



CHELTENHAM

BOROUGH COUNCIL

Notice of a meeting of Overview & Scrutiny Committee

Monday, 13 January 2020
6.00 pm
Pittville Room - Municipal Offices

Membership	
Councillors:	Chris Mason (Chair), Klara Sudbury (Vice-Chair), Sandra Holliday, John Payne, Paul Baker, Max Wilkinson, Dilys Barrell, Iain Dobie, Jo Stafford and Dennis Parsons

The Council has a substitution process and any substitutions will be announced at the meeting

Agenda

1.		APOLOGIES	
2.		DECLARATIONS OF INTEREST	
3.		MINUTES OF THE LAST MEETING 18 November 2019	(Pages 5 - 12)
4.		PUBLIC AND MEMBER QUESTIONS, CALLS FOR ACTIONS AND PETITIONS	
5.		MATTERS REFERRED TO COMMITTEE <ul style="list-style-type: none">Members' Allowances – payments from outside bodies	
6.	6.05 pm	SCRUTINY REVIEW Consider the findings of Campbell Tickell following their review of the scrutiny arrangements. <i>Hilary Gardener of Campbell Tickell</i>	
7.	6.35 pm	URBAN GULLS Update on the work carried out in 2019, how this compares to the previous year and the strategy to be adopted going forward. <i>Mark Nelson, Enforcement Manager (and Cabinet Member Development & Safety)</i>	(Pages 13 - 18)
8.	7.05 pm	SOCIAL VALUE POLICY	(Pages

		Consider the draft social value policy and comment as necessary. <i>Richard Gibson, Strategy and Engagement Manager</i>	19 - 24)
9.	7.25 pm	REVIEW OF AIR QUALITY MANAGEMENT AREA Consider the revisions and comment as necessary. <i>Presentation by Gareth Jones, Senior Environmental Health Officer</i>	
10.	7.35 pm	BUDGET PROPOSALS (FOR COMING YEAR) - TO FOLLOW Consider views of the Budget Scrutiny Working Group on the budget proposals for the coming year. <i>Chair of the Budget Scrutiny Working Group, Councillor Babbage</i>	
11.	8.05 pm	FEEDBACK FROM OTHER SCRUTINY MEETINGS ATTENDED Gloucestershire Health and Care O&S Committee (19 November) – a verbal update from Councillor Horwood Gloucestershire Economic Growth O&S Committee (20 November) – a written update from Councillor Paul McCloskey	(Pages 25 - 26)
12.		CABINET BRIEFING A verbal update from the Cabinet on key issues for Cabinet Members which may be of interest to Overview and Scrutiny and may inform the O&S workplan.	
13.		UPDATES FROM SCRUTINY TASK GROUPS Events Task Group – verbal update from Councillor Parsons as the Chair of the Task Group	
14.		REVIEW OF SCRUTINY WORKPLAN	(Pages 27 - 30)
15.		LOCAL GOVERNMENT ACT 1972 - EXEMPT INFORMATION The committee is recommended to approve the following resolution:- “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 paragraph 3, 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)	
16.		EXEMPT MINUTES	(Pages

		18 November 2019	31 - 34)
17.		DATE OF NEXT MEETING 24 February 2020	

Contact Officer: Saira Malin, Democracy Officer, 01242 264129
Email: democratic.services@cheltenham.gov.uk

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Overview & Scrutiny Committee

Monday, 18th November, 2019

6.00 - 8.10 pm

Attendees	
Councillors:	Chris Mason (Chair), Klara Sudbury (Vice-Chair), Sandra Holliday, John Payne, Paul Baker, Dilys Barrell, Dennis Parsons and Paul McCloskey (Reserve)
Also in attendance:	Councillor Flo Clucas (Cabinet Member Healthy Lifestyles), Richard Gibson (Strategy and Engagement Manager), and Councillor Rowena Hay (Cabinet Member Finance), Paul Jones (Executive Director for Finance and Assets), Mark Sheldon (Director of Corporate Projects) Karen Watson (Client Officer)

Minutes

1. APOLOGIES

Councillors Dobie and Wilkinson had given their apologies. Councillor McCloskey substituted for Councillor Wilkinson.

The Executive Director of People & Change had given his apologies and the Executive Director of Finance & Assets attended in his place.

2. DECLARATIONS OF INTEREST

No interests were declared.

3. MINUTES OF THE LAST MEETING

The minutes of the last meeting had been circulated with the agenda.

Upon a vote it was unanimously

RESOLVED that the minutes of the meeting held on the 21 October 2019 be agreed and signed as an accurate record.

4. PUBLIC AND MEMBER QUESTIONS, CALLS FOR ACTIONS AND PETITIONS

None were received.

5. MATTERS REFERRED TO COMMITTEE

No matters had been referred to the committee.

