

Cheltenham Borough Council

Licensing Committee – 4 December 2019

Nomination of ENTE champion for Cheltenham

Report of the Licensing Team Leader

1. Executive Summary

- 1.1 The authority has adopted a strategy for the management of Cheltenham's evening and night-time economy (ENTE), a copy of which is attached at Appendix 1.
- 1.2 The adopted strategy sets out an action to "appoint an ENTE champion for Cheltenham with sufficient political influence to effectively represent the ENTE."
- 1.3 This report seeks a nomination from the Licensing Committee for a Member of the committee to be appointed as the ENTE champion.

2. Recommendations

2.1 The Licensing Committee is recommended to:

- 2.1.1 Nominate and appoint a Member of the committee to be appointed as ENTE champion.

3. A strategy for the management of Cheltenham's evening and night-time economy

- 3.1 Cheltenham has an award winning night-time economy. As a result of work and investment by the authority and its partners, Cheltenham has successfully developed and maintained a thriving evening and night-time economy (ENTE).
- 3.2 It has however been recognised that Cheltenham's ENTE lacked a clear strategic and longer term plan to build on the success already achieved. To address this, Cabinet approved an ENTE strategy in September 2019.
- 3.3 The strategy's vision for Cheltenham is for the evening and night-time economy to *"...be a place that is accessible and appealing to every sector of the population, catering for all ages, interests and income groups and above all it should be safe."*
- 3.4 To this end, the strategy sets out a number of ambitions for Cheltenham's ENTE. These are:
 - 3.4.1 Safe: a safe night out for all
 - 3.4.2 Well managed: an ENTE that works for everyone
 - 3.4.3 Sustainable: an evening and night-time economy that will last
 - 3.4.4 Accessible & inclusive: an ENTE for all to enjoy
 - 3.4.5 Data: an evening and night-time economy we understand
- 3.5 Clear and specific actions in the strategy set out the work the council and its partners will undertake

to meet these ambitions.

- 3.6 An action set out in the ENTE strategy is for the authority to appoint an ENTE champion for Cheltenham with sufficient political influence to effectively represent the ENTE.

4. The role

- 4.1 The specific role and responsibilities of the appointed ENTE champion will be agreed with the ENTE multi-agency governance group but broadly speaking it is envisaged that the champion will:
- 4.1.1 Champion Cheltenham's ENTE where opportunities exists;
- 4.1.2 Be a leader in and for Cheltenham's ENTE;
- 4.1.3 Support the development and implementation of the ENTE strategy and the wider ENTE in Cheltenham;
- 4.1.4 Attend meetings where necessary such as, but not limited to, ENTE multi-agency governance (sub)groups and Purple Flag meetings.
- 4.1.5 Develop and maintain a good understanding of Cheltenham's ENTE;
- 4.1.6 To be the "face" of Cheltenham's ENTE and be the first point of contact for, and in, the media, marketing and other promotional activities.

5. Conflict of interest

- 5.1 Any Member of the committee appointed to the role of ENTE champion must be mindful of the need to keep a clear separation between this role and the role of decision maker on the committee.
- 5.2 It will be important for the appointed ENTE champion to, at all times, ensure their decision making on the committee remains impartial and in good faith and must:
- 5.2.1 Be made on the individual merits of a case;
- 5.2.2 Have regard to all relevant national and local guidance;
- 5.2.3 Be made by the body that receives all the relevant information and evidence;
- 5.2.4 Relate to the issue or question placed before the committee;
- 5.2.5 Be based only on consideration of relevant and material matters;
- 5.2.6 Be proportionate, rational and reasoned; and
- 5.2.7 Be made in a way that engenders public confidence.
- 5.3 The appointed ENTE champion should also consider making a declaration of interest where and when appropriate.

Background Papers

Service Records

Case Officer

Contact officer: Mr Louis Krog
E-mail: licensing@cheltenham.gov.uk
Tel no: 01242 262626