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Date: 7-10-2011

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GROWTH AND PROSPERITY OVERVIEW AND SCRUTINY PANEL

Date: Monday 17 October 2011

Time: 3pm

Venue: Council House, Next to the Civic Centre

Members:

Councillor Nicholson, Chair

Councillor Coker, Vice Chair

Councillors Berrow, Churchill, K Foster, Martin Leaves, Murphy, Mrs Nelder, Dr. Salter,
Wheeler, Williams and Wright.

Members are invited to attend the above meeting to consider the items of business overleaf.

Members and officers are requested to sign the attendance list at the meeting.

Please note that unless the chair of the meeting agrees, mobile phones should be switched off and speech, video and photographic equipment should not be used in meetings.

Barry Keel
Chief Executive

GROWTH AND PROSPERITY OVERVIEW AND SCRUTINY PANEL

AGENDA

PART I – PUBLIC MEETING

1. APOLOGIES

To receive apologies for non-attendance by panel members.

2. DECLARATIONS OF INTEREST

Members will be asked to make any declarations of interest in respect of items on this agenda.

3. MINUTES (Pages 1 - 6)

To confirm the minutes of the last meeting held on 5 September 2011.

4. CHAIR'S URGENT BUSINESS

To receive reports on business which, in the opinion of the Chair, should be brought forward for urgent consideration.

5. TRACKING RESOLUTIONS AND FEEDBACK FROM THE OVERVIEW AND SCRUTINY MANAGEMENT BOARD (Pages 7 - 8)

The panel will monitor the progress of previous resolutions and receive any relevant feedback from the Overview and Scrutiny Management Board.

6. UPDATE ON GOVERNMENT POLICY CHANGES

The panel will be provided with an update on Government Policy Changes.

Please go to this link to access the Government response to the Communities and Local Government Select Committee's Report: Localism.

<http://www.communities.gov.uk/documents/localgovernment/pdf/1993667.pdf>

7. GOVERNMENT OFFICE FOR THE SOUTH WEST (GOSW) AND SOUTHWEST REGIONAL DEVELOPMENT AGENCY (SWRDA) EXIT STRATEGY (Pages 9 - 12)

The panel will be provided with a briefing paper on the Government Office for the South West (GOSW) and the South West Regional Development Agency (SWRDA) exit strategy.

8. ECONOMY AND GROWTH BOARD UPDATE

This item has been added to the agenda at the request of the panel at 5 September 2011 Growth and Prosperity OSP meeting; the report was circulated with the previous agenda.

9. PLYMOUTH WATERFRONT PARTNERSHIP (Pages 13 - 22)

The panel will be provided with a briefing report on the Waterfront BID.

10. VISITOR PLAN (Pages 23 - 28)

The panel will be provided with a briefing report on the Visitor Plan.

11. HIGHWAYS MAINTENANCE REVIEW UPDATE (Pages 29 - 30)

The panel will be provided with a briefing report on the Highways Maintenance Review specifically the regime for gully maintenance and the invest to save BID for maintenance works. This update was requested at the 5 September 2011 Growth and Prosperity OSP meeting.

12. WINTER MAINTENANCE REVIEW UPDATE (Pages 31 - 34)

The panel will be provided with a copy of the Winter Maintenance Review Update report for information.

13. COMMUNITY EVENTS AND ROAD CLOSURE POLICY UPDATE (Pages 35 - 36)

The panel will be provided with a briefing report on the Community Events and Road Closure Policy.

14. ON STREET PARKING REVIEW

The panel will be provided with a presentation on the On Street Parking Review.

15. WORK PROGRAMME (Pages 37 - 40)

To review the panels work programme 11/12.

16. EXEMPT BUSINESS

To consider passing a resolution under Section 100A (4) of the Local Government Act 1972 to exclude the press and public from the meeting for the following item(s) of business on the grounds that it (they) involve(s) the likely disclosure of exempt information as defined in paragraph(s) of Part I of Schedule 12A of the Act, as amended by the Freedom of Information Act 2000.

PART II (PRIVATE MEETING)

AGENDA

MEMBERS OF THE PUBLIC TO NOTE

that under the law, the Panel is entitled to consider certain items in private. Members of the public will be asked to leave the meeting when such items are discussed.

NIL.

Growth and Prosperity Overview and Scrutiny Panel

Monday 5 September 2011

PRESENT:

Councillor Nicholson, in the Chair.

Councillor Coker, Vice Chair.

Councillors Mrs Aspinall (substitute), Berrow, Churchill, Martin Leaves, Murphy, Mrs Nicholson (substitute), Dr. Salter, Wheeler, Williams and Wright.

Apologies for absence: Councillors Ken Foster and Mrs Nelder

Also in attendance: Steven Bashford - Economic Research & Monitoring Officer, David Draffan - Assistant Director for Economic Development, Jeffery Kenyon - Economic Development Co-ordinator, Gill Peele – Business Manager for Development and Regeneration, Clive Perkin - Assistant Director for Transport, Andy Sharp - Public Transport Coordinator & Assistant Sustainable Transport Team Manager and Adrian Trim - Head of Sustainable Transport.

The meeting started at 3.00 pm and finished at 5.00 pm.

Note: At a future meeting, the committee will consider the accuracy of these draft minutes, so they may be subject to change. Please check the minutes of that meeting to confirm whether these minutes have been amended.

23. **DECLARATIONS OF INTEREST**

There were no declarations of interest in accordance with the code of conduct.

24. **MINUTES**

Agreed that the minutes of the meeting held on 11 July 2011 are approved as a correct record.

25. **CHAIR'S URGENT BUSINESS**

There were no items of Chair's Urgent Business.

26. **TRACKING RESOLUTIONS AND FEEDBACK FROM THE OVERVIEW AND SCRUTINY MANAGEMENT BOARD**

The panel noted their tracking resolutions; under this item an update on the tracking resolution relating to minute 16 'Highway Maintenance Task and Finish Group Progress Report' was requested.

Agreed that a summary paper relating to minute 16 'Highway Maintenance Task and Finish Group Progress Report' on the regime for gully maintenance would be submitted to the next panel meeting.

27. **BRIEFING NOTE GOVERNMENT POLICY CHANGES**

The panel noted the briefing note on Government policy changes; the Business Manager for Development and Regeneration informed the panel that at the next meeting an update would be provided under this item on a planning consultation which the council was proposing to respond to.

28. **ECONOMY AND GROWTH BOARD UPDATE**

David Draffan, Assistant Director for Economic Development, Jeffery Kenyon, Economic Development Co-ordinator, and Steven Bashford, Economic Research & Monitoring Officer, provided the panel with an update on the Economy and Growth Board.