6. QUARTER 2 PERFORMANCE

The Strategy and Engagement Manager introduced the update on quarter 2 performance, as circulated with the agenda. He noted that it would look slightly different to previous years since the adoption of the new corporate plan, which was more streamlined with three actions for each of the five priorities, and also highlighted that he had removed the traffic light element and provided a factual

summary of progress against each action as we had now entered the pre-election period known as purdah. Committee members would be aware that the council had purchased a new performance reporting tool called Clearview and this would bring together performance management, risk management and project management. The system was currently under construction, though it was hoped the new system would be available to use by the end of January and the suggestion was that the committee could review Q3 performance, on Clearview, at the February 2020 meeting.

In response to a member question, the Executive Director of Finance & Assets explained that the original target for the council becoming financially self-sufficient had been 2020-21 and that whilst the council was on target to achieve this, this is based on existing financial arrangements with government – he highlighted that the general election now introduces some uncertainty into this plan.

A member expressed some concerns about whether CBC can deliver the priorities in the corporate plan. Whilst he felt it was right that the council be aspirational, he felt concerned about our ability to make Cheltenham the Cyber-Capital of the UK and the revitalisation of the town centre. Questioning whether Cheltenham was in-fact attractive to cyber companies, he noted that there were 19 other cyber security centres in the UK and whilst the town centre was showing improvement, as demonstrated by the next agenda item, the Town Hall was proving difficult to maintain. The Strategy and Engagement Manager was of the view that Cheltenham was an attractive proposition to cyber companies, particularly with GCHQ, a major cyber employer, being based in the town. He went on to acknowledge that the revitalisation of the town centre was critical, but disputed the suggestion that the Town Hall was at all dilapidated, stressing that this building was maintained well by the council and that the discussions around the Town Hall centred on creating a more viable asset which was used and meaningful to a wider number of people than at present.

In response to a member query, the Strategy and Engagement Manager explained that, whilst the council had been awarded £22m to enable infrastructure at West Cheltenham, this would not resolve Junction 10 and whilst Junction 10 was an important part of the equation and GCC were actively lobbying Government, it would cost hundreds of millions to deliver and the cyber park would happen with or without it.

A member voiced concerns that the cyber-park would polarise even more areas of deprivation and affluence. Whilst another member agreed that this was a risk, a third felt that the scheme was key to addressing deprivation in the town and would do so by creating a whole raft of jobs and not just top end jobs. Other members shared their hopes that the University of Gloucestershire would provide cyber related courses and that employers would help educate the towns children. The Strategy and Engagement Manager assured members that having had many discussions about these very issues, the policy framework for inclusive growth would improve deprived areas and benefit local residents.

The Strategy and Engagement Manager acknowledged that the cyber project was a major project, perhaps the biggest ever undertaken, with the potential to generate huge dividends for both the town and the council. Given the level of

investment, it was only right and proper that members had questions and the committee were at liberty to request a detailed presentation at any time.

On behalf of the committee, the Chairman thanked the Strategy and Engagement Manger for his attendance and looked forward to seeing a preview of the Clearview system in February.

7. TOWN HALL REDEVELOPMENT - UPDATE

The Director of Corporate Projects introduced the update, as circulated with the agenda and explained that the paper summarised a significant amount of work undertaken by the consultants and project team, to analyse options for the Town Hall. The Town Hall faced a number of issues, amongst them, poor access, ageing technical equipment, lack of capacity (under 1000 which reduced the ability to attract quality performers), a redundant and broken organ which took up capacity, a single bar which resulted in overcrowding, and only 4% of current audiences were aged 18-25.

A number of concepts were tested through public consultation, of which the community arts centre was the most well received and which helped shape the 5 redevelopment options which ranged from £8.8m to £29m, with the potential to generate additional revenue of between circa £88k p.a. to circa £290k p.a. Given the level of capital investment required and the level of funding gaps identified, none of the options were viable and as such a further phased option was considered, to move the redevelopment forward, at a reduced cost overall of £25m compared to the original 5 options. Given the conclusions of the work to date, the options available to the council and TCT included:

1. Do nothing
2. Progress phased development of the Town hall
3. Invest a cum of circa £1m to pump prime the commercial opportunities identified by TCT and request that the council set aside the balance of £0.5m towards funding capital investment in CBC cultural assets following the completion of the development of the Cultural Strategy
4. Build a lightweight café / bar and new entrance structure on the back of the Town Hall
5. (The CBC lead Cabinet Member requested that the following additional option be explored). Set up a free school based on performing arts provision.

The project team concluded that the remaining budget of £1.5m should be used to address some immediate practical barriers to programming and attracting performers. The team were now working with TCT to understand short and medium term requirements, which would support the viability of all Trust buildings and it would be for Cabinet to decide how to use the budget.

The Cabinet Member for Healthy lifestyles acknowledged that there were issues at the Town Hall, not least the fact that it was a listed building which, to an extent limited the options for refurbishment. Also, the challenge of attracting performers that in turn attracted a certain audience (and capacity), and this would become increasingly challenging as time went on. Another issue was that the bar could not operate properly and investment here would allow for significant increases in income and ultimately, without investment, TCT would not be able to increase revenue and would therefore be making annual requests

to the council for ongoing support. The Cabinet Member noted the toilets, but explained that the Chief Executive of TCT was confident that there were commercial temporary toilets available which would solve the issue without the need for major investment at this juncture. She thanked the project team for their hard work, which had been hugely informative and it was now time for decisions to be taken that would enable the Town Hall to carry on as a going-concern.

