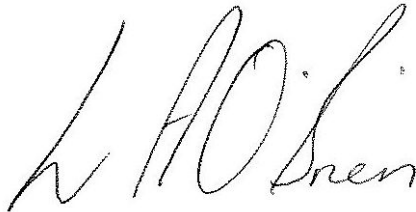


14 September 2015

Committee	Council
Date	Tuesday, 22 September 2015
Time of Meeting	6:00 pm
Venue	Council Chamber

ALL MEMBERS OF THE COUNCIL ARE REQUESTED TO ATTEND



**for Sara J Freckleton
Borough Solicitor**

Agenda

- 1. APOLOGIES FOR ABSENCE**
- 2. DECLARATIONS OF INTEREST**

Pursuant to the adoption by the Council on 26 June 2012 of the Tewkesbury Borough Council Code of Conduct, effective from 1 July 2012, as set out in Minute No. CL.34, Members are invited to declare any interest they may have in the business set out on the Agenda to which the approved Code applies.



Item	Page(s)
3. MINUTES	1 - 12
To approve the Minutes of the meetings held on 19 and 26 May 2015.	
4. ANNOUNCEMENTS	
1. When the continuous alarm sounds you must evacuate the building by the nearest available fire exit. Members and visitors should proceed to the visitors' car park at the front of the building and await further instructions (staff should proceed to their usual assembly point). Please do not re-enter the building unless instructed to do so.	
In the event of a fire any person with a disability should be assisted in leaving the building.	
2. To receive any announcements from the Chairman of the Meeting and/or the Chief Executive.	
5. ITEMS FROM MEMBERS OF THE PUBLIC	
a) To receive any questions, deputations or petitions submitted under Council Rule of Procedure.12.	
<i>(The deadline for public participation submissions for this meeting is 16 September 2015).</i>	
b) To receive any petitions submitted under the Council's Petitions Scheme.	
6. MEMBER QUESTIONS PROPERLY SUBMITTED IN ACCORDANCE WITH COUNCIL PROCEDURE RULES	
To receive any questions submitted under Rule of Procedure 13. Any items received will be circulated on 22 September 2015.	
<i>(Any questions must be submitted in writing to Democratic Services by, not later than, 10.00am on the working day immediately preceding the date of the meeting).</i>	
7. LEAD MEMBER PRESENTATION	
To receive a presentation from Councillor D J Waters, Lead Member for Finance and Asset Management on Business Transformation – The Challenges Ahead.	

8. RECOMMENDATIONS FROM EXECUTIVE COMMITTEE

The Council is asked to consider and determine recommendations of a policy nature arising from the Executive Committee as follows:-

(a) Gloucestershire Devolution Project

13 - 29

At its meeting on 2 September 2015 the Executive Committee considered a report detailing the latest position of the Gloucestershire Devolution Project and **RECOMMENDED TO COUNCIL** that it noted the progress undertaken by Leadership Gloucestershire in respect of the devolution agenda and that it supports, in principle, further devolution development work together with Leadership Gloucestershire partners.

(b) Naming of New Leisure Facility

30 - 33

At its meeting on 2 September 2015 the Executive Committee considered a report in respect of the name of the new leisure facility and **RECOMMENDED TO COUNCIL** that the name for the new leisure facility at Gloucester Road, Tewkesbury be 'Tewkesbury Leisure Centre'.

9. CHANGE TO OUTSIDE BODY REPRESENTATION

At the Council meeting on 26 May 2015, it was agreed that Councillor Mrs Janet Day would be an observer to the Gloucestershire Hospitals NHS Foundation Trust.

Councillor Day is also the Council's representative to the Gloucestershire Health and Care Overview and Scrutiny Committee and she feels unable to do both. The Council is therefore asked to agree a new representative to the Gloucestershire Hospitals NHS Foundation Trust.

Recording of Meetings

Please be aware that the proceedings of this meeting may be recorded and this may include recording of persons seated in the public gallery or speaking at the meeting. Please notify the Democratic Services Officer if you have any objections to this practice and the Mayor will take reasonable steps to ensure that any request not to be recorded is complied with.

Any recording must take place in such a way as to ensure that the view of Councillors, Officers, the public and press is not obstructed. The use of flash photography and/or additional lighting will not be allowed unless this has been discussed and agreed in advance of the meeting.

TEWKESBURY BOROUGH COUNCIL

Minutes of a Meeting of the Council held at Winchcombe School, Winchcombe on Tuesday, 19 May 2015 commencing at 6:00 pm and reconvened at the Council Offices, Gloucester Road, Tewkesbury on Tuesday, 26 May 2015 at 6.00 pm

Present:

The Worshipful the Mayor
Deputy Mayor

Councillor M Dean
Councillor R A Bird

and Councillors:

R E Allen, P W Awford, Mrs G F Blackwell, K J Cromwell, D M M Davies, Mrs J E Day, R D East, J H Evetts, D T Foyle, R E Garnham, Mrs P A Godwin, Mrs M A Gore, Mrs J Greening, Mrs R M Hatton, B C J Hesketh, Mrs A Hollaway, Mrs E J MacTiernan, J R Mason, Mrs H C McLain, A S Reece, T A Spencer, P D Surman, H A E Turbyfield, R J E Vines, M J Williams and P N Workman

CL.1 APOLOGIES FOR ABSENCE

- 1.1 Apologies for absence were received from Councillors Mrs K J Berry, R Bishop, R Furolo, Mrs S E Hillier-Richardson, V D Smith, Mrs P E Stokes, M G Sztymiak and D J Waters.