The panel was informed that –

- (a) the Economic Development department was a small service which ensured that policy frameworks were in place to support growth in the city;
- (b) the council's aspirations for growth was reflected in key strategic documents and frameworks;
- (c) there was an emergence of new partnerships such as Local Enterprise Partnerships and the Economic Development Service;
- (d) the Growth Board was created to encourage and deliver growth and hold partners to account and was the successor to the Local Strategic Partnership's Wealthy Theme Group; the Growth Board consisted of five themes (Business, Skills, Centres, Economic Inclusivity and Leadership) and each theme contained action plans to support growth and delivery;
- (e) Plymouth's main economic issues included the over reliance on the public sector, the high proportion of claimants aged 18-24 and high rates of economic inactivity;
- (f) Plymouth had a pool of talent due to the large University and specialised in the marine sector, advanced engineering and medical and healthcare professions;
- (g) there were several successes for Plymouth's economy including the overall downwards trend of employment in the city, securing of the America's Cup and over 400 jobs to be created at Hemerdon Mine;
- (h) it was considered that the closure of Plymouth Airport would not have a major impact on the economy;
- (i) Plymouth City Council submitted a strong bid for the Enterprise Zone however Cornwall Council were successful in securing the bid;

- (j) key issues to focus upon in the future included job creation, productivity and economic inclusion;
- (k) worklessness in the city would be tackled by a worklessness plan; Plymouth City Council had two phases for tackling worklessness which included both internal and external processes; the internal process would consist of a Worklessness Officer Group and the Worklessness Plan, the external process would consist of consultation groups of external partners and a city-wide worklessness strategy;

In response to questions raised it was reported that –

- (l) the Growth Board was private sector led and some of its members consisted of members of the University, Plymouth City Council, Babcock, Sutton Harbour and the Federation of Small Businesses;
- (m) Plymouth City Council was not successful in its bid for the Enterprise Zone; officers were unable to specify why Cornwall Council had won the bid however formal feedback was awaited;
- (n) there were several different strands to the growth strategy; it was important that the strategy did not only focus upon high growth rates;
- (o) the Council were currently aiming to protect Plymouth airport land to see if some sort of aviation from the site was feasible in the future;
- (p) officers accepted that several longstanding Plymouth businesses had closed however it was highlighted that there were always shifts in the economy where businesses would shift and evolve;
- (q) the business community was heavily involved in the analysis of Plymouth airport;
- (r) Plymouth had created its own local growth fund, which ring fenced the New Homes Bonus, in order to help create growth and support the economy;
- (s) there were a range of apprenticeships available to 16-24 year olds across the city from the Council and its partners;
- (t) the Waterfront Bid was currently in the consultation process however a business plan would be produced by February 2012;
- (u) officers had timetabled Councillor presentations into the consultation process for the Visitor Plan;

The Chair thanked officers for their attendance however due to the large size of the topic discussed it was agreed that this issue would be added to the agenda for the next meeting for further discussion.

Agreed that David Draffan would provide the panel with the full membership of the Growth Board and information detailing their appointment and election.

29. **SUBSIDISED BUS SERVICES BRIEFING**

Adrian Trim, Head of Sustainable Transport, and Andy Sharp, Public Transport Coordinator & Assistant Sustainable Transport Team Manager, provided the panel with an update on subsidised bus services.

The panel was informed that –

- (a) subsidised bus services have a £368,000 annual budget which has been fixed for three years;
- (b) subsidised bus services can be provided due to a social requirement or to assist with converting a failing service;
- (c) the report attached to the main agenda pack contained a full briefing on the subsidised bus service provided by the Council;

In response to questions raised it was reported that –

- (d) £50,000 had been saved in the subsidised bus services budget due to a reduction in service;
- (e) community transport, subsidised bus services, aspects of the park and ride service and the taxi bus service all came out of the public transport budget which was approximately;
- (f) there was a limited budget for subsidised bus services; this budget also included an element of section 106 funding;
- (g) it was important for patronage figures to remain stable in order to maintain the bus service provided;
- (h) a commercial operator was able to withdraw a bus service in 56 days, the Council also had this power;
- (i) the subsidised bus service is monitored on a monthly basis, a review of the service takes place on an annual basis; a review was due to take place at the end of 2011;
- (j) the tender for the subsidised bus services lasts for three years; changes to the service within this period would result in a review;
- (k) section 106 money was approximately £20,000 of the subsidised bus services budget;

- (l) the council was responsible for paying the rates for the Park and Ride bus service; other costs associated with the Park and Ride would be emailed to panel members;
- (m) the data from handheld ticket machines enabled officers to collate patronage figures;
- (n) officers were unsure as to the number of passengers with a bus pass that frequented buses however this information would be emailed to the panel;
- (o) Councillors were an effective mechanism in feeding back patrons' issues to the Sustainable Transport Department
- (p) the bus service that ran through the industrial estate in Estover ran on a limited timeframe due to the reduced patronage figures;

Agreed that Adrian Trim would provide members with the figures associated with the Park and Ride bus service as well as the number of passengers with a bus pass that frequented buses in the city.

30. **CONNECTIVITY (ROAD/ RAIL/ DIGITAL)**

Clive Perkin, Assistant Director for Transport, provided the panel with a verbal update on connectivity (road/ rail/ digital).

The panel was informed that –

- (a) BT was currently working on providing high speed broadband to some Plymouth properties;
- (b) officers were still in discussions to maintain and improve performance of the A38 corridor;
- (c) officers were pursuing improvements to the rail franchise in order to enable the possibility of an early morning direct train from Plymouth to London;

In response to questions raised it was reported that –

- (d) the closure of Plymouth airport did not equate to a higher risk of keeping Plymouth Railway network open; it was considered that the answer was in an improved rail service;
- (e) First Group, the owner of the present Great Western franchise, were terminating the current franchise agreement at the end of March 2013;
- (f) it was possible to aim for a three hour direct journey time from Plymouth to London without having to realign the rail network;
- (g) the issue if rail connectivity was to be added to Plymouth's Local Enterprise Partnership agenda;

- (h) officers were still in discussion with Devon Council regarding the de-trunking of the A38;

The Chair thanked Clive Perkin for his attendance.

31. **ANNUAL OVERVIEW AND SCRUTINY REPORT 2010/11**

The Growth and Prosperity panel noted the Annual Overview and Scrutiny Report 2010/2011.

32. **WORK PROGRAMME**

The panel noted their work programme for 2011/12.

33. **EXEMPT BUSINESS**

There were no items of exempt business.

TRACKING RESOLUTIONS
Growth and Prosperity Overview and Scrutiny Panel

Date / Minute number	Resolution	Explanation / Minute	Officer	Progress	Target date
5/9/11, Minute 26	<u>Agreed</u> that a summary paper relating to minute 16 'Highway Maintenance Task and Finish Group Progress Report' on the regime for gully maintenance would be submitted to the next panel meeting.	Tracking Resolutions and Feedback from the Overview and Scrutiny Management Board	Tom White	This item has been added to the 17 October 2011 Growth and Prosperity OSP meeting.	17 Oct 2011
5/9/11, Minute 28	<u>Agreed</u> that David Draffan would provide the panel with the full membership of the Growth Board and information detailing their appointment and election.	Economy and Growth Board Update	David Draffan	This information was emailed to panel members on 14/9/11.	17 Oct 2011
5/9/11, Minute 29	<u>Agreed</u> that Adrian Trim would provide members with the figures associated with the Park and Ride bus service as well as the number of passengers with a bus pass that frequented buses in the city.	Subsidised Bus Services Briefing	Adrian Trim	This information was emailed to panel members on 21/9/11.	17 Oct 2011

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CITY OF PLYMOUTH

Subject:	Closure of Government Office South West and the South West Regional Development Agency: Implications for Economic Development.
Committee:	Growth and Prosperity Overview and Scrutiny Panel
Date:	17 October 2011
Cabinet Member:	Councillor Fry
CMT Member:	Director for Development and Regeneration
Author:	Chris Grace, Head of Economic Development, Economic Development Service
Contact:	Tel: 01752 304250 e-mail: david.draffan @plymouth.gov.uk
Ref:	
Key Decision:	N
Part:	Part I

Closure of Government Office South West and the South West Regional Development Agency: Implications for Economic Development.