The Director of Corporate Projects and Cabinet Member Healthy Lifestyles, gave the following responses to member questions:

- The funding would allow the bar to meet its full potential and generate additional income, but consideration would also be given to solutions in other areas/rooms, which could include 'bottle only' service, in order to maximise income.
- The project team had visited the Battersea Arts Centre which had undergone refurbishment and was now used by a range of people throughout the day. This building was very similar to the Town Hall and the project team felt that with some investment, something similar could be replicated at the Town Hall.
- It was accepted that at present the heritage aspects of the building and town were not being taken advantage of and solutions were being discussed.
- The Asset Management Working Group (AMWG) had raised the suggestion that the building could be sold, but this was a sensitive building in a sensitive location, which made this option a very challenging one. The purpose of the project had been to repurpose for the future, allowing TCT to generate increased income in the short to medium term and then consider longer term options.
- The project team had consulted widely on future use, as well as getting views on the organ, and there was overwhelming support for a multifunctional and multi programmable space. The cost of restoration of the organ could be in the region of £500k, but there were questions about the future appetite for organ music.
- To relocate the organ, which was undoubtedly a sensitive issue, would allow for increased capacity and therefore help with the ongoing viability of the Town Hall. The cost of relocation would be in the region of £435k, though this would incorporate stage work, however, it was noted that this was not considered to be a priority at this stage.
- The consequence of any proposed sale of the Town hall would be considered further once this had been explored further.
- Programming was an issue and TCT were looking at altering this in order to attract a younger audience.
- Acoustics were an issue, but were not considered to be an immediate priority, as there were more pressing issues to be resolved. The introduction of retractable tiered seating was considered more important.

A member, who was also a member of the AMWG, acknowledged that the council owned some very beautiful buildings, but stressed the expense of maintaining them and the council's inability to meet the cost of modernising the building as required. Whilst he commended the commitment the council were

demonstrating to breathe life back into this building, he questioned whether the level of investment being made would result in any reduction of ongoing costs to the council and therefore advocated looking at the option for sale.

A number of members voiced their support for the continued preservation of the Town Hall but also acknowledged that, given limited resources, the ongoing viability of this building posed a major challenge to the council and TCT.

The Chair concluded that the project team's recommended option 3 was the most sensible and thanked the Director of Corporate Projects and the Cabinet Member Healthy Lifestyles for their attendance.

8. THIRD SECTOR RENT SUPPORT GRANT - ONE PAGE STRATEGY

The Chairman reminded members that at the last meeting, the committee had agreed to establish a task group to review the current Third Sector Rent Support Grant policy. A draft one page strategy, as well as the current policy had been circulated with the agenda and members were asked to consider the outcomes for approval. The Cabinet Member Finance asked that an outcome be added in reference to consideration to the current level of support (£200k) and members agreed the revised outcomes.

The Democracy Officer confirmed that she would update the one page strategy, before emailing all non-executive members to invite them to be involved in the review, before setting the first meeting.

9. FEEDBACK FROM OTHER SCRUTINY MEETINGS ATTENDED

The Chairman confirmed that there had been no meeting of the Health Overview and Scrutiny Committee since the last meeting of this committee.

Councillor McCloskey had provided an update on the recent meeting of the Gloucestershire Economic Growth Scrutiny Committee (30 October) and this had been circulated by email to members, in advance of the meeting. Whilst members had no questions on the update that had been circulated, the Chairman did question the value of such updates coming to the O&S Committee, suggesting that perhaps they would be better circulated as a briefing to all members. A member reminded the committee that the agendas and minutes of meetings of these GCC groups were all available on the GCC website and whilst she did not see any value in representatives replicating an entire agenda, she did feel the updates were a useful means of flagging matters of potential interest and importance. The Chairs group would consider this further when they next met.

No update had been received from Councillor Brownsteen on the 12 November meeting of the Police and Crime Panel.

10. CABINET BRIEFING

The Chairman explained that there had been nothing specific that the Leader had needed to provide an update on and in the Leaders absence, invited members to put any questions to the Cabinet Member Finance. There were no questions.

11. UPDATES FROM SCRUTINY TASK GROUPS

As Chair of the group, Councillor Parsons provided a verbal update to the committee on the work of the Events Task Group. He explained that the group had held one of the four planned meetings, which had focussed on strategy and included Jess Goodwin and David Jackson from Marketing Cheltenham and Andrew Knott from finance. Officers outlined the overall commercial strategy, which was based on making better use of council assets and seeking to improve their commercial potential. The strategy looked to stretch the peak season by improving troughs in the schedule and Officers agreed to produce a schedule, which included financials and would clearly identify peaks and troughs, for consideration at the next meeting. At this meeting members had emphasised the need to strike a balance between generating profit and enabling free access for residents and visitors.

The next meeting was scheduled for the 27 November and the focus would be 'Process' and included Jane Stovell, Jess Goodwin, Louis Krog and Adam Reynolds.

The third meeting was scheduled for the 6 December and would focus on previous events, and include input from various stakeholders.