CL.2 ELECTION OF MAYOR

- 2.1 With the retiring Mayor, Councillor Mike Dean, in the chair, it was proposed by Councillor Jim Mason and seconded by Councillor Bob East, that Councillor Ron Allen be, and is hereby, elected Mayor of the Borough of Tewkesbury for the ensuing Municipal Year.
- 2.2 On the Motion being put to the meeting it was declared to be carried, whereupon the Mayor took the chair, signed the Declaration of Acceptance of Office and took the Oath of Allegiance to Her Majesty the Queen.
- 2.3 In thanking Members for the honour of electing him Mayor of the Borough of Tewkesbury, Councillor Allen indicated that he understood the year ahead was not likely to be an easy one with resources tight but he felt he would enjoy the challenge. He was of the view that the Council's focus should be to support the economic health of the Borough and its businesses and continue to offer advice and assistance to the vulnerable members of its community. He was sure the Council could meet these challenges and still maintain its high quality services.
- 2.4 The Mayor indicated that his Mayoress for the year would be his friend and colleague, Councillor Elaine MacTiernan, and his Chaplain would be Reverend Wendy Ruffle, Minister for Prior's Park. He felt sure that both would offer the support and guidance which would be needed to ensure a successful year in Office. The charities that he would be supporting during his Mayoral year were Lupus UK and the Trussell Trust - Tewkesbury and North Cotswold Foodbanks.

- 2.5 The Mayor paid particular tribute to his late wife Mary and indicated that her warm encouragement had made it possible for him to serve as a Councillor for so many years on both the Borough Council and the County Council. He also thanked the Governors of Winchcombe School for making the venue available for the evening's Mayor Making ceremony.
- 2.6 In concluding his speech, the Mayor thanked everyone for attending and hoped that they would have an enjoyable evening.

CL.3 RETIRING MAYOR - COUNCILLOR MIKE DEAN

- 3.1 Councillor John Evetts expressed the Council's thanks to Councillor Mike Dean for the way that he had represented the Borough throughout his year in Office. He indicated that Councillor Dean had had a particularly successful year of fundraising for his chosen charities and he knew he was very proud of the amount raised. He knew that Councillor Dean, along with his Mayoress Anne, had very much enjoyed the experiences that the year had offered and he felt they had been exceptional advocates for the Borough.
- 3.2 Councillor Dean thanked Councillor Evetts for his words and offered his congratulations and best wishes to the new Mayor and Mayoress for their year ahead.
- 3.3 Councillor Dean advised that there had been three elements to the role of Mayor, the first was civic, the second governmental and the third was charitable. In terms of the civic responsibilities for the year, Councillor Dean indicated that they had been most enjoyable and memorable in so many ways. There had been a number of trips to Imjin Barracks which had been fantastic experiences; there had also been a number of engagements which had been held in commemoration of WWI which had been extremely touching; and many other events all over the Borough. He advised that they had made many new friends in the other civics and had had much fun along the way. In terms of governmental, this referred to the chairing of the Council meetings. Councillor Dean indicated that this had been daunting, and sometimes terrifying, but he was happy to have made it through the experience, having also reached some important milestones along the way. In all elements of the charitable side of the role he and his Mayoress had tried to ensure they, and those involved, had had fun. Councillor Dean indicated that they were both extremely proud of the amount raised for their chosen charities and he particularly thanked his friend, Mr David Buckley, for his help and support in achieving the amount raised.
- 3.4 In concluding his speech, Councillor Dean offered his thanks to all of the Officers at the Council who had helped him throughout the year, and to his Chaplain, Reverend John Partington, for his support. However, he indicated that, above all, his thanks went to his Mayoress and wife, Anne, whose diligence and attention to detail had ensured their year was a successful one which they had both enjoyed immensely.
- 3.5 The Worshipful the Mayor, Councillor Ron Allen, presented Councillor Mike Dean with a Past Mayor's Badge to mark his successful year in Office.
- 3.6 The retiring Mayoress, Mrs Anne Dean, invested Councillor Mrs Elaine MacTiernan with the Mayoress' Badge of Office and Councillor MacTiernan presented Mrs Dean with a Past Mayoress' Badge.

CL.4 APPOINTMENT OF DEPUTY MAYOR

- 4.1 It was proposed by Councillor Philip Surman, and seconded by Councillor Derek Davies, that Councillor Mrs Gill Blackwell be, and is hereby, appointed Deputy Mayor of the Borough of Tewkesbury for the ensuing Municipal Year.
- 4.2 The Motion was put to the meeting and was carried.

- 4.3 Councillor Gill Blackwell expressed her thanks to her fellow Councillors for their support and indicated that she felt honoured to be elected Deputy Mayor. She advised that her Consort would be her husband Mr Mike Blackwell.
- 4.4 Councillor Blackwell accepted the Deputy Mayor's Badge of Office from the Mayor and signed the Declaration of Acceptance of Office.
- 4.5 Flowers were presented to Mrs Anne Dean, Councillor Mrs Elaine MacTiernan and Councillor Mrs Gill Blackwell.

CL.5 ADJOURNMENT

- 5.1 Upon the Motion of the Mayor, the meeting of the Council stood adjourned until Tuesday, 26 May 2015 at 6.00pm.

CL.6 RESUMPTION

- 6.1 The meeting then resumed in the Council Chamber of the Tewkesbury Borough Council Offices, Gloucester Road, Tewkesbury on Tuesday 26 May 2015, when the attendance was as follows:

Present:

The Worshipful the Mayor
Deputy Mayor

Councillor R E Allen
Councillor Mrs G F Blackwell

and Councillors:

P W Awford, Mrs K J Berry, R A Bird, R Bishop, G J Bocking, K J Cromwell, D M M Davies, Mrs J E Day, M Dean, R D East, A J Evans, J H Evetts, D T Foyle, R Furolo, R E Garnham, Mrs P A Godwin, Mrs M A Gore, Mrs J Greening, Mrs R M Hatton, B C J Hesketh, Mrs S E Hillier-Richardson, Mrs A Hollaway, Mrs E J MacTiernan, J R Mason, Mrs H C McLain, A S Reece, V D Smith, T A Spencer, Mrs P E Stokes, P D Surman, M G Sztymiak, H A E Turbyfield, R J E Vines, D J Waters, M J Williams and P N Workman

CL.7 DECLARATIONS OF INTEREST

- 7.1 The Committee's attention was drawn to the Tewkesbury Borough Council Code of Conduct which was adopted by the Council on 26 June 2012 and took effect from 1 July 2012.
- 7.2 There were no declarations of interest made on this occasion.

CL.8 MINUTES

- 8.1 The Minutes of the meeting held on 14 April 2015, copies of which had been circulated, were approved as a correct record and signed by the Mayor.