The need to achieve reductions in public sector expenditure and a drive to achieve momentum on a localism agenda has caused the Government to decide to close regional Government Offices and Regional Development Agencies. Government Office South West (GOSW) has already closed and the South West Regional Development Agency (SWRDA) is being wound down to close by the end of March 2012 at the latest.

Both organisations were active to a greater or lesser extent in various aspects of economic development, primarily on a *regional* basis and also, particularly in the case of SWRDA, had a lead role on some programmes and initiatives. Plymouth was identified as a 'priority area' by SWRDA.

GOSW

The Government Office acted as a communication channel between regions and Whitehall and an advisory service on some issues, particularly where central government wished to see a particular emphasis on a particular issue. GOSW officials participated in various forums or boards. They also advised and assisted with Local Area Agreements (which are also now defunct).

Absence of a Government Office means that councils must themselves look to do more to liaise with Government departments. Otherwise, there has been little significant impact on economic development activities as a result of GOSW's closure.

SWRDA

Regional Development Agencies were major players in economic development when highly substantial sums of public money were being made available for them to lead and finance initiatives or projects. They also had a role in acting as lead bodies on such issues as the accessing and management of European Union funds and in the use of land assets to facilitate development and regeneration. They undertook economic intelligence activities which they and / or partners could use to monitor trends in the economy and make policy decisions.

The main impact of the pending closure of SWRDA is not so much that the organisation will not be there, but that the overall levels of public finance for economic development which came with it are not there. There will also be pressure on councils to resource some activity previously undertaken by SWRDA, for example managing property assets. Overage and clawback arrangements for previous SWRDA funding relating to some site in the city are still in place, and will now be overseen by the Homes and Communities Agency.

There are there four key areas of economic development implications that arise as the result of the demise of SWRDA:

1. Local Enterprise Partnerships have been established. These private sector business-led organisations cover economic areas which are smaller than the old regions but bring together wide functioning economic areas. They are strategic bodies which the Government is using to push forward economic development initiatives and to use as either a mouthpiece, consultation body or lead body on matters such as the Regional Growth Fund, Enterprise Zones, transportation and infrastructure needs. Plymouth City Council has a seat on the Heart of the South West LEP Board and the Plymouth Growth Board is the local delivery mechanism for the LEP.
2. European Union funding matters have been passed to the Department for Communities and Local Government (DCLG) from SWRDA. This means that for existing local EU funded initiatives such as Urban Enterprise and more generally on ERDF, INTERREG, ESF funds there will be a DCLG 'Local Management Committee' overseeing the spend of EU programme finance. Plymouth City Council will have a representative on this body.
3. Some land assets previously held by SWRDA have been transferred to Plymouth City Council which allows for future local decisions on how local assets can be used to meet local needs.
4. Changed relationships with Government departments. Councils – in partnership with the business community and the voluntary sector – now need to form direct relationships with central Government, and / or work through and with the LEP, and/or utilise new arrangements such as 'BIS Local'[a civil servant

liaison function which BIS has created, but with very few officials covering a geographical area larger than the old region]. The SWRDA layer of dialogue will not exist. This does not imply less or more resources per se being put into issues such as lobbying, but simply a need to use – more effectively – different communications channels.

5. Council politicians can have more local choice over strategy, policy and action without having to refer or defer to a regional layer, BUT
6. There is a big impact in that financial resources for economic development which sat with the RDAs have not been transferred to the LEPs, councils or other local bodies. Accordingly, there is significant extra pressure on local budgets and to achieve input from the private sector if economic development initiatives are to meet the, in some areas, acute need to re-establish growth.

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CITY OF PLYMOUTH

Subject:	A Business Improvement District for the Plymouth Waterfront
Committee:	Growth & Prosperity Overview and Scrutiny Panel
Date:	17 October 2011
Cabinet Member:	Councillor Ted Fry, Cabinet Member for Planning, Strategic Housing and Economic Development
CMT Member:	Director for Development and Regeneration
Author:	Patrick Knight, Head of Place Management
Contact:	Tel: 01752 304472 e-mail: patrick.knight@plymouth.gov.uk
Ref:	
Key Decision:	Yes
Part:	I

Executive Summary:

The establishment of a Business Improvement District for the Plymouth Waterfront is an important element of the Visitor Plan for the city. The Local Economic Strategy 2006-2021 & Beyond (LES) identifies the visitor economy (Tourism and Culture) as a priority growth sector which has the potential to generate 7,000 additional jobs over the next ten years. Tourism is a significant industry in Devon & Cornwall and has been recognised in the heart of the South West (HotSW) LEP prospectus. The Visitor Plan is a key component of the implementation of the LES; setting out a framework for realising the potential of Plymouth's visitor economy to 2026.

A Business Improvement District (BID) is a private sector led management organisation for a precisely defined geographical area, where business rate payers have identified projects and services that will have a positive impact on their trading environment. Businesses within the area vote to invest collectively in delivering these improvements which are wholly additional to those already delivered by local, statutory bodies.

Extensive consultation has taken place with the business community in the Barbican and Waterfront since the investment in the Waterfront Manager post. The BID is about investment in the area and sustainable partnerships and is a requirement of the BID legislation that the Local Authority endorse the proposals .

Once a BID has been established all businesses contribute a BID Levy based on the rateable value of their premises (hereditaments) to ensure fairness and equity. BIDs have a maximum duration of five years.

The Plymouth Waterfront Partnership (PWP) will be responsible for delivering the Waterfront BID. PWP is an independent, not for profit company limited by guarantee, which currently operates as a voluntary membership partnership with a Board of Directors representing all the key business sectors in the BID area, run by and for local businesses.

PWP will provide leadership and management and be directly accountable to Waterfront businesses for the delivery of the BID Business Plan, working in partnership with Plymouth City Council, the

Police Authority, Plymouth University and other public agencies to benefit businesses located within the Waterfront area.

The BID boundary area will cover the primary attraction areas of The Barbican, Sutton Harbour, The Hoe and foreshore. The BID boundary also includes extensive Waterfront areas of Mount Batten, Millbay, Royal William Yard and Mount Edgcumbe to ensure a wide view is taken on the visitor experience. The Waterfront BID area will buffer against the boundary of the City Centre Company's existing BID area, ensuring enhanced links between the two areas and a seamlessly positive visitor experience.

There are already 110 BIDs in the UK, including Falmouth, Newquay, Tavistock, Taunton, Torbay, Bristol and Plymouth. A mark of their success is that 99% of BIDs are renewed by business ballot after their first term.

The full draft version of the Waterfront BID Business Plan will be available from 6th October 2011 at: www.waterfrontbid.co.uk.

1.0 Introduction

1.1 The Waterfront Vision

Plymouth's Waterfront is the magnificent jewel in the City's crown - by joining forces with key partners the Waterfront BID will be able to maximise this wonderful asset for the benefit of businesses, visitors and the wider city and its economy.

As part of a wider framework, the Waterfront BID will identify and support visitor economy related commercial development opportunities, to enable the Waterfront to become an outstanding visitor destination. This will provide new jobs, better leisure facilities and improved pedestrian, cycling and other transport links with the City Centre, preserve the area's extensive maritime heritage and improve and better maintain public space.

To secure this huge opportunity requires a complete step change in dedicated delivery and management of the area and annual investment from both the private and public sector through the Waterfront BID.