It was noted that the schedule of meetings had been impacted by the general election and as such, meetings of the group would now run into the new-year.

The Chairman also noted that Councillor Baker had chosen to stand down from the group and Councillor Sudbury has asked that Councillor Barnes, as her fellow ward councillor, attend any meetings that she was not able to attend.

A further update would be provided at the next meeting.

12. REVIEW OF SCRUTINY WORKPLAN

The scrutiny work plan had been circulated with the agenda.

The Chair noted that the scrutiny review feedback session has been deferred until the January meeting because the Executive Director of People & Change was not available to attend this meeting.

A member asked that Stagecoach be invited back and the Chair agreed that this request would be considered further by the Chairs group.

13. LOCAL GOVERNMENT ACT 1972 - EXEMPT INFORMATION

Upon a vote it was unanimously

RESOLVED 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 paragraph 3, 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)

14. EXEMPT MINUTES

The exempt minutes of the previous meeting had been circulated with the agenda.

Upon a vote it was unanimously

RESOLVED that the exempt minutes of the meeting held on the 21 October 2019, be agreed and signed as an accurate record.

15. FUTURE STRATEGIC WASTE SITE RELOCATION PROJECT

The committee considered an update on the future strategic waste site relocation project.

16. DATE OF NEXT MEETING

The next meeting was scheduled for the 13 January 2020.

Chris Mason
Chairman

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Information/Discussion Paper

Overview and Scrutiny Committee – 13th January 2020

Urban Gulls

This note contains the information to keep Members informed of matters relating to the work of the Committee, but where no decisions from Members are needed

1. Why has this come to scrutiny?

- 1.1 This paper has come to scrutiny to update on implemented measures and plans for the coming year regarding the work officers are undertaking in respect of controlling urban gulls.

2. Summary of the Issue

- 2.1 A review of urban gulls was initiated by the Overview and Scrutiny Committee in June 2018 following dissatisfaction about the Council's response to controlling the urban gull population in residential areas. The Task Group set up reported in November 2018 with various recommendations to control the urban gull population in Cheltenham.
- 2.2 An update of officer actions and plans to control urban gulls in Cheltenham was given to this Committee in August 2019 and this discussion paper further updates the Committee in this respect.
- 2.3 The context of urban gull control is highlighted by the key challenges faced as a result of urban gulls, as set out by the Chartered Institution of Environmental Health and reported in the last update to this Committee. These include:
- **Scavenging and Waste Spillage** – Gulls are attracted by food waste spillages.
 - **Contaminated Objectionable Environment** – caused by gull droppings
 - **Potential Health Risk** – Birds are known to carry disease
 - **Building Damage and Additional Maintenance and Cleaning** – from nests and droppings.
 - **Food Safety and Health** – Ariel droppings can contaminate food, food processing and the home.
 - **Noise Nuisance** – including sleep deprivation.
 - **Gull Attacks** – by aggressive gulls
 - **Reputational damage** – for places where people visit and live.

3. Summary of evidence/information

3.1 The following recommendations are from the November 2018 Scrutiny Task Group report with updates on action taken to date:

- **Recommendation – Replace the food waste storage bins at the Swindon Road depot and ensure the ‘spotting compound’ is cleared frequently. Review if moving the food waste bins into the shed area has made a difference during the nesting season 2019**

Update: Food waste bins have been relocated into the shed area and the spotting compound is cleared more regularly. It is intended that gull nests in the depot area will be treated as part of the egg oiling programme this year.

- **Recommendation – Place a condition on planning consent for takeaways (in new buildings or change of use applications) that they must provide a gull proof bin outside of the premises**

Update: As reported, the Planning team advised that new food establishments tend to come about through the change of use of existing buildings, where the options to ‘design in’ gull proofing measures are limited. Secure waste and recycling storage facilities are always sought on these types of applications which should limit gull-activity. Buildings with large expanses of flat roof can attract nesting gulls they advised that they had attached conditions to schemes of that nature requiring gull-proofing measures. However, the planning department acknowledged that they would need to be careful that such conditions comply with the tests set out in the legislation so it would very much need to be dealt with on a case by case basis.

- **Recommendation – Conduct a review of the existing bins in Cheltenham to determine how many of Cheltenham’s existing bins can be retro-fitted with gull proof flaps or changes to the aperture (opening). When litter bins are due to be replaced , they are replaced with gull proof and the cabinet consider whether “Belly bins” might be value for money longer term investment.**

Update: As reported previously various types of bins are being trialled. A type of gull / animal proof bin has been rolled out for use on the High Street. These bins will prevent gulls scavenging food within bins.

- **Recommendation – Work with the BID and other business organisations to encourage traders to present their waste correctly**
- **Recommendation – CBC produce an educational leaflet aimed at town centre and commercial businesses to be distributed via email by the BID as well as other interested business organisations around January time**
- **Recommendation – Work alongside the Cheltenham BID and other businesses organisations to consider the possibility of sponsorship of gull proof litter bins**
- **Recommendation – Support Cheltenham BID to find a location for businesses in Montpellier or the town centre to trial the use of hessian sacks to store bin bags for presenting at kerbside**

Update on recommendations: An educational leaflet has been produced to include advice and important information for traders in the town centre area including the negative impacts of the gull population. This will be distributed prior to the next gull nesting season, working in partnership with the BID.