CL.9 ANNOUNCEMENTS

- 9.1 The evacuation procedure, as noted on the Agenda, was advised to those present.
- 9.2 The Mayor advised that he had allowed a change in the order of Agenda Items so Item 9(2), Report of the Leader of the Council, would now be taken before Item 9(1), Membership of Committees.

9.3 At the invitation of the Mayor, the Leader of the Council thanked those members of staff that had been involved in running the election and count so successfully earlier in the month. He felt it was a credit to the Council that the process had worked exceptionally well throughout.

CL.10 ITEMS FROM MEMBERS OF THE PUBLIC

10.1 There were no items from members of the public on this occasion.

CL.11 MEMBER QUESTIONS PROPERLY SUBMITTED IN ACCORDANCE WITH COUNCIL PROCEDURE RULES

11.1 There were no Member questions on this occasion.

CL.12 ELECTION OF LEADER OF THE COUNCIL

12.1 Upon being proposed and seconded it was

RESOLVED That Councillor R J E Vines be elected as Leader of the Council, and therefore Chairman of the Executive Committee, for the ensuing Municipal Year.

12.2 Councillor Vines thanked the Council for its endorsement in his leadership and indicated that he would continue to do his best for the Borough during the year ahead.

CL.13 ELECTION OF DEPUTY LEADER OF THE COUNCIL

13.1 Upon being proposed and seconded it was

RESOLVED That Councillor D J Waters be elected as Deputy Leader of the Council, and therefore Vice-Chairman of the Executive Committee, for the ensuing Municipal Year.

CL.14 MEMBERSHIP OF COMMITTEES, LEAD MEMBERS AND APPOINTMENT TO OUTSIDE BODIES

Report of the Leader of the Council

14.1 The Leader of the Council indicated that, as part of the Constitution, he was required to report at the Annual Council meeting on the number of Lead Members and scope of their Portfolios for the coming year, the number of Specialist Members and the specialist areas to be covered, and any other matters in relation to the political management of the Council.

14.2 Accordingly, he proposed that the number of the Executive Committee be reduced from 10 Members to nine Members and that there be nine Portfolios with the Leader of the Council taking on a Corporate Portfolio with eight other Portfolios covering:

Customer Focus

Organisational Development

Finance and Asset Management

Built Environment

Clean and Green Environment

Community

Economic Development/Promotion

Health and Wellbeing

He also proposed that each Portfolio Holder should have a Support Member from the same Political Party who would attend the Portfolio Holder Briefings in order to be fully informed of what was happening within the Portfolio. The Support Member would not represent the Portfolio Holder at meetings or deal with the press in relation to Portfolio matters.

- 14.3 The Leader indicated that there were a number of Working Groups, Boards and Panels that needed to be established under the new Council but in light of the composition of the Council he proposed that authority be delegated to the Borough Solicitor, in consultation with the Leader and Deputy Leader, to review the constitution/composition of the following and establish them if required:

Community Infrastructure Levy Working Group
 Planning Policy Reference Panel
 Leisure Facility Member Reference Group
 Member Development Working Group
 Flood Risk Management Group
 Grants Working Group
 Junction 9 Area Member Reference Panel
 Transform Working Group
 Joint Staff Consultative Group
 The Horsford Trust
 Chief Executive Appraisal Panel
 Tree Panel

- 14.4 Members agreed and, accordingly, it was

RESOLVED That the Leader's report be **NOTED** and authority delegated to the Borough Solicitor, in consultation with the Leader and Deputy Leader, to review the constitution/composition of the Groups set out in Minute No. 14.3 above and establish them if required.

Membership of Committees 2015/16

- 14.5 Upon being proposed and seconded it was

RESOLVED That the following Committee Memberships be **AGREED**:

Executive

R E Allen
 Mrs K J Berry
 R A Bird
 D M M Davies
 M Dean
 Mrs E J MacTiernan
 J R Mason
 R J E Vines
 D J Waters

Licensing

Mrs K J Berry
 Mrs G F Blackwell
 G J Bocking
 Mrs J E Day
 A J Evans
 R Furolo
 R E Garnham
 Mrs P A Godwin
 Mrs J Greening
 Mrs R M Hatton
 Mrs A Hollaway
 A S Reece
 H A E Turbyfield
 M J Williams
 P N Workman

Planning

R E Allen
 R A Bird
 Mrs G F Blackwell
 D M M Davies
 M Dean
 R D East
 J H Evetts
 D T Foyle
 Mrs M A Gore
 Mrs J Greening
 Mrs A Hollaway
 Mrs E J MacTiernan
 J R Mason
 A S Reece
 T A Spencer
 Mrs P E Stokes
 P D Surman
 R J E Vines
 P N Workman

Standards

M Dean
 Mrs S E Hillier-Richardson
 T A Spencer
 P D Surman
 M G Sztymiak
 H A E Turbyfield
 M J Williams

Overview and Scrutiny

P W Awford
 Mrs G F Blackwell
 G J Bocking
 K J Cromwell
 Mrs J E Day
 R D East
 D T Foyle
 Mrs R M Hatton
 Mrs H C McLain
 T A Spencer
 Mrs P E Stokes
 P D Surman
 M G Sztymiak
 H A E Turbyfield
 M J Williams

Audit

K J Cromwell
 A J Evans
 R Furolo
 Mrs P A Godwin
 B C J Hesketh
 Mrs S E Hillier-Richardson
 Mrs H C McLain

AD HOC COMMITTEES

**Employee Appeals
 (any 5 from 8)**

Mrs K J Berry
 Mrs G F Blackwell
 Mrs J E Day
 R E Garnham
 Mrs M A Gore
 Mrs E J MacTiernan
 J R Mason
 P D Surman

**Employee
 Appointments (5)**

R E Allen
 M Dean
 R E Garnham
 Mrs E J MacTiernan
 M G Sztymiak

**Housing Allocations and
 Homelessness Review (any
 5 from 9)**

Mrs G F Blackwell
 Mrs J E Day
 R Furolo
 Mrs P A Godwin
 Mrs R M Hatton
 Mrs E J MacTiernan
 J R Mason
 Mrs P E Stokes
 M J Williams

Outside Bodies 2015/16, Gloucestershire Police and Crime Panel, Shared Legal Services Joint Monitoring and Liaison Group, Shared Building Control Joint Monitoring and Liaison Group and Severn Vale Housing Society