1.2 The Waterfront Objectives

The BID will focus on business priorities of increasing visitor numbers, customer spend and commercial success through:

- Leadership - Providing a strong business voice to lobby and influence for future investment and public realm improvements for the Waterfront.
- Marketing – Regional and national campaigns and more events linked to local businesses, to attract new customers and increase loyalty, whilst radically improving visitor signage and information.
- Operational management – Tough contracts will hold the City Council and all area service providers to account for the standard of existing cleansing, maintenance and other services. BID investment will only be used to pay for additional services prioritised by businesses.
- Finance – Attracting significant match funding in addition to contributions from businesses for expenditure within the Waterfront.

1.3 The Waterfront Targets

The Waterfront BID will help the City to:

- Grow visitor spend by 25% by 2020. This means visitor numbers would increase by 800,000 from 4 million to 4.8 million and visitor spend would rise by £63 million from nearly £252 million to £315 million. Waterfront businesses will be positioned at the heart of this growth.
- Target a 33% growth in jobs in the visitor economy. That means 2,800 new jobs in the city by 2020 and 4,000 new jobs by 2026. Again, with the Waterfront securing much of this uplift.
- Strengthen Plymouth's position as the regional centre for Devon and Cornwall, by creating a great day out and evening destination, resulting in increased visitor numbers.

2.0 How Will the BID Be Managed?

The Waterfront BID will be managed by PWP which will be directly accountable to Waterfront businesses for the management of the Waterfront area and the successful delivery of the Waterfront

BID.

The Waterfront BID's governance will be the responsibility of the PWP Board with operational matters overseen by the Waterfront BID Stakeholder Advisory Board, giving Waterfront businesses and other stakeholders control in formulating strategy and overseeing BID project delivery. In addition, as a member of the PWP, businesses will also have a vote on major decisions.

Business BID Levy contributions will be spent entirely to service the area within the boundary of the Waterfront BID. This will ensure fair representation for businesses investing within their own areas.

The Waterfront BID will encompass the core areas of the Barbican, Sutton Harbour, The Hoe, Notte Street, Vauxhall Street, Bretonside and Sutton Road.

3.0 The Costs to Businesses

In February 2012 the businesses will have to decide whether to vote Yes or No to fund delivery of the final Waterfront BID Business Plan. If a majority of businesses vote Yes, then all businesses in the BID area will be required to contribute an annual BID Levy payment, based on the rateable value of the premises that the business occupies.

The proposed annual BID Levy is based on 1.5% of a business property's rateable value (RV).
Eg If the RV is £30,000 a business will pay £450.00 per annum, that's £8.65 per week.

50% of businesses within the Waterfront area will pay less than £500 per annum. 30% of businesses within the area will pay less than £100.

3.0 The Development of the BID

The BID Business Plan has been driven at every stage by business owners and managers seeking to improve their trading environment and profitability.

PWP has listened to business concerns, ideas and priorities, evolving this BID Business Plan from a highly structured, detailed, democratic consultation process, involving a number of key stages

The total budget (direct contributions plus match funding) will be invested to drive customer numbers and spend by more effectively marketing the Waterfront, improving the visitor experience and maximising the economic potential of the city's most spectacular asset.

The Plymouth Waterfront Business Improvement District Business Plan and the proposed projects within it are the result of extensive consultation with Waterfront businesses on what they want.

4.0 Value for Money

If a majority of businesses vote yes, all 600 identified businesses within the Tourism, Leisure, Retail and Professional Services sectors in the Plymouth Waterfront area will be required to contribute through a Levy. The Plymouth Waterfront Partnership will then aim to secure match funding which could multiply the five-year investment from £1 million to £6.2 million.

Based upon rateable value, the average Waterfront business will pay an annual levy of £353 (£6.79 per week) in return for significantly higher benefits in terms of visitor spend and other advantages.

Based upon existing rateable values within the Waterfront area:

- 33% of businesses will pay less than £100 per year
- 54% of businesses will pay between £100 and £500 per year
- 7% of businesses will pay between £500 and £1,000 per year
- 5% of businesses will pay between £1,000 and £5,000 per year
- 1% of businesses will pay more than £5,000 per year

5.0 Projected Budgets over 5 years

Total Estimated Levy Income from Waterfront Businesses	£1,025,000
Total value of existing City Council Services and Match Funding	£2, 032,000 (anticipated)*
Total Other Match Funding e.g. subscriptions, trading income, grants, etc	£3,148,000 (projected)
Total 5 Year Project Expenditure	£6,205,000 (projected)

*Based upon current projected budgets which could be subject to change

6.0 Why have a Waterfront BID?

The implementation of the BID will result in delivery of significant improvements, providing a private sector-led approach to managing the Waterfront area and attracting more visitors and customer spend.

7.0 How will the Waterfront BID maximise its impact?

The BID Levy will be paid by every business and ring fenced for projects identified in the final BID Business Plan.

The BID Levy is match funded by Plymouth City Council and other partners to generate further funds from additional sources. This Waterfront BID aims to lever £2 of additional match funding for every £1 of BID levy received from businesses within the Waterfront BID area, to maximise the delivery of project and service improvements.

8.0 Waterfront Service Baselines

The proposed Waterfront BID projects and services will be entirely additional to any services already delivered by Plymouth City Council. PWP will establish a contractual agreement with Plymouth City Council to regularly review Council services delivered within the Waterfront BID area. Once the Waterfront BID has been established, the Council will be contractually obliged to maintain agreed standards to confirm to baseline service level agreements for the following services:

- **Safety**

- Closed Circuit Television (CCTV)
- Community safety and management
- Licensing and enforcement
- Street lighting

- **Cleanliness**
- Graffiti and fly posting removal
- Gully cleansing
- Power washing, e.g. planters/litter bins
- Public conveniences
- Street cleansing (inc. bin emptying/washing)
- Waste collection (Trade and Domestic)

- **Promotion**
- Attractions (inc. Smeaton's Tower, Elizabethan House and Merchant's House)
- Events and Tourist Information Centre marketing
- Mount Wise and Tinside Lido

- **Statutory**
- Environmental health
- Planning
- Plymouth Trading Standards Service
- Environmental health

- **Other Services**
- Administrative support
- Car parking
- ICT provision and office space
- Major events
- Maritime services

- **Maintenance**
- Grounds maintenance (inc. weed spraying)
- Highways maintenance and management
- Traffic signals and pedestrian crossings
- Trees and landscape development
- Waterfront slipways

9.0 Waterfront BID Ballot

All non-domestic rate paying businesses within the proposed BID area will be eligible to vote on the final Waterfront BID Business Plan. A four week postal ballot will be held between February 1 and March 2, 2012.

Each person entitled to vote in the Waterfront BID ballot shall have one vote in respect of each

hereditament in the geographical area of the Waterfront BID on which non-domestic rates are payable.

The ballot will have to meet two tests. First, a simple majority (above 50%) of those voting must vote in favour. Second, those voting in favour must represent a majority of the aggregate rateable value of hereditaments voting.

The ballot papers will be forwarded to those ratepayers who are eligible to vote on 1st February 2012 and must be returned by 5pm on 2nd March 2012.

10.0 The Waterfront BID Levy, Liability and Collection

The Waterfront BID Levy will be payable by all businesses located within the boundary of the defined Waterfront BID area.

The Waterfront BID Levy will be set on the 1st April 2012, based on the rateable value shown in the 2010 Local Non-Domestic Rating list, updated for any changes in ratepayer appeals, additions and removals from the list to date. For new assessment, splits and mergers (of rateable values) brought into the list between 1st April 2012 and 31st March 2013, the rateable value used will be that as shown in the Non-Domestic Rating 2010 at the date the new or amended assessment is brought into that list. The Waterfront BID Levy will not be adjusted to reflect any changes to the rateable value during 5 years of the Waterfront BID. In addition any "Taken out of Rating" cases will be deleted from the effective date as advised by the Valuation Office Agency to the City Council's Non-Domestic Rates section. The Waterfront BID levy will be increased each year by the annual inflationary factor for Local Non-Domestic Rate bills as calculated by H.M. Government.

