

Cabinet

**Tuesday, 17th September, 2013
6.00 - 7.00 pm**

Attendees	
Councillors:	Steve Jordan (Leader of the Council), John Rawson (Cabinet Member Finance), Rowena Hay (Cabinet Member Sport and Culture), Peter Jeffries (Cabinet Member Housing and Safety), Andrew McKinlay (Cabinet Member Built Environment) and Jon Walklett (Cabinet Member Corporate Services)

Minutes

1. APOLOGIES

Apologies were received from Councillor Whyborn

2. DECLARATIONS OF INTEREST

Councillor Hay declared a personal interest in Agenda item 6 as a Trustee of the Art Gallery & Museum Development Trust

3. MINUTES OF THE LAST MEETING

The minutes of the meeting held on 16 July 2013 were approved and signed as a correct record.

4. PUBLIC AND MEMBER QUESTIONS AND PETITIONS

None

5. LOCAL COUNCIL TAX SUPPORT SCHEME (LCTS)

The Cabinet Member Finance introduced the report and explained that last year the Government cut funding for council tax benefit by 9 %. CBC had responded to this by working with the other councils in Gloucestershire to ensure that the poorest and most vulnerable people were protected. Changes were made to council tax empty property exemptions and second home discount to help offset the reduction in funding.

The Cabinet Member Finance reported that it was the intention of the councils in Gloucestershire to make a permanent council tax support scheme. For 2014/15 however it was proposed to continue the current temporary arrangement due to the major Government spending review expected over the next few months and due to delays in the implementation of welfare reform. A short public consultation would be carried out on this basis.

RESOLVED THAT

a) the Local Council Tax Support scheme remain unchanged for 2014/15, other than the annual up rating of premiums, allowances and non dependant deductions.

b) a public consultation of eight weeks be approved on this basis.

c) authority be delegated to the Section 151 officer, in consultation with the Cabinet Member Finance, to agree the content of future public consultation on any Local Council Tax support scheme.

6. REBRANDING CHELTENHAM ART GALLERY AND MUSEUM

The Cabinet Member Sport and Culture introduced the report which set out the basis on which the Cheltenham Art Gallery & Museum (AG&M) is re-branded following 18 months closure and the completion of the multi-million pound redevelopment project of the building. Having recognised the importance of engaging with the wider community and the public, feedback on the proposal of re-branding the AG&M as “The Wilson” was sought following a media briefing on 5 September.

Members were informed that 70 people had sent in their views. Whilst recognising that encompassing all that the new building had to offer in one name was never going to be an easy task the Cabinet member highlighted the following points in response to the comments received :

- Rebranding-the HLF had strongly recommended that rebranding was looked at supported by the Summerfield Trust and the University. A perceptions audit was commissioned which included consultation with key internal and external stakeholders, the purpose of which was to deliver a branding proposal which would form the basis for a creative design. Based on the outcomes of this audit a tender process was undertaken to appoint an agency to develop those ideas. This concerned maximising the impact of the reopening to reposition the AGM from a hugely important local attraction to one that could help boost our national and international profile and encourage tourism
- Cost-0.15 % of the total cost of the project (£6 million) had been spent on the rebranding and this had been built into the budget from the outset. This was not regarded as an overly excessive amount for a project of this size.
- Logo-this was a grid inspired by the new building itself, both the look from the outside and the modular basis of the internal building and different spaces; the outside sign would be black and white which complimented the steel and glass in its modern look of the building; the simplicity of the logo itself allowed it to stand out.
- The Wilson proposal-Edward Wilson was born in Cheltenham, educated at Cheltenham College and was a junior surgeon at the hospital and was famously on Scott’s Antarctic Expedition. Exploring heritage and culture, experiencing, discovering and learning is what a museum and art gallery is for and this encapsulated what Edward Wilson did. The name of the Cheltenham Art Gallery and Museum would appear on all the literature and publicity.

Finally the Cabinet Member emphasised that the majority of comments supported the new rebranding and that this was the most significant development project Cheltenham had had for many years. It would open on 5 October 2013.

Cabinet Members supported the proposal and emphasised that this was no ordinary town museum but one which they hoped would gain national and international status. The existing name would be the strap line for the new building but the rebranding to the Wilson represented a more accessible name for a modern, new and forward looking institution.

The Leader of the Council added that it was entirely appropriate that the museum had been rebranded taking account of the fact that it had been closed for such a long period of time. The rebranding exercise represented value for money and had been an impressive process.

RESOLVED THAT

The re-branding of the Cheltenham Art Gallery & Museum to “The Wilson” be approved.

7. REQUEST FOR CONSENT FOR THE COUNCIL TO ENTER INTO A DEED DEDICATING WEAVERS FIELD AND THE BURROWS PLAYING FIELD AS QUEEN ELIZABETH II FIELDS WITH THE ORGANISATION FIELDS IN TRUST

In the absence of the Cabinet Member Sustainability, the Cabinet Member Built Environment introduced the report and explained that the Queen Elizabeth II Fields Challenge, operated by Fields in Trust, was a legacy initiative to mark both the Queen’s Diamond Jubilee and the London Olympics. Requests had been made by councillors to consider dedicating Weavers Field and the Burrows Playing Field to protect their existing use. These were important, much loved, and valued local amenities which would benefit from Fields in Trust status.

RESOLVED THAT

The signing of a Deed of Dedication with Fields in Trust pertaining to Weavers Field and The Burrows Playing Field to protect their existing use be supported.

