the programme being picked up by the Cultural Services marketing and events team at Gloucester Guildhall. It would be possible to make this arrangement a permanent arrangement and it would require a variation to the existing Contract for Services with MGL. The £5,000 budget for the delivery of the Civic events would revert to the City Council as part of this variation.

6.7 **Kings Jam** – this event is produced by The Music Works (TMW) with MGL providing a range of production services including stage, sound and lighting, Health and Safety and Risk Assessments, licenses and permissions, security and stewarding, marketing support, cleaning and evaluation. TMW has suggested that by directly funding their organisation it would be possible for them to generate additional sponsorship, fundraising and income to expand and develop the event which is held in Kings Square and forms part of SoMAC. TMW has indicated that with a direct grant of £16,500 they would continue to commission production services from MGL but would be able to generate an additional £50,000. A direct grant to TMW of £16,500 compared to MGL’s budget provision of £24,685 for that event would save £8,185.

6.8 **Christmas Lantern Procession and the Tree of Light** - The lantern procession is now one element of a wider Christmas offer in Gloucester. In 2019 proposals are being explored around the theme of puppetry with the Museum of Gloucester hosting an important exhibition, Guildhall/Strike-a-Light offering a family Christmas show based upon puppetry and the potential for the lantern procession to feature a

puppets theme. This year Gloucester Guildhall was successful in securing funding of £15,000 to support both the Christmas Show and the Lantern Procession and it is acknowledged that the City's Winter Festival has the potential to develop further. As part of this development it is suggested that the Lantern Procession reverts to being organised by the Guildhall as part of the City's Winter Festival and the associated budget (£6,000) would also revert to the City Council. This proposal will not generate a saving but it would offer the potential for increased grant/fundraising and ticket sales income for the festival as a whole and would contribute to relieving MGL of current capacity pressures.

- 6.9 **Income Generation** – Over the course of the year there are a number of opportunities to generate income from activities and services that are complimentary or ancillary to the events themselves. In many cases the opportunity to generate income is taken but, given ongoing budget challenges, this report suggests that a new target to generate an additional £10,000 in income over the course of the year is written into the events programme.
- 6.10 The proposals above would reduce the overall costs by £18,185. The proposed shift of responsibility for the Lantern Procession and directly funding Kings Jam also offer the potential for increased fundraising opportunities.
- 6.11 The transfer of Civic Events to the Cultural Services Events and Marketing team would be budget neutral overall.

7.0 Asset Based Community Development (ABCD) Considerations

- 7.1 The City Council's approach to the delivery of Festivals and Events is based heavily on existing strengths within the community. The Strategic Events Partnership recognises the diversified nature of festivals and events delivery in the City and embraces the fact that there is a broad patchwork of producers, organisers, promoters and enthusiasts delivering the City's offer. The principal function of the Partnership is to harness that potential to deliver the City's strategic ambitions.
- 7.2 The council-funded City and Civic Events programmes are supplemented by a wide range of other organisations that add to the City's developing cultural offer, including: independent theatre and cinema; Gloucester History Trust; The Civic Trust; Peel Group; Gloucester Heritage Forum; Strike-a-Light; Multi Styles Battle; Music Works; Theatre Glos and Café René. Gloucester BID has become a significant voice in this arena investing in footfall generating events such as the Zip Wire.
- 7.3 ABCD can also guide how Festivals and Events develop in the future by, for example, supporting and investing in activity that contributes to the economic health of the city, job creation, the Cultural Vision and Strategy and has the potential for sustainable growth. The Council should also be mindful of the opportunities offered by Gloucester Culture Trust to provide independent, collaborative, multi-dimensional cultural leadership and lever external funding to support Gloucester's growth.

8.0 Alternative Options Considered

- 8.1 The Council has a contract for services with MGL, including the delivery of the City Events programme. Alternative options include the Council bringing the Programmes in-house, however this would undermine the benefits that arise from a broad community based delivery model.