14.6 Upon being proposed and seconded, it was

RESOLVED

1. That the following Outside Body Representation be **AGREED:**

2gether NHS Foundation Trust (<i>observer</i>)	R E Allen
A48 Meeting	D M M Davies
Ambulance Trust (<i>observer</i>)	R E Allen
Cleeve Common Board of Conservators	R D East
Community Safety Partnership	Lead Member (<i>Community</i>) Mrs E J MacTiernan
Cotswolds AONB Conservation Board	M Dean
District Councils Network	Leader of the Council
G First/LEP (plus 1 reserve)	Lead Member (<i>Economic Development/ Promotion</i>) Mrs E J MacTiernan
Gloucester and District Citizens' Advice Bureau	A J Evans
Gloucestershire Airport Consultative Committee	M J Williams
Gloucestershire County Cycle Forum	A J Evans
Gloucestershire Hospitals NHS Foundation Trust (<i>observer</i>)	Mrs J E Day
Gloucestershire Joint Waste Committee	Lead Member (<i>Clean & Green Environment</i>) Leader of the Council
Gloucestershire Playing Fields Association	D T Foyle
Gloucestershire Waste Partnership	Lead Member (<i>Clean & Green Environment</i>)

Leadership Gloucestershire (plus 1 reserve)	Leader of the Council Deputy Leader of the Council
Local Government Association	Leader of the Council <i>* should the Leader of the Council be unable to attend the Annual Local Government Association Conference in any year, authority will be delegated to the Chief Executive, in consultation with the Leader, to appoint a representative to attend.</i>
Lower Severn (2005) Internal Drainage Board	P W Awford
Parking and Traffic Regulations Outside London (PATROL) Adjudication Joint Committee	K J Cromwell J R Mason
Prior's Park Neighbourhood Project	Mrs J Greening
Riverside Partnership	Lead Member (<i>Built Environment</i>) Lead Member (<i>Economic Development/Promotion</i>) Lead Member (<i>Health and Wellbeing</i>) Mrs E J MacTiernan
Roses Theatre Trust	Mrs A Hollaway
Safe at Home Advisory Group (formerly known as Anchor Staying Put Advisory Group)	Mrs J E Day Mrs M A Gore
South West Councils	Leader of the Council R E Allen (Deputy)
South West Councils – Employers Panel	D M M Davies
Tewkesbury Road Safety Liaison Group	K J Cromwell M Dean
Tewkesbury District Twinning Association Management Committee	P W Awford

Tewkesbury Regeneration Partnership	Lead Member (<i>Built Environment</i>) Lead Member (<i>Economic Development/Promotion</i>) Lead Member (<i>Health and Wellbeing</i>)
-------------------------------------	--

Tewkesbury Swimming Bath Trust Management Committee	P W Awford R A Bird K J Cromwell Mrs J E Day R Furolo Mrs J Greening A S Reece V D Smith T A Spencer P N Workman
---	---

Winchcombe Sports Hall Management Committee	Mrs J E Day
---	-------------

Winchcombe Town Trust	J R Mason
-----------------------	-----------

2. That Councillor R E Garnham be appointed as the Council's representative on the Gloucestershire Police and Crime Panel and that Councillor R E Allen be appointed as the reserve Member.
3. That the Lead Member for Corporate Governance and Councillor D T Foyle be appointed as the Council's representatives on the Shared Legal Services Joint Monitoring and Liaison Group and that Councillors Mrs M A Gore and Mrs H C McLain be appointed as the substitutes.
4. That the Lead Member for Built Environment and Councillor R D East be appointed as the Council's representatives on the Shared Building Control Joint Monitoring and Liaison Group.
5. That the Lead Member for Health and Wellbeing and Councillor D J Waters be appointed as the Council's representatives on the Board of Severn Vale Housing Society for the term of the Council.

Chairmen and Vice-Chairmen, County Council Health and Care Scrutiny Committee and Gloucestershire Economic Growth Scrutiny Committee

14.7 Members of each Committee took turns to elect a Chairman and Vice-Chairman and the Overview and Scrutiny Committee elected representatives to the County Council's Health and Care Scrutiny Committee and the Gloucestershire Economic Growth Scrutiny Committee. Accordingly it was

RESOLVED

1. That the Chairmen and Vice-Chairmen for each Committee be **AGREED** as follows:

Overview and Scrutiny Committee:

Chairman – Councillor P W Awford

Vice-Chairman – Councillor Mrs G F Blackwell

Audit Committee:

Chairman – Councillor R Furolo

Vice-Chairman – Councillor Mrs H C McLain

Planning Committee:

Chairman – Councillor J H Evetts

Vice-Chairman – Councillor R D East

Licensing Committee:

Chairman – Councillor R E Garnham

Vice-Chairman – Councillor Mrs J Greening

Standards Committee

Chairman – Councillor P D Surman

Vice-Chairman – Councillor M J Williams

2. That Councillor Mrs J E Day be the Council's nominated representative on the County Council's Health and Care Scrutiny Committee.
3. That Councillor P W Awford be the Council's nominated representative on the Gloucestershire Economic Growth Scrutiny Committee and that Councillor K J Cromwell be the reserve.

CL.15 MAYOR OF TEWKESBURY'S APPEAL FUND

15.1 It was proposed, seconded and

RESOLVED That Councillors P W Awford, J R Mason and D J Waters be appointed as Trustees of the Mayor of Tewkesbury's Appeal Fund for 2015/16.

CL.16 HONORARY ALDERMEN

16.1 It was proposed, seconded and

RESOLVED That an Extraordinary meeting of the Council be convened, on a date to be agreed, in order to confer the honour of Honorary Alderman upon former Councillors Brian Calway, Brian Jones, Allen Keyte, Tony Mackinnon, Margaret Ogden, Jude Perez, Audrey Ricks, Gordon Shurmer, Bill Whelan and Claire Wright.

CL.17 NOTICE OF MOTION - CAR PARKING IN TEWKESBURY

17.1 The Worshipful the Mayor referred to the Notice of Motion set out on the Agenda and indicated that, in accordance with the Rules of Procedure, it was necessary for the Council firstly to decide whether it wished to debate and determine the Motion at this evening's meeting, or whether it wished to refer the Motion, without debate, to a Committee for consideration with authority either to make a decision on the matter or to bring a recommendation back to Council. Upon being put to the vote it was agreed that the Motion would be determined at the current meeting.

