

Memorandum of Understanding
between
Cheltenham Borough Council (the 'Council')
and
Cheltenham BID Limited (the 'Company') in respect of
Baseline Service Provision in the BID Area
2016 - 2021

- 1.1. This Memorandum of Understanding is a statement of intention in respect of certain baseline services which the Council intends to provide at the date of signature.
- 1.2. The Memorandum of Understanding will run until 31st July 2021.
- 1.3. The Memorandum of Understanding sets out the level of service which the Council intends to provide across a range of areas of activity affecting the BID area.
- 1.4. The Company, from time to time, work independently or jointly with the Council to provide services which are complementary to those established in the Commitment ("complementary service(s)), at its own cost.
- 1.5. The Council may, from time to time alter or cease this level of provision.

2. Intentions of the Council

At the time of this agreement it is the Council's intention to provide the levels of service as set out below:

2.1. Town centre parking reductions or concessions

The Council currently runs free parking in the afternoons in its car parks during Cheltenham Race Week.

It also runs free parking in the Regent Arcade and Town Centre East car parks from 5pm on four Thursdays in the run-up to Christmas.

Otherwise, the Council does not currently offer any parking reductions or concessions to members of the public.

2.2. Town centre events

The twice monthly Farmers' Market is a partnership arrangement between the Council and Cotswold Markets Ltd. The market operator takes on all the day-to-day arrangements with the Council arranging street trading licences, a premises licence, parking permits and liaising with the operator, licensing team and others. The market received one-off funding, does not receive any ongoing funding and operates on a break-even basis.

Cotswold Markets Ltd also runs the monthly Arts & Crafts market, although this is an independent operation. It is also due to launch a monthly local produce market on Saturdays in 2016.

The Council works with the Cheltenham Business Partnership and Geraud Markets on the twice-yearly four-day International Markets (May and October) and annual Christmas market (most of December), which are held on the Promenade. Geraud Markets pay a fee to both CBC & CBP.

2.3. Town centre street theatre & entertainment

The Council do not currently arrange, subsidise or commission any town centre street theatre or street entertainment.

2.4. Town Centre Christmas Lights

The Council provides the Christmas lights for the main town centre display and also provides funding towards the cost of the switch-on event.

In 2015 the Council approved funding of £3,000 for the switch-on event towards the estimated costs of £13,300. The Cheltenham Business Partnership and Regent Arcade were responsible for the remainder of the costs, which included the cost of street entertainers.

2.5. Town Centre floral displays

The Council grow, plant & maintain all of the seasonal bedding within the town centre, including hanging baskets, containers and flower beds at a combined annual cost of approximately £25,000 for both the spring & summer seasons.

2.6. Town Centre street cleansing

The operations undertaken by the Council within the town centre are as follows and are undertaken each day including weekends.

2.8. Review Panel

If required the Council and the Company may set up a Review Panel that can jointly assess any aspect of the services provided across the BID area or examine potential for new or alternative means of provision and standards etc. The review panel will make recommendations to the Board and to the Council's representative where appropriate.

The review panel will consist of at least two council officials and two BID directors.

If the Council is required to make changes to the current baseline (level of provision set out in this document) it should advise the Board of the proposed changes. If the Board have concerns or objections relating to the proposed changes that cannot be resolved through normal business practices, the Board will have the option to ask the review panel to assess the issue / matter raised.

Both parties will work collaboratively at all times to address any issues relating to the services provided. If the review panel is unable to find a positive resolution the Council representative will be required to prepare a formal report for consideration at an appropriate Council forum (Cabinet Meeting).

The parties affirm to know, understand and agree to all articles of this MoU as negotiated together.

COUNCIL REPRESENTATIVE

COMPANY REPRESENTATIVE

Signature: PA Prately

Signature: TERRI BREWSTER

Name: PAT PRATLEY

Name: TERRI BREWSTER

Position: HEAD OF PAID SERVICES

Position: DIRECTOR

Date: 04/08/2016

Date: 04/08/16

Morning cleansing operations

Crews undertake litter collection of the streets, including the checking of shop fronts, paths and side streets. This usually takes the form of a manual litter-pick using litter barrows.

Bins are serviced and bags replaced as required.

This is followed by street sweeping activities which can be both manual and mechanical in nature. During mechanical sweeping, several different types of machinery are used, varying in size as appropriate.

Jet washing operations are also undertaken, where appropriate, to clear various issues, such as bird droppings, spillages and other deposits.

Afternoon cleansing operations

The afternoon operations mainly involve the collection of general litter and bin emptying, although operatives also respond to any call-out requests as appropriate.

Areas are regularly inspected by a supervisor to ensure that sufficiently high standards are maintained and to identify any issues relating to the cleanliness of the town centre area.

Programmed cleansing operations

A weed treatment application is undertaken twice a year late spring and autumn.

Annual leaf clearance operations are carried out as appropriate, along with additional operations to cover events or additional high footfall activities within the town centre area.

2.7. Town Centre street furniture maintenance

The Council regularly inspect and maintain the areas of the public realm which they are responsible for, which includes benches, cycle stands, pedestrian signs and public art.

Street furniture is funded from a £5,000 budget, which also maintains street name plates as a statutory function. It is estimated that the annual street furniture maintenance budget is approximately £2,000 of this and is available across the Borough, not only in the town centre. The budget is however set to increase over the course of the next few years to reflect new public realm works being delivered. In 2016-17 it will rise to £7,000, in 2017-18 to £9,000, which will be ongoing. It is expected that the original £2,000 will continue to be available across the town.

Public art has no set annual budget or maintenance provision. Contributions are made through Section 106 public art provisions that are on a borough-wide basis. The level of these contributions may vary from year to year.