9.0 Reasons for Recommendations

- 9.1 Gloucester has a comprehensive and varied calendar of festivals and events and the City Council invests a significant sum in supporting that calendar, chiefly through its Contract for Services with MGL.
- 9.2 This report seeks to continue that arrangement but make a number of amendments to relieve current capacity pressures at MGL (Civic Events) and create opportunities for greater fundraising and income generation (Kings Jam, Lantern Procession and the Fireworks Finale).
- 9.3 The proposed schedule will help to ensure the City is animated throughout 2019, support plans to develop the city's Festivals & Events offering and secure future delivery of the Civic Events Programme.
- 9.4 The activities reflect a move towards a more collaborative approach to festival and event programming, enabling the Council to make more of community assets and increase the return on its investment.
- 9.5 The proposed MGL-led events will complement those being created or staged by other organisations, helping to ensure the city has a diverse annual events programme.

10.0 Future Work and Conclusions

- 10.1 Subject to Cabinet approval, MGL and others will progress the Civic and City Event programmes outlined in this report.
- 10.2 Subject to Cabinet approval, Strategic Events Partnership will be asked to review the criteria for Festival & Event activities in a wider strategic context.

11.0 Financial Implications

- 11.1 The Council's annual charge payment to MGL in 2018/19 was £249k including £165,000 to deliver the City and Civic Events Programme
- 11.2 In 2019 MGL has proposed a programme with an overall cost of £183,519. Of this sum £10,000 is paid directly to the Gloucester History Festival and £5,000 directly to the Three Choirs Festival. In addition it is proposed that the sum of £24,685 is deleted in respect of Kings Jam and, instead, a grant of £16,500 is paid directly to The Music Works for the event. It is proposed to introduce an additional income target of £10,000. Finally it is proposed that the budgets for the Christmas Lantern Procession and Civic Events revert back to the City Council to be delivered by the

Cultural Services events and marketing team.

- 11.3 As a consequence of all of the above the sum payable to MGL for their elements of the 2019 City Events Programme will be £122,834 and will deliver the following events:-

Residents' Weekend	£3,000
Tall Ships	£50,000
SoMAC	£9,400
Summer Weekend Event in the Park	£5,000
Gloucester Carnival	£20,000
Blues Festival	£3,000
Fireworks Finale	£24,685
Gloucester Goes Retro	£10,000
Gloucester Day	£4,249
Destination Marketing – Believe in Gloucester	£3,500
Income Generation	(£10,000)
	£122,834

- 11.4 The funding allocations are in line with Council Money Plan for approval by Council in February 2019.

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

12.0 Legal Implications

- 12.1 The City Council has a contract with MGL to deliver Festival & Event activities for the period of five years from 1 April 2016. The contract provides that MGL shall produce a report in December, commenting on delivery during the year and proposing a list of Festival & event activities for the next calendar year. Once approved by Council the list of proposed activities becomes the programme MGL shall deliver in accordance with the contract. The annual programme may be varied at any time by agreement between the Council and MGL.
- 12.2 The collaborative arrangements discussed in section 5.2 of the report are permitted by the general power of competence contained in section 1 of the Localism Act 2011. Such collaborations should be formally documented though in order to safeguard the Council's financial and reputational position. This can be done via legal agreements with the partner bodies, either on a case by case basis or via a single overarching agreement, as appropriate.

(Legal Services have been consulted in the preparation this report.)

13.0 Risk & Opportunity Management Implications

- 13.1 There is a risk MGL will not be able to raise sufficient additional external funding to deliver the 2019 City Events Programme. The Council will need to monitor this, supporting MGL to secure additional sources of finance or making appropriate revisions to the programme as appropriate.

14.0 People Impact Assessment (PIA):

- 14.1 The proposed City Events Programme involves partnership and collaborative working to deliver programmes that are widely accessible to people who live/ work in and visit the city.
- 14.4 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

15.0 Other Corporate Implications

Community Safety

- 15.1 Events that bring people together, particularly at night time create a healthy vibrant evening economy that brings with it a view that places are safer.

Sustainability

- 15.2 As part of its commitment to sustainability and legacy aspirations associated with the Rugby World Cup 2015 bid, the Cultural Services team and MGL are working towards BS ISO 20121 (Event Sustainability).