The following types of businesses within the Waterfront BID area will be exempt from paying the BID Levy:

Commercial car parking spaces that are rated separately; concessions; on-street traders, kiosks and promotions; telephone masts, and advertising poster drums. The Waterfront BID Levy will not be reduced where the ratepayer is a charity or non-profit making organisation. The BID levy will also not be affected by the Government's Small Business Rate Relief Scheme which came into effect on 1st April 2005. The Waterfront BID Levy is payable on the whole rating assessment irrespective if part or all of it is empty. In the case of empty properties, the Waterfront BID levy will be collected at 100% from either the owner or leaseholder (if an occupational lease exists).

The BID levy will be collected by Plymouth City Council annually on 1st April. The Council will reimburse the PWP with BID Levies on a monthly basis. The average BID Levy collection rate will be 1.5%.

11.0 Governance and management

The current PWP Board of Directors will represent all business sectors currently operating in Plymouth. This will occur by co-option until the first Annual General Meeting. BID Members will be eligible to vote at Annual General Meetings. The full board will meet at least quarterly.

The Waterfront BID Sounding Board management committee will meet regularly and will be responsible for the delivery of BID projects, with operational sub-groups covering specific themes

and projects.

12.0 Alteration of BID Arrangements

The Waterfront BID area and the BID Levy percentage (other than inflationary increases announced by Government for NNDR) cannot be altered within the five year lifetime without an Alteration Ballot.

The Waterfront BID projects, headings, costs and timescales can be altered by the Board, within the constraints of BID income - providing that the Waterfront BID's aims are adhered to.

The Waterfront BID Sounding Board management committee and any sub-groups will manage budgets within their areas of speciality.

13.0 Commencement and Duration of the BID

The Waterfront BID's first term will start on 1st April 2012 and will operate for five years.

A postal ballot of business ratepayers in the Waterfront BID area, based on the list of non-domestic ratepayers, will take place between 1st February and 2nd March 2012. The result of the ballot will be publically announced by 8th March 2012.

If the Waterfront BID proposal is approved, it will operate for five years from 1st April 2012 until 31st March 2017. At or before the end of this period, the Board may choose to seek renewal of the Waterfront BID's mandate.

14.0 Projects Identified by Waterfront Businesses

Since October 2010, the Plymouth Waterfront Partnership (PWP) has surveyed more than 800 Waterfront businesses, held 121 consultation meetings and organised a major Waterfront Business conference. The Waterfront Business Plan and projects within this summary document are the result of the priorities identified by businesses.

- ***Permanent and Dedicated Management***
- Establish a Waterfront management structure accountable to businesses to prioritise and deliver benefits for all users. Taking control of the trading environment by co-ordinating and championing business and partner efforts to regenerate the area, whilst working in partnership with and holding the City Council to account for delivery of existing services.
- ***Improve Marketing***
- Deliver a five year marketing plan to position Plymouth's Waterfront as a major UK visitor destination targeting new markets including day visitors, short breaks and the US East Coast visitor market. Improved website and visitors guides, promoting Plymouth's waterfront, sailing events and the city as a national conference destination including conference enquiry handling.
- ***Major Events***

- Establish a major Summer Shore-side Events Programme, by creating on-shore events that complement existing on-water sports, delivering themed weekend activities and drawing prestigious tall ships. Creating a major new event with international profile to extend the Summer season into September.
- **Visitor Welcome, Access, Signage and Information**
- Dramatically improve signage and interpretation to tell Plymouth's many stories. Develop enhanced pedestrian and cycling links between the City Centre and Waterfront. Seek to deliver additional, free short term berthing to increase yacht visits. Create linked boat, cycle and pedestrian trails.
- **Safer Waterfront**
- Work with partners to employ a new Evening and Night Time Economy Manager. Deliver improved management and promotion of shops, pubs and late licensees. Provide a dedicated 24 hour hotline with a one hour rapid response. Create family orientated Bank Holiday weekends.
- **Cleaner Waterfront**
- Ensure that the Council's cleansing standards are maintained and operationally manage existing Council cleansing staff to ensure a Waterfront rapid response clean team with highly visible blue Waterfront uniforms. Employ a Waterfront Caretaker to promptly tackle urgent maintenance, painting and repairs. Anti-litter campaigns and a community volunteers' programme for regular Waterfront clean ups.
- **Waterfront Environment**
- Develop attractive planting schemes to secure award-winning status and dress vacant shop windows, providing artistic and creative displays. Ensure a repaint of Plymouth's iconic Smeaton's Tower. Provide Christmas illuminations focused on linking the City Centre with the Barbican. Commission a bespoke 'visitor welcome' training programme for Waterfront staff, bus and taxi drivers.
- **Inward Investment and Regeneration**
- Establish an agreed vision for development of key Waterfront sites and seek funding for targeted improvements. Lead economic development in the Waterfront, encouraging new businesses and brands to invest. Coordinate efforts to create mini-destinations nationally famed for their individuality e.g. The Barbican, Sutton Harbour, The Hoe and Royal William Yard.
- **Lobbying and Influence**
- With the power of a strong BID mandate, PWP will use its business voice to lobby for: more static/mobile CCTV cameras; better Barbican street lighting; car parking and gateway improvements; improved maintenance and repair of Waterfront public toilets; tackling waste hotspots including using bin stores and seagull proof bins. PWP will also be the primary

consultee for City Council strategies and major planning applications within the Waterfront area.

- ***BID Member Benefits***
- Use the buying power of the BID to provide reduced utility and insurance costs; gain increased networking and advertising opportunities; free listing of BID Members on the Visit Plymouth and PWP websites; reduced cost of Chamber of Commerce and Federation of Small Businesses membership; create a Privilege Card for all Waterfront businesses, with promotional offers on entertainment, food and shopping.

CITY OF PLYMOUTH

Subject:	Visitor Plan for Plymouth
Committee:	Growth and Prosperity Overview and Scrutiny Panel
Date:	17 October 2011
Cabinet Member:	Councillor Ted Fry, Cabinet Member for Planning, Strategic Housing and Economic Development
CMT Member:	Director for Development and Regeneration
Author:	Patrick Knight, Head of Place Management
Contact:	Tel: 01752 304472 e-mail: patrick.knight@plymouth.gov.uk
Ref:	PM/Democratic/CabinetReport13.09.11
Key Decision:	Yes
Part:	I

Executive Summary:

The Local Economic Strategy 2006-2021 & Beyond (LES) identifies the visitor economy (Tourism and Culture) as a priority growth sector which has the potential to generate 7,000 additional jobs over the next ten years. Tourism is a significant industry in Devon & Cornwall and has been recognised in the heart of the South West (HotSW) LEP prospectus. The Visitor Plan is a key component of the implementation of the LES; setting out a framework for realising the potential of Plymouth's visitor economy to 2026.

The City Council's newly created Economic Development Service has a defined responsibility to support the economic development of the visitor economy i.e. tourism, leisure, hospitality and retail sectors (through Place Management). These sectors support over 30,000 jobs and remain an important part of Plymouth's economy with 3.5m day visitors and 2.4m staying visitors spending £252m per annum.

In April 2010 the City Council approved the Place Management Strategy, which gave Destination Plymouth (DP) responsibility for driving the City's visitor economy.