8. TRIENNIAL REVIEW OF THE SEXUAL ENTERTAINMENT VENUE POLICY

The Cabinet Member Housing and Safety introduced the report and explained that although there was no statutory requirement to undertake a triennial review of the policy statement, there was a commitment set out in the policy statement to do so at least once every three years to ensure the policy remained up to date and relevant. He highlighted Appendix 2 of the draft policy statement which was the code of conduct used for sexual entertainment venues which were on a temporary notice, such as those operating during the Cheltenham Festival. Members’ approval was sought to issue the draft policy for consultation.

RESOLVED THAT

- 1. The outlined changes to the draft policy statement be noted.**

2. The draft policy statement at Appendix 2 be approved for the purpose of consultation.

9. RESPONSE TO RECOMMENDATIONS OF THE SCRUTINY TASK GROUP ON THE SEX TRADE IN CHELTENHAM

The Cabinet Member Housing and Safety introduced the report which outlined the Partnership work which was taking place in response to the recommendations set out in the report of the Scrutiny Task Group on the sex trade in Cheltenham. He reported that both the Positive Lives Partnership and Cheltenham Safeguarding Forum have taken responsibility for moving forward those recommendations which required a partnership approach.

The Cabinet Member highlighted work which had been undertaken on emergency housing in terms of raising awareness among partners of the new service to support vulnerable people which should include those who have experienced sexual violence specifically as a result of the sex trade. He then referred to the positive socialising, living and relationships “safeguarding weeks” which aimed to raise awareness of safeguarding issues.

Members welcomed the partnership approach which represented the right way forward. The Leader added that this was a good demonstration of how scrutiny worked in practice in terms of raising issues which could be worked on together.

RESOLVED THAT

The Partnership’s actions as outlined in response to the recommendations set out in the report of the Scrutiny Task Group on the sex trade in Cheltenham be endorsed.

10. BRIEFING FROM CABINET MEMBERS

Councillor Hay reported the following :

- the £211 k investment to replace and refit the health & fitness provision had gone well and the new gym would be opening to members of the public on 23 September.
- the Buffet at the Town Hall had been refurbished and rebranded as the Regency Café. It would be open 2 hours before any performance and would reopen in early October.
- The sport and play summer holiday programme had been highly successful involving 8082 young people and which offered good value for money

11. MEMBER DECISIONS TAKEN SINCE THE LAST CABINET MEETING

The Cabinet Member Sport and Culture informed the meeting that she had taken a decision on 30 July to allocate 90 % of the positive activities funding. The remaining funds would be used to deliver youth activities in Benhall and Oakley.

The Cabinet Member Finance reported that on 21 August he had accepted the tender from Frances Crick,CBH, for the provision of Design and Installation of Photovoltaic Systems by Glevum Heating.

The Leader had taken a decision by way of written resolution approving Ubico's 2013/14 Business Plan.

**12. LOCAL GOVERNMENT ACT 1972 - EXEMPT BUSINESS
RESOLVED THAT**

"That in accordance with Section 100A(4) Local Government Act 1972 the public be excluded from the meeting for the remaining agenda items as it is likely that, in view of the nature of the business to be transacted or the nature of the proceedings, if members of the public are present there will be disclosed to them exempt information as defined in paragraphs 3 and 5, Part (1) Schedule (12A) Local Government Act 1972, namely:

Paragraph 3; Information relating to the financial or business affairs of any particular person (including the authority holding that information)

Paragraph 5; Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings

13. EXEMPT MINUTES

The exempt minutes of the meeting held on 16 July were approved and signed as a correct record.

14. ST PAUL'S PHASE TWO

The Cabinet Member Housing and Safety introduced the report which established the approvals required from Cabinet in order that a contract could be entered into for the construction of 24 affordable homes alongside 32 homes for outright sale.

The Head of Legal Services was invited to address members in respect of the contract and the Chief Executive, CBH, also addressed the Cabinet in respect of deliverability of the scheme.

Members considered the issues and agreed that the recommendation was a sensible way forward.

RESOLVED THAT

- (1) the transfer of land to CBH for nil consideration be approved and that authority be delegated to the Head of Property and Asset Management in consultation with the Borough Solicitor to agree the terms of the disposal and to agree any necessary changes to the areas of land to be transferred.**
- (2) the Authority and CBH be authorised to enter into all necessary agreements and other legal documentation required to facilitate the development of 56 units. 24 of which will be affordable units, and 32 units will be for private sale and that authority be delegated to the Head of Property and Asset Management in consultation with the Borough Solicitor to agree the terms thereof.**

- (3) the Head of Property and Asset Management in consultation with the Borough Solicitor be authorised to apply to the Secretary of State for Communities and Local Government for any consents necessary to facilitate St Paul's Phase two development.**

Council be recommended that:

- (4) in addition to the previously approved £450,000 budget for site assembly costs for the St Pauls Phase 2 development, Council approve a further capital subsidy payment of £100,000 to CBH to be used towards the cost of developing the affordable housing. The total capital support of £550,000 will be financed from usable capital receipts arising from HRA asset disposals that the Council has previously resolved to apply to the provision of affordable housing.**
- (5) the Authority enter into a loan agreement with CBH to a maximum of £2.3 million, repayable from the net rental stream from the affordable housing properties.**
- (6) it delegates authority to the Director of Resources in consultation with the Borough Solicitor to agree the terms of the loan agreement between the Authority and CBH.**

Chairman