Staffing & Trade Union

- 15.3 None each event.

Background Documents: None

Review of Events 2018

1. Strike A Light Festival: March and October

A contemporary performance festival organised by Strike A Light

Promotional support was provided by MGL to support for SAL's year-round programme, including the two-part SAL Festival.

2. Residents' Weekend: 6 – 8 April

Annual event organised and promoted by MGL

100 offers for residents and users of the GL Card alongside buskers on the streets created a buzz in the City.

3. 1100th Anniversary of the death of Aethelflaed: 8 – 10 June

Events and activities developed by the Festivals & Events steering group to celebrate the life and achievements of Aethelflaed, daughter of Alfred the Great. The event received national media coverage.

MGL produced events and activities that help to deliver the steering group's agreed narratives and outcomes for the Aethelflaed programme. MGL fundraised for these events and activities and marketed and promoted the Anniversary festival. MGL took part in the steering group's Aethelflaed programme and the related evaluation activities.

Living History activity, workshops and performance were staged in a mock Anglo Saxon settlement around St Oswalds Priory. The site was surveyed by Gloucester schoolchildren and new archaeological discoveries made. A mock Anglo Saxon funeral procession from Gloucester Docks to St Oswalds attracted thousands of people into the City..

4. Summer of Music, Arts & Culture (SoMAC) June – August

The third year of the MGL-initiated umbrella brand for all festivals taking place in the city over the summer.

MGL programmed Art in the City on the weekend of 14 – 15 July. Exhibitions, workshops, craft markets, plein air competitions and an open art competition were supported from sponsorship. With marketing support and branding for the SoMAC festival provided by Marketing Gloucester. City council funding was primarily used to develop and support Kings Jam / SoMAC Stage activities which form part of SoMAC with MGL collaborating closely with partners to maximise the impact of

the programme and the partnership with the Roundhouse which is working with and supporting our young people.

5. Commemorating the RAF Centenary in Gloucester: 7 and 8 July

Weekend of city centre activities for all ages, organised by the RAF 100 Project Team for the RAF Association Gloucester.

The grant from Gloucester City Council to MGL included a contribution of approximately £2k towards the costs of this event, to cover: a service at the Cathedral (including organist); the hire of Wheatstone Hall as operations room for the event; re-enactors; a NAAFI van to be located in Kings Square; and music, as per the RAFA's proposed programme.

MGL also provided promotional support for the event and support on the day.

6. 375th Anniversary of the lifting of the Siege of Gloucester: 1 – 16 Sept

Events and activities developed by the Festivals & Events steering group to celebrate the lifting of the Siege of Gloucester and supported by a collaborative partnership including Gloucester BID

MGL supported events and activities that helped to deliver the steering group's agreed narratives and outcomes for the Siege programme: fundraised for these events and activities; promoted the Siege festival and the steering group's Siege programme; and took part in the steering group's evaluation activities.

The Civil War re-enactment is likely to become an annual event.

7. Gloucester History Festival

Annual event organised and promoted by Gloucester History Trust with a £10k contribution from the City Council and supported by Great Place funding. The Festival starts with Gloucester Day, includes the Heritage Open Days organised by the Civic Trust, the week long programme of City Voices where local communities get involved to celebrate their history and a nine day programme of talks at Blackfriars.

MGL provide some promotional support.

8. Stunt Shows: 22 and 28 July

A range of circus-themed stunt activities in Gloucester Park, building on the stunt shows MGL staged at short notice in 2017.

9. Gloucester Carnival: 21 July

Annual long-standing event with Arts Council funding of £47k.

MGL led the Carnival Committee to organise this event and give some of its Council funding to community groups, to be used as match funding for bids to develop Carnival activities and train local artists in carnival arts. Other MGL support includes licencing; stewarding; promotion; organising the Civic Bus; and police liaison.

10. Gloucester International Rhythm and Blues Festival: 28th July – 4 Aug

Annual event MGL provide funding for the programmer; print programmes; and promote the event via social media and the MGL website.