DP decided that the City needed a Visitor Plan to determine Plymouth's potential as a visitor destination and set out aspirations and the direction of travel to 2026. It has prepared the Visitor Plan using Blue Sail, specialist destination consultants, who consulted widely with visitor economy businesses and other stakeholders.

The Growth & Prosperity Overview & Scrutiny Panel is asked to consider and endorse the Visitor Plan to ensure that partner resources are effectively aligned, and that there is a coherent framework for DPs delivery plan.

1.0 Introduction

1.0 In April 2010 the City Council approved the Place Management Strategy, which gave Destination Plymouth responsibility for driving the City's visitor economy.

1.2 Destination Plymouth are developing a citywide Visitor Plan to determine Plymouth's potential as a visitor destination and set out aspirations and the direction of travel to 2026. Destination Plymouth has prepared the Visitor Plan using Blue Sail, specialist destination consultants. This Plan has been developed through a robust process of consultation, analysis and assessment, engaging a wide range of visitor economy businesses and other stakeholders, and endorsement by the Growth Board.

1.3 Destination Plymouth, along with the City Centre Company and Plymouth Waterfront Partnership, will work closely with the Economic Development Service to deliver the Visitor Plan through a 5 year business plan. This will include developing new additional private sector streams and sponsorship to deliver improvements and marketing activity.

1.4 The Visitor Plan responds to the city's Growth Strategy, recognising tourism as a priority sector. It will promote opportunities to positively raise the profile of the city in the UK and internationally, encourage spend and generate jobs and inward investment. It also plays a key role in securing Plymouth's status as the regional city of Devon and Cornwall. These drivers have influenced the levels of ambition and priorities for the Visitor Plan.

1.5 The Visitor Plan is ambitious, though deliverable, but needs a bold response to make things happen. The Council has an opportunity to lead the way and set the pace of change by demonstrating a step change in approach and strongly supporting Destination Plymouth to kick start delivery. This is about wisely committing resources - people, time, skills and budgets - to deliver the plan and importantly to seize opportunity, help nurture partnerships and lever in additional partner funding and sponsorship.

1.6 Destination Plymouth, supported by the City Council, will ask everyone involved in the visitor economy to get behind this Plan support it and take a role in making it happen.

2.0 Visitor Plan

2.1 The Visitor Plan sets out a vision that reflects Plymouth's unique offer as a marine and Waterfront city, that is distinct from the rural and coastal experience that surrounds it:

- By 2020, Plymouth will be the UK's premier marine city and famous for its Waterfront. It will be recognised as unique among UK cities for its natural drama and for its 500-year old history of embarkation and exploration. Plymouth's continuing journey towards a world-leading marine city will support the cultural experiences it offers to visitors who are looking for authenticity and character.

2.2 This supports the City's existing overarching vision, focused on the development of the visitor offer.

3.0 Objectives and Targets

The Visitor Plan sets out ambitious targets, reflecting the scale of the opportunity to drive visitor spend, new jobs and inward investment.

3.1 Delivery of the Visitor Plan targets:

- 25% increase in visitor spend by 2020. This means visitor spend will rise by £63m from nearly £252m to £315m - achieved through increasing numbers of visits and diversification into new visitor markets including growing Plymouth's share of city short breaks.
- 4,000 new jobs in the visitor economy by 2026. The Visitor Plan targets deliver of 2,800 of these new jobs by 2020. (The LES is targeting additional jobs through other activities designed to secure a total of 7,000 jobs within the visitor economy).
- To increase GVA by £84.4m.

3.2 The Visitor Plan will also:

- Raise the national profile of Plymouth as Waterfront city – through targeted PR, new events and activities.
- Strengthen Plymouth's position as the regional centre for Devon & Cornwall – by creating a great day out and evening destination.
- Raise the profile of Plymouth and its positioning as a place to visit and invest - particularly focusing on its outstanding marine credentials.
- Encourage new SMEs by generating demand for more places to eat and drink, distinctive independent shops, quality places to stay and an exceptional cultural offer that local people and visitors can enjoy.
- Create opportunities to lever in more private sector sponsorship to support visitor marketing activity and for major and signature events.
- Everyone involved in the visitor economy needs to get behind the Visitor Plan, support it and take a role in making it happen.

4.0 A Blue and Green City

4.1 The Visitor Plan recommends that Plymouth lead the growth of the visitor economy with its Waterfront and culture. Destination Plymouth will profile this distinct personality and make sure visitors understand what Plymouth stands for and what it offers. Culture and heritage will be integral part of the experience, highly visible to the visitor and part of the reason they choose to visit Plymouth.

4.2 The Visitor Plan asserts that the Waterfront is the city's strongest visitor asset and must be the showcase for the very best of Plymouth and all it stands for. However the City must deliver an all-round urban experience which also depends on an excellent city centre. In addition, the city needs to make more of its links to its green spaces.

5.0 Markets and Marketing

5.1 The Visitor Plan aims to transform the way Plymouth is marketed as a visitor destination. The Plan is based on robust research of target markets that will deliver the best return on investment. It recommends that Plymouth should begin by growing the volume of day trips, by presenting the experience more strongly so that it becomes a 'must do' day trip. In 2-3 years we will develop new and higher value UK short break markets. In the longer-term Plymouth will build on the city's special relationship and associations with the East Coast US market.

6.0 Star Projects

The Visitor Plan identifies a small number of 'star projects' that will inspire visitors to come, help get Plymouth talked about and enrich the city's distinctiveness.

6.1 Star Project (1) - Signature Events

The Plan underlines the potential for 'signature' events to raise the profile of Plymouth, underline key messages and deliver more visitors and spend.

Building on the legacy of the America's Cup, it recommends three signature events that will be based on the Waterfront and embrace Plymouth's marine and cultural heritage:

- Plymouth Waterfront Festival – a new marine, waterfront and cultural signature event for the city linked to the proposed International Marine Festival, and leading to Mayflower 2020.
- Sail Fest – strengthening Plymouth's current programme of sailing events, increasing the number of onshore activities and promoting the event programme under an umbrella brand
- British Firework Championships – further strengthening the opportunities of this event, in particular through new commercial activity.

6.2 Star Project (2) - Telling Stories

The Visitor Plan recommends a joined-up approach to the design of interpretation, pedestrian/cycling signs and trails in the public realm. Creative and innovative interpretation delivers a well-connected and engaging environment and that is a symbol of a successful city. The Visitor Plan will focus on those areas and projects with the greatest impact on the visitor economy which in the first instance will be the Waterfront and its links with the city centre, on trails, and routes along the Waterfront and gateways to the city.

Implementation will be prioritised, staged and divided into projects. Destination Plymouth has already identified potential European partner cities to develop an initial European INTERREG bid to develop Telling Stories interpretation.

It is also recommended that the City works up a Heritage Lottery Fund bid for The Elizabethan House to re-focus on the Pilgrim Fathers story for the 2020 anniversary.

6.3 Star Project (3) - Development Sites

Plymouth will take a joined-up approach to developing the visitor economy-led site opportunities and facilitate inward investment. Map available sites on the Waterfront to create packages for development and take to market.

There are two sites that offer particular opportunities for the visitor economy in the next 3-5 years:

Royal William Yard - work with Urban Splash to raise the profile and develop the potential to make Royal William Yard a mini-destination.

Commercial Wharf – an opportunity to use a series of arches for creative leisure uses; maximize the opportunity to increase independent creative businesses on the Waterfront that further reinforces the city's cultural credentials.

