

Cheltenham Borough Council Recovery – Workstream Scoping:

Recovery Workstream:	Business, ENTE & licensing
Lead Officer:	Louis Krog
Workstream Purpose & Objective:	<p>To support the licensed, hospitality and leisure sector’s recovery from business closure and restriction regulations to enable them to trade in a safe and sustainable manner.</p> <p>This work stream is a subset of the wider Economic Development recovery plan and the wider corporate recovery plan(s).</p>
Priority work	<ol style="list-style-type: none"> 1. Review policy in relation to use of public realm for licensable activities including any permission from GCC Highways 2. Published guidance and online resource for businesses planning opening in line with Government plans to ease restrictions in June and July 3. Licensed & ENTE business survey and comms strategy
Workstream Scope:	<p>What is in scope:</p> <ul style="list-style-type: none"> • Review of licensing policy to identify and address barriers to recovery: <ul style="list-style-type: none"> - We will seek to implement policy measures that encompasses a review of the use of the public realm as a whole to facilitate business reopening and trading with adequate public safety measures. This will include: <ul style="list-style-type: none"> - Significantly increasing the footprint for the use of tables and chairs in the public realm - Working with GCC to identify roads that could be closed to vehicular traffic to better utilise the public realm as a means to support business recovery - Review restrictions on advertising structures (in so far as we have discretion to do so) to support recovery - Review the ENTE Strategy to include a recovery work stream with a strong focus on marketing Cheltenham’s ENTE (Marketing Cheltenham) - We will work with responsible authorities and other statutory consultees to support the council’s approach to recovery (in so far as there is discretion to do so) • Provide businesses with advice on how to comply with the law in relation to public health measures in their business: <ul style="list-style-type: none"> - We will draw up clear and practical public health advice for

businesses that will include easy to understand public health measures they could take to operate safely.

- We will draw up clear and practical advice on drawing up public health risk assessments for businesses.
 - We will make this advice and advice notes easily available on our website and through other appropriate means utilising relevant partners. (link with Communications)
 - We will provide businesses with the ability speak to qualified officers for further advice and guidance on a range of regulatory issues.
 - We will review training arrangements to maximise access to training including access to the council's Level 2 licensing training
- Review sustainability of **Cheltenham Safe** as a crucial partner in supporting Cheltenham's ENTE:
 - **Licensing inspections** will be reviewed with the aim of supporting business to compliance and minimising unnecessary burdens.
 - Where there is discretion over inspections undertaken by the council, we will review these with the aim of reducing the administrative burden on businesses by reviewing our risk register for business and/or any avoidable duplication.
 - We will review our correspondence with businesses to ensure the emphasis is placed on plain and practical advice to support improvement and compliance.
 - We will follow the guidance of the relevant government agencies relating to the delivery of statutory inspections e.g. for food safety and health & safety, and ensure these are undertaken with the minimum level of risk to businesses and CBC staff.
 - **Licensing pre-app** could be implemented to support businesses with recovery and reviewing operating schedules to adapt.
 - We will use our established pre-app procedures to support businesses seeking to make changes to licences and operating schedules in order to operate in a safe and sustainable manner.
 - **Regulation** - To take action against those businesses who cannot demonstrate that appropriate safety measures are place. This will ensure fairness and a level playing field for those businesses who are compliant.
 - **Licensing fee(s)** arrangements will be reviewed to identify opportunities to support businesses through payment deferrals, grants (where available) or other arrangements as circumstances dictate.