11. Fireworks: 4 August

An annual event that attracts over 10,000 people to Gloucester Park . MGL procure the firework display and organise/ promote this event.

12. Gloucester Goes Retro: 25 August

A popular annual event organised by Councillor Colin Organ. MGL provide promotional, administrative and event organisation/ delivery support. Retro is the single biggest event in the City Centre and retailers report a significant boost to footfall and spend.

13. Gloucester Day: 1 September

Annual event organised by Alan Myatt as part of the History Festival. MGL assist with event organisation and delivery, and provide entertainment, equipment.

14. Christmas Lantern Procession: 18 November, and Tree of Light Celebrations 24 November and 8 December

Annual events organised respectively by MGL and the Rotary Club of Gloucester with some further support from Gloucester BID. MGL promote both events and provide the Tree of Light stage. The event engages with six schools each year and the Culture Trust has expanded the event to incorporate a winter lantern trail.

15. Local Media/Community event BiG

Sponsorship of the Believe in Gloucester awards, jointly with the City Council

16. Three Choirs Festival

The Council sets aside £5,000 as an annual contribution towards the development of this annual touring festival, helping to ensure it is bigger and better each time it visits Gloucester.

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Gloucester City Council

Meeting:	Overview & Scrutiny Committee Cabinet	Date:	28 January 2019 6 February 2019
Subject:	Tourist Information Centre Relocation		
Report Of:	Cabinet Member for Culture and Leisure		
Wards Affected:	ALL		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Lucy Chilton, Visitor Experience Manager		
	Email: lucy.chilton@gloucester.gov.uk		Tel: 396570
Appendices:	None		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To highlight how public access to visitor information services is changing and to meet the challenges of those changes by relocating the City's "walk-in" Visitor Information Service to Gloucester Guildhall and the Museum of Gloucester.

2.0 Recommendations

- 2.1 Overview & Scrutiny Committee is asked, subject to any recommendations it wishes to make to Cabinet, to note the contents of the report.
- 2.2 Cabinet is asked to **RESOLVE** that Gloucester's Tourist Information Service relocates to Gloucester Guildhall and the Museum of Gloucester at the earliest practical opportunity.

3.0 Background and Key Issues

- 3.1 The Tourist Information Centre (TIC) has been located at 28 Southgate Street since 1997. During that period the TIC has served as the principal source of information services in the city for visitors and local residents.
- 3.2 The TIC's current opening hours are Mondays 10am – 5pm and Tuesdays to Saturdays 9.30am – 5pm. It also opens on ad-hoc Sundays throughout the year when big events are happening in the city.
- 3.3 Gloucester's Tourist Information Service (TIS) has a well-established reputation for excellent service delivery. It has won a series of sector-specific awards over the past eight years, culminating in the gold award for 'Best Visitor Information Provider in England' in the 2017 Visit England Excellence Awards.

- 3.4 The Together Gloucester re-design saw the TIS join up with the other cultural venues (Guildhall, Museum of Gloucester, Life Museum and Blackfriars). This allowed greater generic working and increased resilience. All of these venues use the same ticketing system.
- 3.5 The TIS's core function is to provide visitor information. It also offers sales services which include an onsite shop stocked with Gloucester-themed gifts; an onsite sales point for travel tickets (acting as an agent for National Express, Stagecoach, Marchants, and Superbreak); and onsite/online/telephone ticket sales for local and national events.
- 3.6 The TIS also supports city events. For example, it sold £61.5k of merchandise during the 2015 Rugby World Cup and £1,000 worth of flags in just one hour during the Olympics in 2012. It serves as the central box office for the annual Gloucester History Festival and in 2018 the TIC issued 3,709 tickets in person and 4,307 online through the Ticket Shop.
- 3.7 Over the past five years there has been a growing trend towards the use of online and digital visitor information services and online ticket sales. This has resulted in a significant drop in footfall at the city's TIC with a knock-on impact on gift shop sales and commissions income. The table below shows the footfall, income and net cost of running the service during this period:

Period	Footfall	Income £	Net Cost £
April 13 – March 14	128,496	N/A	N/A
April 14 – March 15	110,474	367,000	173,000
April 15 – March 16	104,628	344,000	208,000
April 16 – March 17	92,078	286,000	180,000
April 17 – March 18	85,005	264,000	176,000

*N.B – the net cost in 17/18 is not directly comparable to previous years because of changes to structures and financial reporting arrangements following the Together Gloucester restructure. But it is the most accurate comparison available.