It is also hoped that the monthly newsletter circulated by Cheltenham Bid will contain educational messages for businesses in March and April, leading up to the gull nesting season

The trial use of reusable gull proof hessian sacks for rubbish containment of traditional non-gull proof plastic refuse sacks is also proposed for an area to be identified by the BID.

This trial proposal will be planned in consultation with the Council's client officer for waste management, who will help decide on their feasibility for long term use including their practicality and the associated cost implications.

- **Recommendation – Place a condition on licensing permissions for mobile catering units that they have a gull proof bin whilst trading**
- **Recommendation – Through the planning process seek to 'design out' opportunity sites for gulls to nest on new buildings, either by design of roofs or conditions seeking gull proofing**
- **Recommendation – Produce a Supplementary Planning Document (as B&NES and Gloucester City Councils have) with advice on gull proofing buildings**

Update: Relevant Council Departments have been consulted and a further update has been requested.

- **Recommendation – Use part of the increase in urban gull budget to develop a media plan that will raise awareness of the issues around gulls**

Update: Sufficient budget is available in the current financial year (2019/20) to pay for a media plan designed to create awareness of the issues around gulls. This would involve press releases, using the Council's media platform and leaflet distribution to targeted businesses and residential properties. Leaflets have been designed and officers are planning the media campaign.

- **Recommendation – Purchase a drone to survey for nests subject to necessary regulations, any unplanned for costs associated with this to be met by the increase in overall gull budget**

Update: As previously reported, the purchase and use of a drone by the Council has been ruled out due to the restrictions of use imposed within 5km of any UK airport runways and the complications of use associated with privacy impact.

Although the use of drones has been ruled out, last year a new method of initial survey using cherry pickers to identify nests prior to the commencement of the egg oiling was used for the first time. This method allowed accurate identification of nest locations, which made the oiling programme more efficient, reducing the time wasted in previous years when trying to locate nests which had been reported, but didn't actually exist.

- **Recommendation – Explore whether or not it is possible to seek an informal arrangement with Gloucestershire County Council to get roads closed more easily to allow a more nimble approach to treating nests**

Update: Road closure is subject to set procedures and timescales and officers have been informed that informal arrangements with Gloucestershire County Council are not possible.

- **Recommendation - Recognising that in the short time scale available it will not be possible to find and treat every nest. CBC to take a more proactive approach to treating nests on residential properties. Where CBC cannot safely access the property to treat the nest, give information to property owners about private contractors who may be able to undertake the work**

Update: The initial cherry picker survey, to be carried out before the commencement of the actual oiling programme, means that nest locations can be accurately located and where it will not be possible for eggs to be oiled by council operatives, owners can be informed of alternative options to treat the nests using private contractors, if they so wish. By using the cherry picker for an initial survey, owners can be informed in sufficient time for them to take their own action. This proved problematic in previous years when nests which could not be treated were only identified during the egg oiling programme, leaving insufficient time for owners to arrange for private contractors to treat the nests before the chicks hatched.

3.2 Lessons learnt:

- Egg oiling is an extremely effective method of preventing eggs hatching which breaks the two year cycle of surviving chicks returning to lay their own eggs. It is also recognised that other control initiatives should form part of the gull control strategy.
- The Council's approach to encourage self-help by commercial and residential premise owners to control the gull population is unlikely to work and although this is a discretionary service, without council intervention it is unlikely that any substantial control of the gull population would occur.
- Both the treatment of nests on commercial premises and residential property is important. A substantial amount of eggs are laid in nests on commercial

property and including these properties in the egg oiling programme helps to control the population of gulls in Cheltenham and reduce gull attacks in business areas.

A comparison survey of the amount of chicks hatching on four sample commercial buildings this financial year, forming part of the egg oiling programme in 2018/19 but not in 2019/20, has shown the importance of including commercial buildings in the egg oiling programme. An identical number of nests containing a similar number of eggs were observed each year. In 2018/19, when these properties formed part of the egg oiling programme, only 2 chicks hatched, but in 2019/20 when these properties were not included in the oiling programme, 35 chicks hatched and were seen in nests.

- Although the numbers of eggs on residential buildings are far fewer than on commercial buildings, the potential for noise nuisance is far greater in residential areas. For this reason problematic residential areas where gulls tend to nest need to form part of the egg oiling programme.

The introduction of a cherry picker survey to identify nest location prior to the egg oiling programme is important to maximise the efficiency of programme and allow inaccessible nests to be treated by private contractors employed by residential property owners.