- We will be flexible in the way we administer and operate **licensing committee hearings** to respond and be sensitive to the plans outlined in this plan other the wider recovery planning by the organisation.
- **Communication** to communicate clearly the work in this work stream and to give businesses access the work undertaken.
 - Engagement with the licensed trade either through video conferencing or through targeted email/correspondence to make them aware of the following:
 - The economic support packages available to them to keep their businesses solvent during closure
 - The recovery planning which CBC is undertaking
 - The potential for businesses to use public realm space for trading, where social distancing cannot be undertaken within those premises.
 - Providing the latest updates on easing of lockdown measures applicable to the licensed trade
 - We will work with internal comms and other partners (BID, Cheltenham Safe, Food Standards Agency, Public Health England, HSE etc.) to ensure clear communication channels with businesses to assist with recovery and access to information.
 - There is potential for a big change of attitude from customers around gatherings in confined spaces, even after lockdown measures have been removed. For venues to be successful, they will need to demonstrate to the public that their safety can be assured whilst visiting those premises. I feel that if people have doubts about venues they will stay away from them. We need to find ways of working with venues to ensure public safety (this could involve input and visits from health and safety officers).
 - Send out a questionnaire to be sent to licensed premises asking them to list their current concerns and what they consider could be done by relevant authorities to address those concerns. It could also be useful to hear what plans are being made by the larger venues which are operated by companies such as Stonegate, M & B and the like.
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- **Marketing strategy** - Marketing, especially around public safety will be paramount and we should be using Purple Flag and possibly reinstating BBN to reinforce the message that a night out in Cheltenham will be a safe one. This would involve Marketing Cheltenham and the BID.
- **Third sector** - including third sector groups such as the Street Pastors and Cheltenham Guardians in our recovery planning.

	<ul style="list-style-type: none"> • Public transport – as part of the ENTE. Measures to ensure public transport is safe. <p>What is out of scope:</p> <ul style="list-style-type: none"> • Implementation of taxi WAV policy as Cabinet confirmed by Cabinet. 		
Workstream Stakeholders:	Stakeholder:	Organisation:	Relationship:
	Kevan Blackadder	Cheltenham BID	
	Bernadette Reed	CBC	Environmental & Public health advice including social distancing. Expertise in food safety
	Sadie Hawson	CBC	Animal licensing Beauty sector registrations H&S At Work
	Colin Pilsworth	Cheltenham Safe	
	David Jackson	Marketing Cheltenham	
	Mike Redman	CBC	Director with responsibility for licensing and ENTE
	Cllr Andrew McKinlay	CBC	Cabinet Member with responsibility for licensing and policy
	Local area highways manager	GCC Highways	Responsible highways authority
		Street pastors, university, guardians	Voluntary sector partners
	Cllr David Willingham	CBC	ENTE champion and chair of licensing committee
How will success be measured/quantified:	<p>Overall – success will be measured through the ability of the council to support businesses being able to open for business, to do so safely and quickly adjust to the challenges of trading sustainably under current restrictions.</p> <p>Quantified through the number of businesses:</p> <ol style="list-style-type: none"> 1. accessing information and services outlined in this plan 2. that have accessed pre-app support to adapt their business practices 3. that have taken up training through the council to support recovery 4. absence of ill health, accidents or complaints relating to this sector 		

	<p>And</p> <ol style="list-style-type: none"> 1. Extent of policy measures implemented to support this recovery plan
<p>Resources needed:</p>	<p>Regulatory and enforcement resource including:</p> <ul style="list-style-type: none"> • Officers authorised under HASAW to enforce non-compliance and officers qualified in the principles of risk assessments to ensure accurate targeted advice free from 'Gold plating' • Physical measures e.g. hand washing and sanitising stations, signage etc.
<p>Description of any risks including likelihood & impact score:</p>	<ul style="list-style-type: none"> • If businesses are not given fair and consistent advice, it will impact their ability to trade safely and competitively and increase the demand on council regulatory/enforcement resources. • If Gloucestershire County Council as highways authority is not supportive of the measures outlined in this plan, it will severely impact on this plan's effectiveness. • As a public health emergency, if there is insufficient officer resource to advise on, and assist with, public and health and safety measures, the effectiveness of this plan will be diminished. • If backbench Members are not fully briefed and supportive of the steps outlined in this plan, there is a risk that some measures could not be implemented which will impact on the delivery and effectiveness of this plan.
<p>ELT Sign Off:</p>	