- 3.8 The decline in footfall reflects a changing service rather than one that is struggling or failing:
- 3.8.1 The TIS launched the online “Gloucester Ticket Shop” in April 2017 and sold 14,517 e-tickets in the first 18 months, bringing in £103,244 in ticket sales.
- 3.8.2 The City's coach and bus operators are selling tickets directly to customers via their own websites.
- 3.8.3 People can get tourist information and advice from the customer services desk at Gloucester Quays and from leaflet distribution points across the city e.g. Gloucester train station and museums (including our own).
- 3.8.3 People are able to buy coach and bus tickets and make use of the digital visitor orientation point at the new Gloucester Bus Station. The latter will allow them to access visual and audio information about what's on offer in the city and how to get there.

- 3.8.4 People will also be able to use the digital way-finding/ information totems that Marketing Gloucester Ltd will be installing across the city as part of the Great Place project.
- 3.9 The TIS needs to respond to the growing demand for online information and services and take account of the online and onsite tourism provision that's being offered by other providers. And it needs to adapt its onsite offer accordingly. It also needs to perform well commercially to meet income targets set for the service.
- 3.10 In terms of our onsite service provision, the most viable delivery model is colocation with another of the City Council's cultural venues. This would:
- Allow us to use our Visitor Experience staff resources more effectively and efficiently;
 - Create a more knowledgeable and flexible workforce;
 - Release staffing resource that can be invested in re-establishing our award winning standards, developing our online TIS offer and generating additional income (e.g. at Blackfriars);
 - Make our TIS more accessible to a wider range of customers;
 - Reduce spend on zero hours staff;
 - Deliver an annual full-year revenue saving of almost £38k (building and operational costs); and
 - Increase footfall at, and awareness of, the host Cultural Services venue, raising the profile of that venue with TIC users.
- 3.11 Options were presented to a meeting of the Overview and Scrutiny Committee on 29 October 2018 and the Committee asked the Cabinet to consider a dual venue relocation option for the TIC. The two new host sites would be the Museum of Gloucester and Gloucester Guildhall. Since the O&S Committee meeting officers have been considering the feasibility of dual site provision and this option is the one recommended in this report.
- 3.12 The Museum of Gloucester offers the potential for a joint museum reception/sales point and TIS in the Museum foyer. The facility would only open during existing Museum opening hours and might be impacted by future museum development plans. Whilst the Museum sits on the edge of the primary shopping area a co-located TIC would make the City's tourist and visitor information and sales services (shop and event tickets) visible to museum visitors. The Museum's family audience would also offer an opportunity to promote family friendly events such as the Guildhall cinema to visiting families (family films are a Cultural Services' business development area).
- 3.13 Gloucester Guildhall also offers the potential for a joint ticketing and information centre that combines the current TIS function with the Guildhall box office function. The Guildhall sits on one of the gate streets, in a central location, on a natural route from and close to the city's transport hub. The Guildhall offers longer, more accessible opening hours and visibility to a wider range of people. There is adjacent multi-storey car parking and greater potential for raising awareness of the other facilities within the Guildhall, especially the bar/café.
- 3.14 To make the proposals work it will be necessary to plan for new signage at both locations. The Guildhall Development Plan includes plans to significantly improve the street-level presence of the Guildhall entrance. A marketing and promotions

programme and investment in staff training will also be necessary; both are part of our relocation plans.

- 3.15 Whilst gift shop sales are not part of the core TIS service they can enhance the visitor experience and help meet budgets. The main gift shop will be located at the Museum of Gloucester and a smaller range of goods will be displayed and available for sale at the Guildhall. Both venues will promote the facilities available at the other.