4. Next Steps

- 4.1 For gull control In 2019/20, an extra £10k was funded above base budget from pest control income which exceeded the budgeted pest control income target. This year the pest control service continues to be highly successful and it is predicted to bring in income in excess of this year's target budget. The enforcement manager has proposed that income above pest control income target is again used to fund an expanded egg oiling programme in 2020/21, up to a maximum of £10k. This, combined with base budget (£9.4k), should then provide sufficient funds to provide a comprehensive programme to curb the gull population. This proposal has been agreed by the Director of Environment and Cabinet Member.
- 4.2 The success of the 2020/21 gull control programme and initiatives will determine the content of the emerging Strategy, including the priority actions, which will continue to be determined by budget availability.

Background Papers	August 2019 Overview & Scrutiny committee discussion paper / update on gulls. November 2018 Scrutiny Task Group report.
Contact Officer	Mark Nelson, Enforcement Manager, 01242 264165, mark.nelson@cheltenham.gov.uk
Accountability	Councillor Andrew McKinlay
Scrutiny Function	Overview & Scrutiny committee

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Information/Discussion Paper

Development of the council's social value policy

13 January 2020

Overview and Scrutiny Committee

This note contains the information to keep Members informed of matters relating to the work of the Committee, but where no decisions from Members are needed.

1. Why has this come to scrutiny?

- 1.1 The Public Services (Social Value) Act came into force on 31 January 2013. It requires public sector staff who commission and procure services to think about how they can secure wider social, economic and environmental benefits.
- 1.2 The government introduced the act as a means to help the public sector get better value for money out of procurement. It also encourages public sector staff to talk to their local provider market or community to design better services, and explore finding new and innovative solutions.
- 1.3 The Public Services (Social Value) Act does not define social value nor set out how the council should consider social value – just that we need to do so. It also restricts those contracts to which the Social Value Act applies to public contracts for services (including framework agreements for services) which are fully regulated by the Public Contracts Regulations 2015 (PCR 2015).
- 1.4 The Local Government Association is very supportive of the work of councils to use social value to achieve wider financial and non-financial outcomes. They have some useful advice and resources here:
<https://www.local.gov.uk/national-procurement-strategy/pcr-toolkit-2015/how-do-we-maximise-social-value>
<https://www.local.gov.uk/our-support/efficiency-and-income-generation/procurement/achieving-community-benefits>
- 1.5 The council therefore intends to bring a draft policy to cabinet for approval on 11 February 2020. Initial thoughts on the draft policy are brought to O+S for comment.

2. Background – why social value is important

- 2.1 With the introduction of the council's new corporate plan in March 2019 and subsequent policy decisions, there is much greater clarity on CBC's most important priorities which include the cyber central project, delivering the £100m housing investment plan, committing to a carbon neutral Cheltenham by 2030 and tackling child poverty.
- 2.2 A social value policy will enable the council to both maximise social, economic and environmental benefits from the substantial procurement activities being undertaken as part of the cyber central project and the housing investment plan whilst also

levering in additional resources to help us deliver a carbon neutral Cheltenham and tackle child poverty.

2.3 As a council we are also more aware of the importance of the “Cheltenham pound”, in that the more that we spend locally, the more we help create a more resilient, sustainable and inclusive local economy and support local job creation.

2.4 Our social value policy will therefore:

- Define what we mean by social value;
- Set out what our social value priorities are (including our priority communities) and provide examples of the support we are looking for;
- Explain how we will deliver social value.

3. A proposed definition of social value

3.1 The policy will set out the following proposed definition that links back to the Cheltenham place vision :

Social value is the wider social, environmental and economic benefits that we will secure from our procurement activities to ensure that Cheltenham is a place:

- *Where all our people and communities thrive*
- *Where culture and creativity thrive*
- *Where businesses and their workforces thrive*
- *Where everyone thrives*

3.2 The policy will also propose that social value is applied to all externally sourced contracts where it is relevant and proportionate to the subject-matter of the contract to do so rather than just public contracts for services. This will mean that we will apply social value consideration to any new procurement / commissioning activity, but also explore how we incorporate social value within existing management arrangements with The Cheltenham Trust, Ubico, Publica and CBH.

3.3 In addition, the council may also aspire to ensure that the concept of social value is considered in all inward-facing activities including those applying to how we assess services that are delivered directly by CBC.

3.4 **Members of the committee are invited to comment on the proposed definition and how it is applied.**

4. Our suggested social value priorities

4.1 The policy will set out a set of social value priorities in which we wish to secure social value. We are suggesting the following four priorities that link back to our definition of social value. Each priority is then broken into two elements which will form part of the evaluation criteria; the degree to which the proposed bid can deliver practical support / outcomes for our priorities and secondly an assessment of how well the proposed bid supports the ethos behind each priority.

Where all our people and communities thrive

- 4.2 Providing practical support: towards our priority communities where there is evidence of need and opportunity.
- 4.3 Assessing the bid for how well it supports: the principles of the Cheltenham Offer being restorative, trauma-informed and strengths-based as agreed by Council in December.

Where culture and creativity thrive

- 4.4 Providing practical support: to enable our cultural organisations to deliver more cultural activities that will support our priority communities.
- 4.5 Assessing the bid for how well it supports: the four priorities of the Cheltenham cultural board; attracting and retaining young people, growing and sustaining creative businesses/start-ups, promoting social inclusion and increasing the visitor economy. These though may change to reflect the cultural strategy once agreed by council

Where businesses and their workforces thrive

- 4.6 Providing practical support: for local people gain and retain employment through education, skills, local labour schemes, apprenticeship schemes and payment of the living wage, with a particular focus on people from our priority communities.
- 4.7 Assessing the bid for how well it supports: local businesses inc the voluntary and community sector through using local supply chains and hence increased usage of the “Cheltenham Pound”.

