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.

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<tr>
<th>Background Papers</th>
<th>Service Records</th>
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<tbody>
<tr>
<td><strong>Case Officer</strong></td>
<td><strong>Contact officer: Mr Louis Krog</strong></td>
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<td><strong>E-mail</strong>: <a href="mailto:licensing@cheltenham.gov.uk">licensing@cheltenham.gov.uk</a></td>
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