4.0 Asset Based Community Development (ABCD) Considerations

- 4.1 Relocating the TIS to another of the Council's Cultural Services venue allows for better use of resources. We plan to recruit and train volunteers and create a number of Friends Groups to support the growth and sustainability of our cultural venues. And we are already attracting volunteers as part of the 'Engage in Gloucester Volunteer Makers' which was launched on 2 September 2018.

5.0 Alternative Options Considered

- 5.1 Option 1 – Continue to operate at Southgate Street. The authority cannot continue to justify delivering the existing service model in the face of significant change and the expired lease gives the Council no security of tenure.
- 5.2 Option 2 – Invest in another sole use location. This would simply relocate the issues arising from the existing sole use location in Southgate Street and is likely to be a more expensive option.
- 5.3 Option 3 – Relocate only to the Museum of Gloucester. This option has been discounted because it fails to deliver the opportunities offered by a TIS/Ticket Office service at the Guildhall and limits the opening and operating hours.
- 5.4 Option 4 – Relocate only to the Guildhall. This option has been discounted because of the concerns raised about street-level access and visibility.

6.0 Reasons for Recommendations

- 6.1 There is a clear need to adapt to the changing nature of how customers access information services and ticket sales.
- 6.2 Relocating TIC services to co-locate with existing cultural services provides an opportunity to reduce operational costs and consolidate existing teams and staff resources.
- 6.3 There is a real opportunity to create a central ticket hub, increasing income and creating a hive of activity around the Guildhall.

7.0 Future Work and Conclusions

- 7.1 If the proposals within this report are agreed, then the Visitor Experience Manager will liaise with Asset Management to work up a detailed relocation plan.

- 7.2 £120,000 is available from the City Centre Investment fund to meet the costs of the relocation. Whilst the Council's recent Cultural Development Fund bid was unsuccessful it has established a constructive relationship with other stakeholders in and around Kings Quarter and there is potential for funding from the Future High Streets Fund. It would make sense for the Guildhall element of these proposals to be planned to coincide with these emerging opportunities.
- 7.3 Future work also includes the introduction of a self-service kiosk within the box office area which coincides with the procurement of a new till system by summer 2019.
- 7.4 A Guildhall Development Plan and Museum Development Plan are both currently in production.

8.0 Financial Implications

- 8.1 The cost of moving the TIC will be met from the capital budget allocation in the City Centre Investment Fund (CCIF). The current available budget is £119,109.
- 8.2 It is estimated that revenue savings of £37,900 per annum will result from the closure of the Southgate Street TIC and its relocation to the Guildhall and the Museum of Gloucester.

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

9.0 Legal Implications

- 9.1 As the new venues are already within the Council's ownership and occupation there are no legal implications in respect of that aspect of the change of location of the service. The relocation plan will need to consider the implications and provide a practical timetable for terminating the Council's occupation of the premises at 28 Southgate Street, any HR issues and the results of consultation.

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

10.0 Risk & Opportunity Management Implications

- 10.1 The Guildhall box office area is set back from the main entrance on a mezzanine floor and accessible via a lift and stairs. The lift can accommodate mobility scooters and wheelchair users. Asset Management has inspected the lift and confirmed it is in full working order. The Guildhall operates longer opening hours and there is an adjoining car park with lift access into the Guildhall
- 10.2 There are also access benefits by relocating to the Museum. These include ground level access from pavement to reception; proximity to a number of city centre car parks and toilets located on the ground floor in the reception area.
- 10.3 Christian Drewitt who works in partnership with Marketing Gloucester has visited a number of city centre locations to audit accessibility. Both the Guildhall and Museum were awarded 5 stars for their accessibility.

11.0 People Impact Assessment (PIA):

11.1 The PIA Screening Stage will be addressed after decisions on the proposed relocation and choice of venue have been made.

12.0 Other Corporate Implications

Community Safety

12.1 Not applicable.

Sustainability

12.2 Not applicable.

Staffing & Trade Union

12.3 There are no staffing implications due to the current generic working that is already well established.

Background Documents: None