- 17.2 Councillor M G Sztymiak proposed and Councillor P N Workman seconded that:
 'This Council acknowledges the importance of car parking in Tewkesbury and the adverse impact a shortage of car parking can have on the vitality of the town's businesses. The Council also recognises the significant contribution made by small businesses and retailers to the local economy and seeks to support local commerce.
 The new car parking price structure introduced in April this year is intended to help local trade by encouraging shoppers and visitors to stay longer in the town than the previous charging policy by offering better value parking over one hour.
 This Council accepts that the town centre car parks are the most convenient for the majority of shoppers. It also accepts that the new car parking charges should mean increased use of the car parks which would affect the capacity of the car parks to support extra and longer visits.
 The Council therefore resolves not to sell the Oldbury Road car park for a minimum of 12 months but to keep it as a car park so that the impact of the new charging structure on the capacity of the town's parking can be assessed'.
- 17.3 In speaking to the Motion, Councillor Sztymiak expressed the view that the Council should remember that part of the reason for wanting to sell the Oldbury Road car park was the fact that it was underutilised. However, since that decision was taken a new Car Parking Strategy had been introduced which sought to encourage people to stay longer in the Town by revising the charges which now meant that it was more attractive and better value for money for visitors to stay longer than an hour. For this reason, he felt it was essential that the Council waited for 12 months before selling the car park as this would allow an assessment of the effect of the new parking charges and strategy on the Town and its car parks. The car park was a valuable public asset which was vital to businesses and the organisations that operated in the Town. In seconding the Motion, Councillor Workman advised that the future of the Oldbury Road car park was one of the biggest decisions to affect the Council in recent years. He felt that the Car Parking Strategy would have the effect that the Council was hoping for; in encouraging visitors to remain longer in the Town, and therefore the Council would be foolish to sell the asset.
- 17.4 In response, a Member indicated that the Parking Strategy did acknowledge the importance of parking in Tewkesbury. However, Oldbury Road car park had not been included for consideration within that Strategy. In addition, the car park had now been sold subject to contract and any delay in the sale would result in penalties for the Council. In addition, he expressed the view that he was in favour of the proposed development and as such he was against the Motion. He felt there was sufficient parking capacity within the Town and that the sale should proceed. Another Member questioned whether the Council had a start date for development from the purchaser of the car park site. In response, she was advised that the Council had not yet been advised of a start date but it was understood that a planning application was imminent and it would certainly be hoped that the development would commence shortly after planning consent was received. One Member questioned whether the proposer would withdraw his Motion given that the Council would incur financial penalties if there was a delay but the proposer of the Motion declined.
- 17.5 In summing up, the proposer of the Motion indicated that there were alternative uses for the car park but there was no evidence that they would bring benefits to the Town. He argued in strong terms that the additional car parking space that was offered by Oldbury Road car park was absolutely necessary as if people could not find anywhere to park on their first visit they would not return. With this in mind, he was of the view that those that voted against his Motion would not be helping the prosperity of the Town.

17.6 Upon being put to the vote the Motion was lost and it was

RESOLVED That the following Motion not be agreed:

'This Council acknowledges the importance of car parking in Tewkesbury and the adverse impact a shortage of car parking can have on the vitality of the town's businesses. The Council also recognises the significant contribution made by small businesses and retailers to the local economy and seeks to support local commerce.

The new car parking price structure introduced in April this year is intended to help local trade by encouraging shoppers and visitors to stay longer in the town than the previous charging policy by offering better value parking over one hour.

This Council accepts that the town centre car parks are the most convenient for the majority of shoppers. It also accepts that the new car parking charges should mean increased use of the car parks which would affect the capacity of the car parks to support extra and longer visits.

The Council therefore resolves not to sell the Oldbury Road car park for a minimum of 12 months but to keep it as a car park so that the impact of the new charging structure on the capacity of the town's parking can be assessed'.

CL.18 SEPARATE BUSINESS

18.1 The Chairman proposed, and it was

RESOLVED: That, under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items on the grounds that they involve the likely discussion of exempt information as defined in Part 1 of Schedule 12A of the Act.

CL.19 SEPARATE MINUTES

19.1 The separate Minutes of the meeting held on 14 April 2015, copies of which had been circulated, were approved as a correct record and signed by the Mayor.

The meeting closed at 7:00 pm

TEWKESBURY BOROUGH COUNCIL

Report to:	Executive Committee
Date of Meeting:	2 September 2015
Subject:	Gloucestershire Devolution Project
Report of:	Mike Dawson, Chief Executive
Corporate Lead:	Mike Dawson, Chief Executive
Lead Member:	Councillor R J E Vines, Leader of the Council
Number of Appendices:	Two

Executive Summary:

There is considerable national interest in the 'devolution agenda'. In Gloucestershire, Council and other public and private sector leaders working together through Leadership Gloucestershire, have expressed an interest to government to explore this further and made initial proposals for further exploration. There are potential benefits for Gloucestershire in exploring what powers and budgets may be devolved. This would also require consideration of appropriate governance arrangements. These will include the potential creation of a combined authority to manage decisions related to the devolved powers and any powers that may be delegated by partner organisations. This report asks the Committee to note progress to date, recommends the establishment of a Member Devolution Working Group and recommends to Council that the potential benefits of the devolution agenda are supported in principle.

Recommendation:

- 1. That the Committee note the progress undertaken to date by Leadership Gloucestershire in respect of the devolution agenda.**
- 2. That a Member Devolution Working Group is established, in accordance with the Terms of Reference set out at Appendix 2, with the political composition being determined by the Leader and Deputy Leader of the Council and Group Leaders then being invited to make nominations to the Group as appropriate.**
- 3. That it be RECOMMENDED TO COUNCIL that it notes the progress undertaken by Leadership Gloucestershire in respect of the devolution agenda and that it supports in principle further devolution development work together with Leadership Gloucestershire partners.**

Reasons for Recommendation:

To note progress to date and give in principle support to the Gloucestershire devolution agenda whilst establishing a Member Devolution Working Group to engage Members in this work.