7.0 Other Key Actions

In addition, the Visitor Plan recommends the following:

7.1 Visitor Information

Plymouth will promote a joined up, cost effective, consumer focused visitor information service, using print, digital information, personal contact, and will consider different innovative approaches

New information points will be delivered at visitor venues across the city at gateway sites and tourist attractions. Each venue will have displays, leaflets and access to digital information by using smart phone technology.

It is also recommended that a mobile TIC service be considered which can be used to greet cruise ships, attend major events and provide enhanced customer service where it is most needed.

7.2 Boat Services

- Develop coordinated services and clear digital information on the Waterfront and online.

7.3 Conference Plymouth

- Manage a web portal and an enquiry response service for Conference Plymouth.
- Members of Conference Plymouth to subscribe to a subvention fund.

7.4 Skills Development

- Appoint a Visitor Economy champion.
- Develop an Employment & Skills Action Plan.
- Develop and agree a Skills & Employment Accord to deliver local jobs for local people.

7.5 Monitoring and evaluation

- Commission annual Cambridge Model Visitor Survey.
- Develop and undertake surveys to measure visitor, business and community perceptions and benefits.
- Work with Economic Development Service to ensure visitor economy covered in wider monitoring and evaluation work.

7.6 Destination Marketing

- Appoint dedicated Visitor Marketing Manager to lead on destination marketing delivery.
- Set up a fully interactive, first-class destination website and digital marketing platform.
- Set up a Customer Relationship Management system.
- Build destination PR to start building Plymouth's profile and reputation.
- Develop e-marketing for target markets.

8.0 Events Strategy

DP will lead on and coordinate event marketing, which can partly be resourced through effective sponsorship.

Aligned with the Visitor Plan, and to reflect the prominence of events within it, a separate but linked PCC Events Plan 2011-20 is being produced, that will work in tandem with the Visitor Plan

The development of large scale events and festivals is also embedded in the City's Culture Strategy 'The Vital Spark' as well as being a big driver in the Local Economic Strategy.

The Visitor Plan recognises that there are a range of local events which do not necessarily have high income or investment potential, but are nonetheless very important to the city in contributing towards its community aims and civic pride.

9.0 Recommendations

It is recommended that the City Council:

- 1) Approve the Visitor Plan to be led and coordinated by Destination Plymouth and delivered in partnership with Plymouth City Council and other city stakeholders.
- 2) Approve the Events Plan to complement the Visitor Plan.

Ref: PM/CabinetReport|3.09.11(2)

CITY OF PLYMOUTH

Subject: Gulley Maintenance
Committee: Growth and Prosperity Overview & Scrutiny Panel
Date: 17 October 2011
Cabinet Member: Councillor Wogens
CMT Member: Director for Development and Regeneration
Author: Tom White , Network Manager, Transport & Highways
Contact: Tel: 01752 304223
e-mail: tom.white@plymouth.gov.uk

Ref:

Key Decision: N
Part: Part I

The regime for gully maintenance can be summarised as follows:

1. Routine Gully maintenance.

- continuing with the clearing of gullies at high risk sites (those sites historically known to PCC as causing problems needing more frequent attention) which will be cleaned three times during the months of August, October and February.
- continuing to clear all gullies on the main roads in Plymouth annually.
- inspecting all gullies in Plymouth to allow us to prioritise the clearing of those that are blocked and heavily silted.

2 . Reactive Gully Maintenance.

This is ongoing, we endeavour to attend flooding sites within 2 hours. Non urgent gullies are attended within 10 days. Blocked pipe-work leading from the gullies are investigated and prioritised; repairs are carried out within allocated resources. In addition we have 24/7 emergency response to flooding sites.

3. Drainage Repairs. We continue to carry out repairs on drainage and a limited budget is in place which allows for jetting and repairs. We are also carrying out permanent repairs to the gully covers stolen last year.

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Subject: Scrutiny Panel Task and Finish Group for Winter Maintenance
Committee: Cabinet
Date: 18 October 2011
Cabinet Member: Councillor Bowyer/Councillor Wiggins
CMT Member: Anthony Payne (Director of Development and Regeneration)/Adam Broome (Director of Corporate Support)
Author: Ian Ellis (Assistant Network Manager) Transport and Highways
Contact: Tel: 01752 304223
e-mail: ian.ellis@plymouth.gov.uk
Ref: IRE/0911
Key Decision: N
Part: Part I

Executive Summary:

The Overview and Scrutiny Management Board approved in principle on 27 July 2011, the establishment of a Task and Finish Group to review the authority's winter maintenance preparation regime to ensure it was fit for purpose. The Task and Finish Group convened on the 8th and 15th September 2011 to consider evidence and hear from witnesses.

From the results of the evidence provided, the group made five recommendations. The recommendations are as follows:

1. That the Council make best use of the salt barn at Prince Rock and procure additional salt provision. This will guarantee greater capacity for the city wide gritting service and as a purchase of an asset should be regarded as a financial investment. The ability to treat areas of high footfall and high dependency will reduce the negative impact on the economy in the event of another harsh winter. The panel recommends that the salt be purchased soonest to secure the lower rates per tonnage and as salt is not perishable can be sold on a later date.
2. That the Directors of Corporate Support and Development & Regeneration, by delegation to officers, be responsible for the development of the business case for the actual salt procurement and the development and implementation of an operating model that will ensure optimum value for money This will include the responsibility and arrangements for the distribution and spreading of the supplies to non HMPE locations and the identification of corporate resources.
3. That PCC develop a Gritting Policy which will identify and prioritise needs over and above the existing Transport & Highways Winter Service plan that primarily deals with primary and secondary network routes. The policy which will be developed over time, will state criteria for the prioritisation of non HMPE and provide a clear transparent strategy for specific areas of the city to be treated ahead of others. To develop these criteria, officers will consider;
 - Areas of high footfall
 - Areas of high dependency
 - Ward Councillors feedback on specific hot spots within their wards, which should be considered as a priority and why
 - The views of residents at neighbourhood meetings

4. That Ward Councillors be asked to review existing grit bin sites in co-operation with the Transport & Highways partnership, and in accordance with the newly developing criteria. This will help determine the most appropriate provision for hot spot areas e.g. salt bins, salt bags or additional gritting to ensure the most costs effective treatment.
5. That PCC has a role in the strategic co-ordination and planning for gritting and supplies across the city by partner organisations such as NHS Derriford, Fire Service. That the appropriate PCC lead officer be identified to review previous ad-hoc demand for salt and to identify lead officers in partner organisations with whom we can work to ensure that key high risks areas across the city are identified.

Following consideration of the recommendations, officers' responses are as follows.

In the absence of a formally responsible officer for management of a winter maintenance service for the Corporate Estate, it is proposed that Corporate Property (the Facilities Manager) assume this responsibility. To this end the following arrangements will be made to support winter maintenance for winter 2011/12:

- To procure additional supplies of salt (circa 100 tonnes) to be stored initially in the salt barn at Prince Rock Depot.
- Provide security for salt supplies and manage the release and distribution of stocks around the Corporate Estate.
- To identify key secondary locations around the city, where salt supplies can be securely stored to enable better distribution at required times.
- Liaise with appropriate services to identify sources of labour to support with salt spreading in times of need.
- To review the Corporate Estate, liaise with and support building managers to ensure that supplies are distributed to buildings on a priority basis (initially buildings with public access and where access is required by service users from vulnerable sections of the community e.g. the elderly). These supplies to be sufficient to provide a minimum 6 days resilience for the clearance of a single pedestrian route from the curtilage of the site to main point of access and the areas immediately adjacent to emergency exits. Supplies to be distributed more widely within the limits of the resources available.
- Where premises/sites are not covered by the Corporate centralised maintenance budget costs to be recharged to appropriate departmental cost centres

In the medium term, Corporate Property will:

- Undertake a review of open land and grit bin locations, in coordination with the Transport and Highways partnership, to establish a methodology for the prioritisation, supply and distribution of salt for future years.
- Lead in the development of a strategy and policy for the effective winter maintenance of the wider Corporate Estate following the principles of the existing Transport and Highways winter maintenance plan.