Where everyone thrives

- 4.8 Providing practical support: for promoting environmental sustainability and bio-diversity.
- 4.9 Assessing the bid for how well it supports: our carbon neutral target by reducing / off-setting carbon emissions
- 4.10 **Members of the committee are invited to comment on the proposed social value priorities.**

5. Identifying our priority communities

- 5.1 In the report on deprivation and inequality in Cheltenham that was discussed by O+S on 21 October 2019, it was noted that although Cheltenham remains a relatively affluent town where the majority of our residents are thriving and are able to lead live good lives, not all our residents are in a position to thrive and these were broken into three groups:
 - Residents living in areas of multiple deprivation;
 - Vulnerable children and young people;
 - Vulnerable adults and older people.
- 5.2 The policy will therefore suggest that these three groups form the definition of our priority communities.
- 5.3 **Members of the committee are invited to comment on the proposed priority communities.**

6. Examples of the practical support and outcomes we might be looking for:

6.1 Officers will consider a range of ways in which any particular procurement activity can deliver our social value priorities. This is not an exhaustive list.

<p>Where all our people and communities thrive, eg: Family support programmes Signing up to the Cheltenham Offer Contributions towards our period poverty project Youth work and support Contributions towards food banks Support for homelessness / rough sleeping Domestic abuse projects and support for healthy relationships Mental health projects Reducing the impact of fuel poverty Reducing social isolation and loneliness</p>
<p>Where culture and creativity thrive, eg: Ensuring our festivals are able to reach-out into communities Celebrations of our diverse community life Local history and interpretation projects Community reading and literacy projects Community celebrations of visual and performing arts</p>
<p>Where businesses and their workforces thrive, eg: Support for local schools to be digitally enabled Support for community cyber-hubs Local community employment guarantees Apprenticeships Careers advice and support Committing to paying the living wage</p>
<p>Where everyone thrives, eg: Tree-planting schemes Wildlife schemes Projects to reduce carbon emissions Energy reduction and conservation Reducing and recycling waste Reducing air pollution Promoting cycling and walking</p>

6.2 It is important that local communities are engaged in shaping and deciding what is important to them, as well as engaging with the market to understand their ideas for how they can contribute to our social value priorities. In order to ensure our proposed ideas really do add social value we need to engage with communities to understand their existing assets and then use this information to build the social value requirements of our procurement activity. This way we can be sure we are adding and not simply duplicating the value already existing within a community, as this could have an adverse impact. It is important to evidence the co-creation activity and how this has been used to identify social value.

Members of the committee are invited to comment on the suggested examples of practical support.

7. How we will deliver social value

7.1 The council has recently amended its standing orders whereby officers can seek three quotes for contracts with a value up to £25k, rather than the previous value of £10k. Above £25k a full competitive tender process will be required. Therefore the policy will suggest that our approach to social value is split into the following:

7.2 Informal - all procurement <£25k

7.3 Officers to ensure that the specification takes account of our social value priorities and that all bidders are given the opportunity to contribute to social value regardless of size of procurement.

7.4 Formal – larger procurement opportunities >£25k

7.5 Officers will ensure that the specification takes account of our social value priorities and includes the expected social value support that we wish to see from the procurement. Officers may wish to include consultation with community groups to ensure that any practical support is not prescribed but co-created with that community.

7.6 Officers will also consider making social value a contractual obligation along with other similar themes of equalities and health and safety. i.e. 'Don't ask, demand'. Examples could include cutting CO2 emissions by a certain percentage, recruiting x number of apprentices etc.

7.7 Social value priorities and outcomes will then be included in all procurement documents so that bidders complete Price – Quality - Social Value sections and can then be scored.

7.8 Section 4 of this report sets out a number of ways in which bids' contribution to our social value priorities can be assessed.

7.9 **Members of the committee are invited to comment on the suggested process for delivering social value and also consider how best to engage members in an ongoing review of the policy and what it has achieved.**

8. Next steps

8.1 The draft social value policy with comments from O+S members will be presented to cabinet on 11 February for approval.

Background Papers	2019-23 Corporate plan, Report to Council, 25 th March 2019.
Contact Officer	Richard Gibson, Strategy and Engagement Manager. 01242 264280. richard.gibson@cheltenham.gov.uk
Accountability	Cllr. Steve Jordan, Leader of the Council

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Gloucestershire Economic Growth Scrutiny Committee Briefing for Overview and Scrutiny Committee – 13th January 2020

Date of Panel: 20th November 2019

The Agenda Pack for the November meeting can be found here:

<https://glostext.gloucestershire.gov.uk/ieListDocuments.aspx?CId=731&MId=9263&Ver=4>

The document has links to the paperwork underpinning the various agenda items.