<p>Resource Implications:</p> <p>None at this stage.</p>
<p>Legal Implications:</p> <p>None at this stage.</p>
<p>Risk Management Implications:</p> <p>None at this stage. Risk analysis will be undertaken as the project progresses.</p>
<p>Performance Management Follow-up:</p> <p>None at this stage.</p>
<p>Environmental Implications:</p> <p>None.</p>

1.0 INTRODUCTION/BACKGROUND

- 1.1** Nationally, there is an active debate about the need for government to pass significant powers down to local government in England to match the powers devolved to the parliament in Scotland and the national assemblies in Wales and Northern Ireland. So far ‘deals’ between the government and local authorities have tended to focus on English cities and large urban areas. However, across the country many two-tier areas are keen to take part in the discussion and the government is now seeking expressions of interest in further potential devolution projects, including those from two tier areas.
- 1.2** The purpose of these expressions of interest is so that government and local public sector partnerships can explore what policy/budget areas might be advantageous to both if they were to be devolved for more local control.
- 1.3** In Gloucestershire public sector partners, working through Leadership Gloucestershire, have recognised potential benefits of achieving devolved powers and budgets for Gloucestershire and also in developing closer and more effective working between public sector bodies in the county. The partners include the Leaders of all seven councils, the Police and Crime Commissioner and the Chairs of the LEP and the Clinical Commissioning Group. In mid-July Leadership Gloucestershire submitted an expression of interest (EOI) document to Government for consideration.
- 1.4** The purpose of the EOI was to alert government to Gloucestershire’s interest in exploring devolution benefits further, not to set out the full detail that would be needed for a worked up devolution bid. The EOI covered the following workstream areas:
- Economic growth;
 - Strategic planning and infrastructure;
 - Health and wellbeing;
 - Community Safety; and
 - Governance.

1.5 There are significant potential benefits associated with devolution. These include support and devolved government funding to encourage economic growth and infrastructure provision, better use of public funds in areas such as health and wellbeing allowing cross sector investment to reduce demand on services and more coordinated decision making in respect of major issues such as strategic planning, strategic housing and infrastructure delivery. These points are made within the EOI.

1.6 This is clearly an agenda which will be of great interest to Members and to keep Members aware of progress two briefing seminars on the subject of devolution have been held on 30 June and 26 August. In addition the EOI was circulated to all Members at the Leader's request in July shortly after submission the government. A copy of the EOI is attached at Appendix 1 for information

2.0 THE CURRENT POSITION

2.1 Since submission of the EOI, feedback has been received from Government that more detailed information is needed in respect of the actual 'asks' of government and benefits to be achieved under the work streams. Given the limited nature of the EOI, this was not unexpected.

2.2 Furthermore, information has been received in the feedback that the Government is at this time focussing on city and urban areas and will only select 3-5 non-urban areas to go forward in the current devolution round. Civil servants have advised that for any area to be included in the process at this stage, the required information must be submitted by 4 September.

2.3 This is a very tight timescale, however work is under way to develop the required information for a further more detailed submission and this will be considered by Leadership Gloucestershire on 2 September. If Leadership Gloucestershire agrees to submit this further information and is selected as an area to be considered for devolution there will follow a period of intense work to review potential governance options, develop business cases for the proposal and devolution 'asks' of government and development of other local partnerships related to the workstream areas.

2.4 The status of the documents submitted to date is that they are expressions of interest aimed at opening dialogue with government about devolved powers for Gloucestershire and the appropriate governance arrangements that will be needed. This Council and all partners will need to agree to support any devolution 'deal' and associated governance arrangement. If the Gloucestershire EOI is successful there is considerable work to be done to bring this to fruition.

2.5 This further work would involve consultation with all partners, including this Council, throughout the autumn. Current understanding would suggest that a decision by partner Councils/boards to agree the final arrangements would be needed around February 2016.

2.6 If, as is most likely given the limited places available, Gloucestershire is not selected to take part in the current round of devolution discussions with government, it is not possible to say when future opportunities will be offered. However, there are potentially significant benefits to government, to Gloucestershire public sector organisations and to the people of Gloucestershire. Therefore, it is likely that Leadership Gloucestershire will wish to continue to develop the case for devolution in Gloucestershire in preparation for any future opportunities.

- 2.7** Given that the devolution agenda will remain in either scenario it would be helpful to engage Members in the development work in the coming months. This will allow a Member perspective to be inputted to any proposals as they are generated, assist in the distribution of information at Member level and support the Leader and Deputy Leader in this work.
- 2.8** It is therefore proposed that a Member Devolution Working Group is established comprising nine Members including the Leader and Deputy Leader in accordance with the Terms of Reference attached as Appendix 2.
- 3.0 OTHER OPTIONS CONSIDERED**
- 3.1** None.
- 4.0 CONSULTATION**
- 4.1** Members have been advised of progress through briefings. There will be a need to maintain Member engagement in the devolution agenda as it progresses. Councils will be consulted about proposals in the event of the bid from Leadership Gloucestershire being selected for further work by government.
- 5.0 RELEVANT COUNCIL POLICIES/STRATEGIES**
- 5.1** The Council Plan – any devolution proposals would need to support the overall aims of the Council Plan.
- 6.0 RELEVANT GOVERNMENT POLICIES**
- 6.1** Government policy and existing and emerging (Cities and Local Government Devolution Bill) legislation relating to local government.
- 7.0 RESOURCE IMPLICATIONS (Human/Property)**
- 7.1** None at this stage.
- 8.0 SUSTAINABILITY IMPLICATIONS (Social/Community Safety/Cultural/ Economic/ Environment)**
- 8.1** None.
- 9.0 IMPACT UPON (Value For Money/Equalities/E-Government/Human Rights/Health And Safety)**
- 9.1** None.
- 10.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS**
- 10.1** None.