The Transport and Highways partnership currently maintains approximately 400 grit bins as part of its Winter Service Plan; these have been installed ad hoc over many years. Whilst each of these are inspected and refilled annually in time for the winter period, no formal review has been undertaken to confirm that they are still properly located to best serve the needs of the community.

Officers will formalise the criteria for determining the location of grit bins before undertaking a full review of existing sites in consultation with Members. The review will coordinate with Corporate Property to ensure that assets are not unnecessarily duplicated. Future requests for the provision of grit bins will be assessed against the criteria used in the review.

Preparation for the 2011/12 winter period is already underway; consequently, it is likely that changes proposed as a result the review will not be implemented until the following winter period.

Corporate Plan 2011 – 2014:

Providing a safe and well-maintained road network and corporate asset contributes to the economic well being of the City in support of the Growth priority.

**Implications for Medium Term Financial Plan and Resource Implications:
Including finance, human, IT and land**

Procurement of salt for the Prince Rock salt barn will be accommodated within existing resources. Further financial and resource implications are unknown until the proposed reviews are undertaken.

Other Implications: e.g. Community Safety, Health and Safety, Risk Management and Equality, Diversity and Community Cohesion:

Plymouth City Council's defence against insurance claims relies largely on its ability to demonstrate performance against its prescribed service levels for maintaining its assets. Consequently, the review of winter service provision will ensure that a defensible position against claims arising from winter conditions can be maintained.

Recommendations & Reasons for recommended action:

It is recommended that Cabinet reviews and notes:

1. The proposed actions to be undertaken by the Facilities Manager in respect of the arrangements for the corporate estate, both in the short and medium term.
2. The proposal to undertake both a full review of existing grit bin sites and the criteria used to determine the provision of future grit bins, in consultation with Members.

These actions will improve winter readiness for the corporate estate for 2011/12, whilst ensuring that the authority is properly prepared to deal with future winters.

Alternative options considered and reasons for recommended action:

None – The Task and Finish group's review considered winter service planning across the authority and the subsequent recommendations are considered both positive and constructive.

Background papers:

Growth and Prosperity Overview and Scrutiny Panel Task and Finish Group Minutes for Winter Maintenance.

Sign off:

Fin		Leg		HR		Corp Prop		IT		Strat Proc	
Originating SMT Member											

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CITY OF PLYMOUTH

Subject: Community Events and Road Closures (Update)

Committee: Growth & Prosperity Overview & Scrutiny Panel

Date: 17 October 2011

Cabinet Member: Councillor Wogens , Cabinet Member for Transport & Highways

CMT Member: Director for Development and Regeneration

Author: Ian Ellis, Assistant Network Manager

Contact: Tel: 01752 304223
e-mail: ian.ellis @plymouth.gov.uk

Ref:

Key Decision: N

Part: Part I

Executive Summary:**Community Events and Road Closures**

Officers have developed a draft 'Events on the Public Highway Policy' which pulls together the recommendations of the Scrutiny Task and Finish group. These recommendations are derived from extensive work undertaken by officers and members and follow analysis of various costing options, government advice, and risk and legal implications. This policy will provide the framework for new guidance on events giving officers and events organisers a clear understanding of their responsibilities and charges.

The draft policy, proposes:

- The categorisation of events based on their potential to disrupt the highway network. Category 3 deals with closures of quiet residential type roads for small events such as street parties and fetes; it is proposed that no charge for Temporary Traffic Regulation Orders (TTRO's) will be levied in respect of such events. Categories 1 and 2 relate to events on more important routes; the charges for these will subsidise the cost of (TTRO's) for Category 3 events.
- Using the categories as the basis for defining the charges levied for road closures
- Reducing the level of Public Liability Insurance required by event organisers for Category 3 events
- Adopting an Approved List of externally organised community and charity events for which TTRO's will be funded by the Highways revenue budget. The 'Approved List' will be produced in time for 2012/13 events programme.

The criteria and selection process dictating which events will be included in the list is still to be determined, however, it is proposed that the list will be reviewed annually with changes being agreed with the Cabinet Member for Transport following consultation with Members

- Discontinuing the advertising of TTRO's in the local press
- Requiring organising departments to meet the costs of TTRO's

Stakeholders are currently being consulted on the proposals with a view to incorporating any changes before submitting to Cabinet in December.

Invest to Save

Officers have been considering options that would make positive in-roads to the footway maintenance back-log whilst reducing the number of insurance claims against the authority arising from trips and falls. Consequently, the council's insurance premiums, and by extension, the Transport and Highways' insurance contributions may be significantly reduced over time. This would enable footway revenue expenditure to be diverted into carriageway repairs.

Having analysed the footway claims data, it is clear that the City Centre and the St Peters and the Waterfront areas represent the authority's greatest exposure to risk. The initial consideration was the investment of £0.5 to £1m in footway works in these areas. However, as there appears to be no pattern, or clusters, of accidents which might point to the areas of footway that need capital investment it has been difficult to make a viable business case, i.e. one where savings on insurance claims would significantly offset the costs of footway works.

Officers are now considering a lower cost option involving the introduction of an additional, dedicated, works gang into the area to improve reactivity to safety defects and to make smaller scale permanent repairs to defects before they present a risk to safety. Options and costs for these are still being considered, and if viable, an Invest to Save bid will be made by January 2011.

Work Programme 2011/12

Work programme	J	J	A	S	O	N	D	J	F	M	A
Growth & Regeneration											
Departmental verbal updates (as required)											
* Connectivity (road/rail/digital) as part of Growth Report in September 2011				5							
Written update on Government Policy changes		11		5	17	14		9		5	
Localism Bill (impact on planning/transport/housing)								9		5	
GOSW and SWRDA exit strategy					17						
Local Economic Partnerships and Growth Governance				5							
Strategic Housing											
Local housing allowance and its impact on private sector housing and homelessness (briefing paper)								9			
Plymouth Community Homes – progress report on delivery of transfer promises.(GPOSP host presentation to all members of the council)		11						9			
Private sector Housing Stock Condition and Assistance Policy (briefing paper)								9			
Plymouth Housing Plan (as part of consultation) (presentation)						14					
Economic Development											
Inward investment Status report (briefing report and presentation)				5							

Work programme	J	J	A	S	O	N	D	J	F	M	A
Local Development Framework Annual Monitoring Data (web based presentation)								9			
Plymouth Plan (briefing paper)										5	
City and Council Priorities											
• Delivering Growth											
• Raising Aspiration											
• Reducing Inequalities											
• Value for Communities											
Other Topics											
Joint Finance and Performance Monitoring including LAA Performance Monitoring (subject to the Overview and Scrutiny Management Board referring issues to the Panel)											
Quarterly Scrutiny Reports						14					
Task and Finish Groups											
Driving Speeds on the Hoe (held pending Councillor Call for Action) (not scrutinised 2010/11)											
Winter Maintenance				8/ 15							

Key* **New item**

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