O&S has asked for an indication of what work is in the pipeline. I commend to the committee two documents:

- a. The GEG Scrutiny Committee Work Plan at agenda item 8; and
- b. The Director's Report at Agenda item 9. This is a very wide-ranging document which brings together succinct information on a whole variety of strategic projects that are under way across the County. Not least, the appointment of a 40 member Climate Change Youth Panel. Any further queries are best directed to Colin Chick the author of the report.

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Overview and Scrutiny Committee work plan – 2019/20

Item	Outcome	What is required?	Author/presenter
Meeting date: 13 January 2020 (Report deadline: 27 December 2019*)			
Scrutiny review	Consider the findings of Campbell Tickell (final report to February meeting)	Presentation (to be circulated in advance)	Campbell Tickell
Urban Gulls	Consider update on urban gulls issue	Discussion paper	Mark Nelson, Enforcement Manager and Cabinet Member Development and Safety
Social Value Policy	Consider the draft social value policy and comment as necessary	Discussion paper	Richard Gibson, Strategy and Engagement Manager
Revision to Air Quality Management Area	Short presentation to committee ahead of the report to Cabinet	Presentation	Gareth Jones, Senior Environmental Health Officer
Budget proposals – for coming year	Consider views of the Budget Scrutiny Working Group on the budget proposals for the coming year	Discussion paper	Chair, Budget Scrutiny Working Group (Cllr Babbage) and Andrew Knott/Phil Allway
Meeting date: 24 February 2020 (Report deadline: 12 February 2020)			
Marketing Cheltenham	Explain the purpose, current areas of focus and how they will measure success	Discussion paper	David Jackson, Manager (Marketing Cheltenham)
The Retail environment in Cheltenham	Jeremy to agree objectives with Chris Mason	Presentation	Jeremy Williamson, Kevan Blackadder and David Oakhill
Clearview	Look at performance on the new management system (Clearview)	Live demonstration	Ann Wolstencroft
Scrutiny review	Consider the final report and recommendations of Campbell Tickell	Report	Campbell Tickell
LGA peer review	Consider progress against the action plan from the LGA peer review 2018	Discussion paper	Richard Gibson, Strategy and Engagement Manager
Meeting date: 30 March 2020 (Report deadline: 18 March 2020)			

Overview and Scrutiny Committee work plan – 2019/20

The Cheltenham Trust (TCT)	Presentation from Laurie Bell on performance over her first year (summary of financial position / progress against income generation / delivery of community benefits / Town hall improvements update)	Discussion paper	Laurie Bell, Chief Executive (TCT)
Public Art Panel	Consider what is it, is it effective, what has it done, what difficulties does it face	Tbc	Tracey Crews and Chair of Panel
Residents satisfaction survey	Consider any issues raised in the residents satisfaction survey	Tbc	Darren Knight?
Publica	Consider where Publica are in terms of performance, what are they doing well, where are the priorities for improvement and how do they measure the quality of service to their clients?	Discussion paper	Jan Britten and Dave Brooks
Meeting date: (Tuesday) 26 May 2020 (Report deadline: 14 May 2020)			
Meeting date: 22 June 2020 (Report deadline: 10 June 2020)			
End of year performance review	Consider performance and comment as necessary	Discussion paper	Richard Gibson, Strategy and Engagement Manager
Meeting date: 27 July 2020 (Report deadline: 15 July 2020)			

Overview and Scrutiny Committee work plan – 2019/20

Items for future meetings (a date to be established)			
Gloucestershire 2050	Update on Gloucestershire 2050	Update	The Leader will provide ongoing updates as part of the Cabinet briefing
Network Rail & GWR	Awaiting response from reps from both orgs about whether they are willing / able to attend a seminar (emailed 4/11 . chased 4/12)	Member Seminar?	Network Rail and GWR
Safer Gloucestershire	Officers queried whether the committee would like a presentation from Safer Gloucestershire, the county community safety partnership dealing with crime and disorder	Member seminar	Asked Richard if he'd like me to look at dates for this
Stagecoach	Chairs group agreed seminar outline, checking with Paul Baker (who raised it) that he is happy and will then contact Rupert Cox	Member seminar	Awaiting response from Paul Baker before contacting Rupert

Annual Items		
Budget proposals (for coming year)	January	Chair, Budget Scrutiny Working Group
Draft Corporate Plan	February	Richard Gibson, Strategy and Engagement Manager
End of year performance review	June	Richard Gibson, Strategy and Engagement Manager
UBICO annual report	July	Ubico and Cabinet Member
Scrutiny annual report	September	Democracy Officer
Update on motions	September	Relevant Officer

Overview and Scrutiny Committee work plan – 2019/20

Police and Crime Commissioner (circulate his annual report in advance)	September	P&CC
Quarter 2 performance review	November	Richard Gibson, Strategy and Engagement Manager
Publica annual report	tbc	Dave Brooks (Chair) and MD

Briefing sessions/seminars

Briefing sessions/seminars			
CBH Masterplan	A member seminar arranged at the request of the O&S Committee	30 January 2020	Paul Stephenson and Peter Hatch (CBH)

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