Background Papers: None

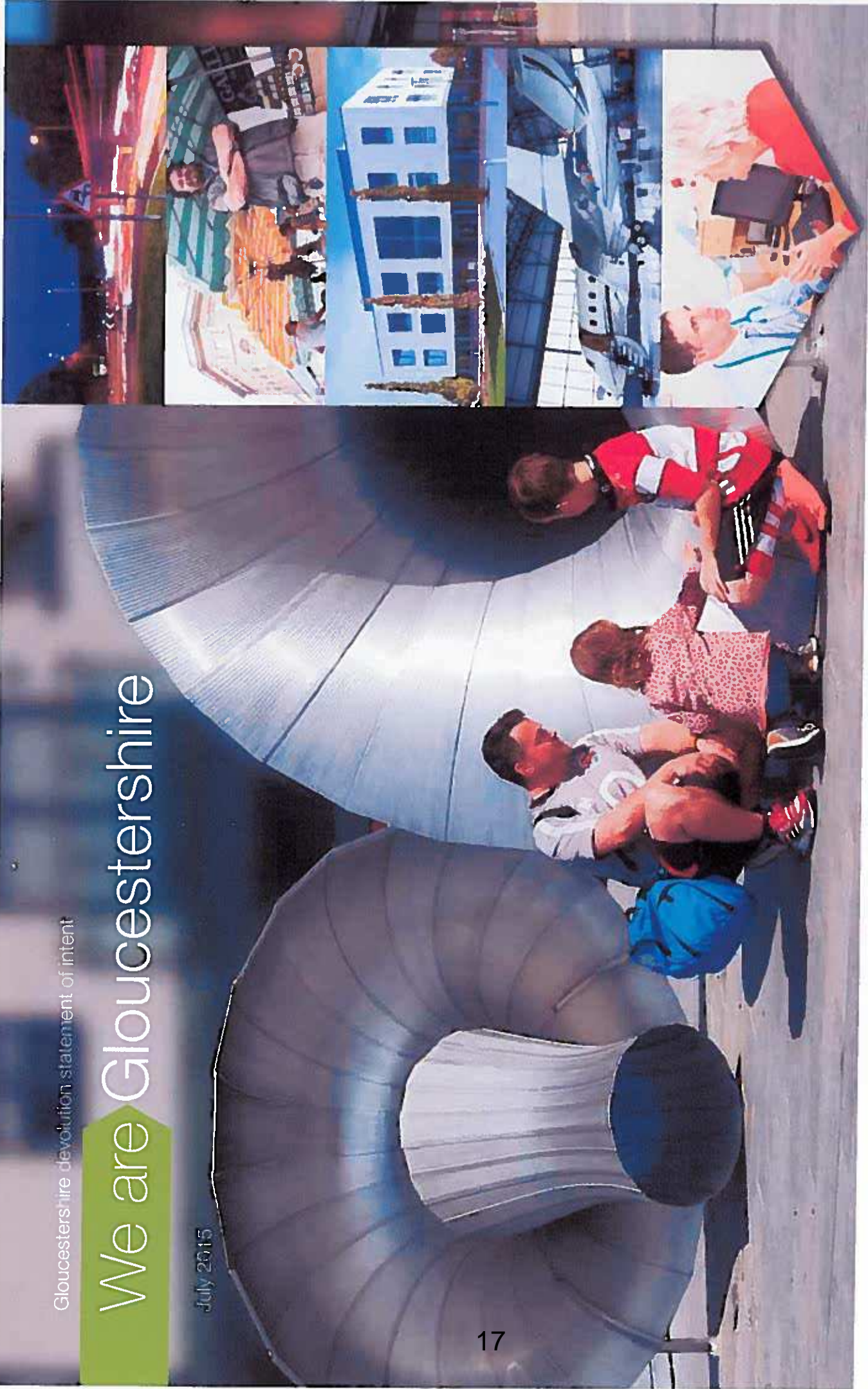
Contact Officer: Mike Dawson, Chief Executive Tel: 01684 272001

Appendices: Appendix 1 – Expression of Interest – Gloucestershire Devolution submitted in July 2015
Appendix 2 – Proposed Terms of Reference for Member Working Group

Gloucestershire devolution statement of intent

We are Gloucestershire

July 2015



-  **CHELTEMPHAM**
BOROUGH COUNCIL
-  **COTSWOLD**
DISTRICT COUNCIL
-  **Forest of Dean**
DISTRICT COUNCIL
-  **Gloucester**
City Council
-  **STROUD**
DISTRICT
COUNCIL
-  **Tewkesbury**
Town Council
-  **Gloucestershire**
COUNTY COUNCIL
-  **Gfist LEIP**
-  **Public Health and Local Government Gloucestershire**
-  **NFIS Gloucestershire**
Clinical Commissioning Group

The Gloucestershire challenge

Economic growth

Working with the private, public and voluntary sectors to generate

34,000 and over **5,000** **NEW APPRENTICESHIPS**

Deliver over **47,000** new homes



Supporting the creation of

200 NEW BUSINESSES between 2016 and 2021



DEVELOPMENT

of 180 hectares of employment land, including around Junctions 9 and 10 of the M5



Aim to drive **GROWTH** of **4.7%** GVA per annum (£500m) by 2022

Public sector reform

The number of carers is likely to

RISE by **12%** to **70,000** by 2017 due mainly to the increasing number of older people



3,400 MORE older people each year between 2012 and 2037



Need **FEWER CHILDREN** IN CARE

RISING NUMBERS OF CHILDREN are leading to increased demand for school places and other services



LEADING CAUSES OF DEATH

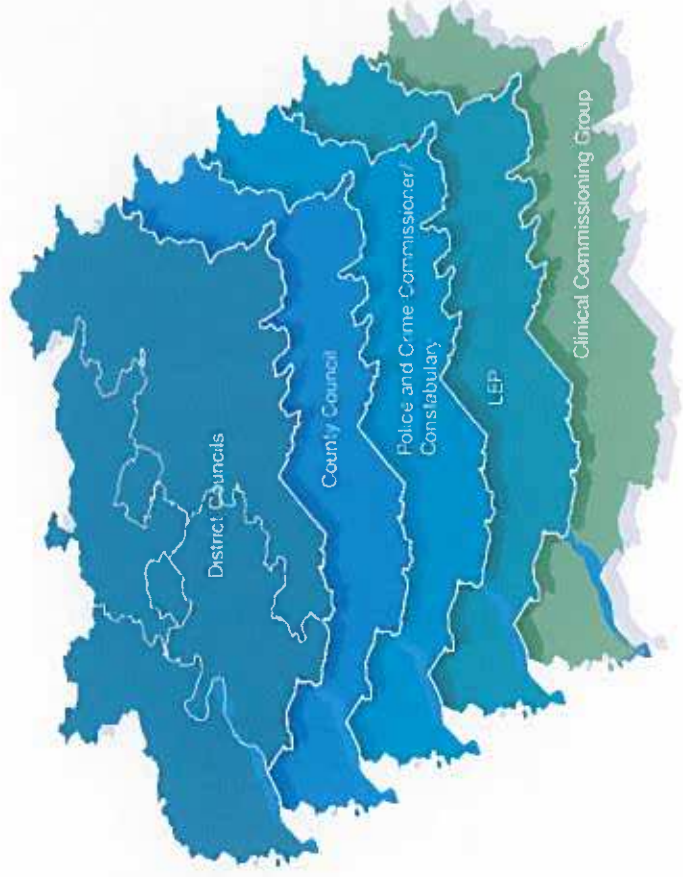
Reducing cancer, cardiovascular disease and respiratory disease as the main causes of death in Gloucestershire

CLOSING THE HEALTH INEQUALITY GAP



Finding new solutions – devolution

We are Gloucestershire...



This statement of intent sets out our devolution vision for Gloucestershire and has been put together by the county council, six district councils, the NHS Clinical Commissioning Group, the Local Economic Partnership (LEP), the Gloucestershire Constabulary and the Office of Police and Crime Commissioner.

We are coterminous, working together to reduce costs, minimise future costs and deliver better outcomes for the benefit of the people of Gloucestershire. We believe our county is uniquely placed to take forward the exciting opportunity devolution presents and that we have the experience, capability, ambition and enthusiasm to move quickly.

Gloucestershire is ready to build on the strong partnership working and well developed joint commissioning that already exists, delivering more joined up services, support and opportunities for people and achieving more for the Gloucestershire pound. We have a significant advantage in Gloucestershire as the boundaries of our key organisations already match. We also have a single health and wellbeing board, with the majority of acute, community, mental health and social care services provided by three countywide NHS Trusts, the county council and a single regional ambulance service.

Gloucestershire is ready for devolution. We have achieved a lot working together and we want to do more. We're ready to do more, well rehearsed in the complexities and challenges of working together with an established shared geography.

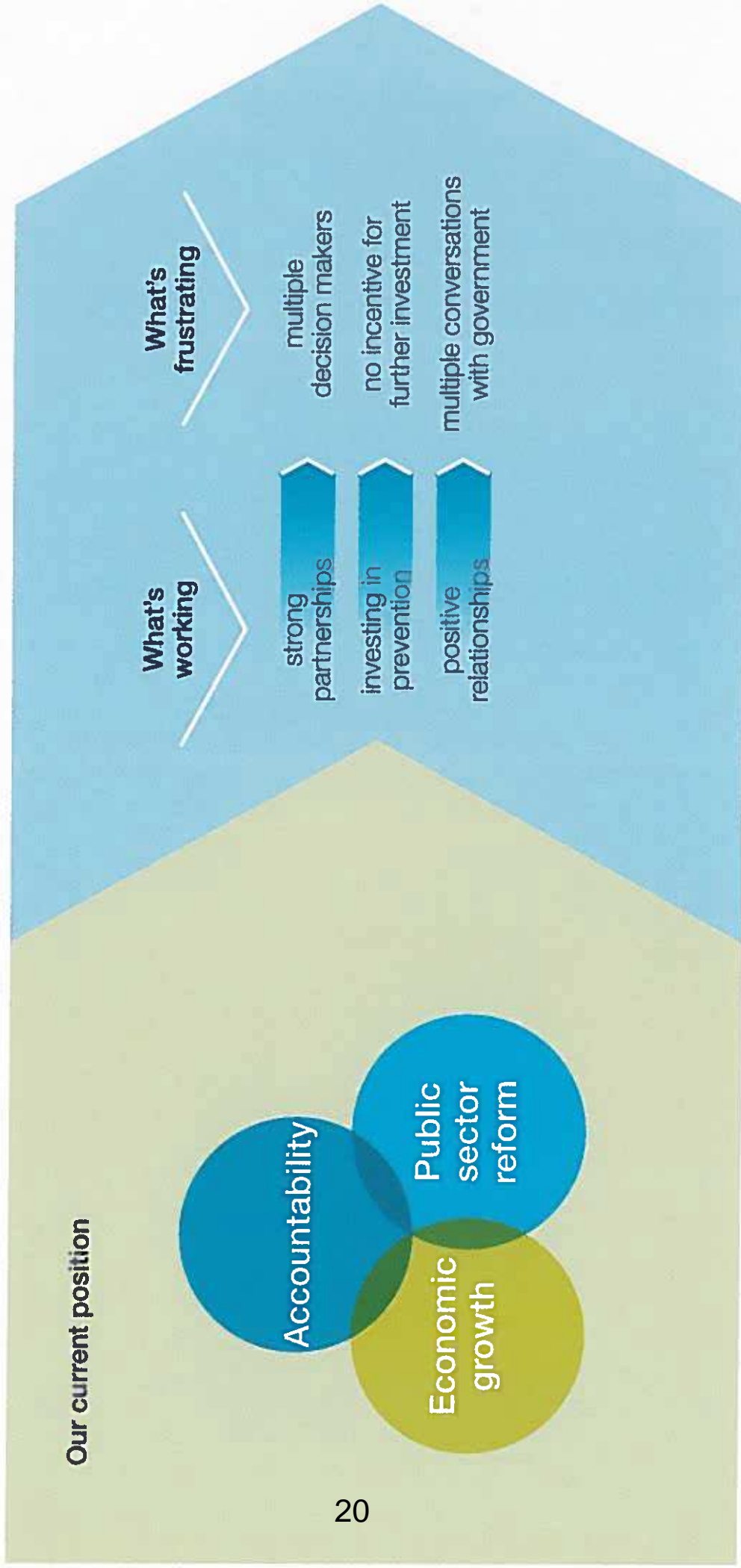
Our request is for a discussion with government about how we become a combined authority, as quickly and effectively as possible.

One boundary } one vision

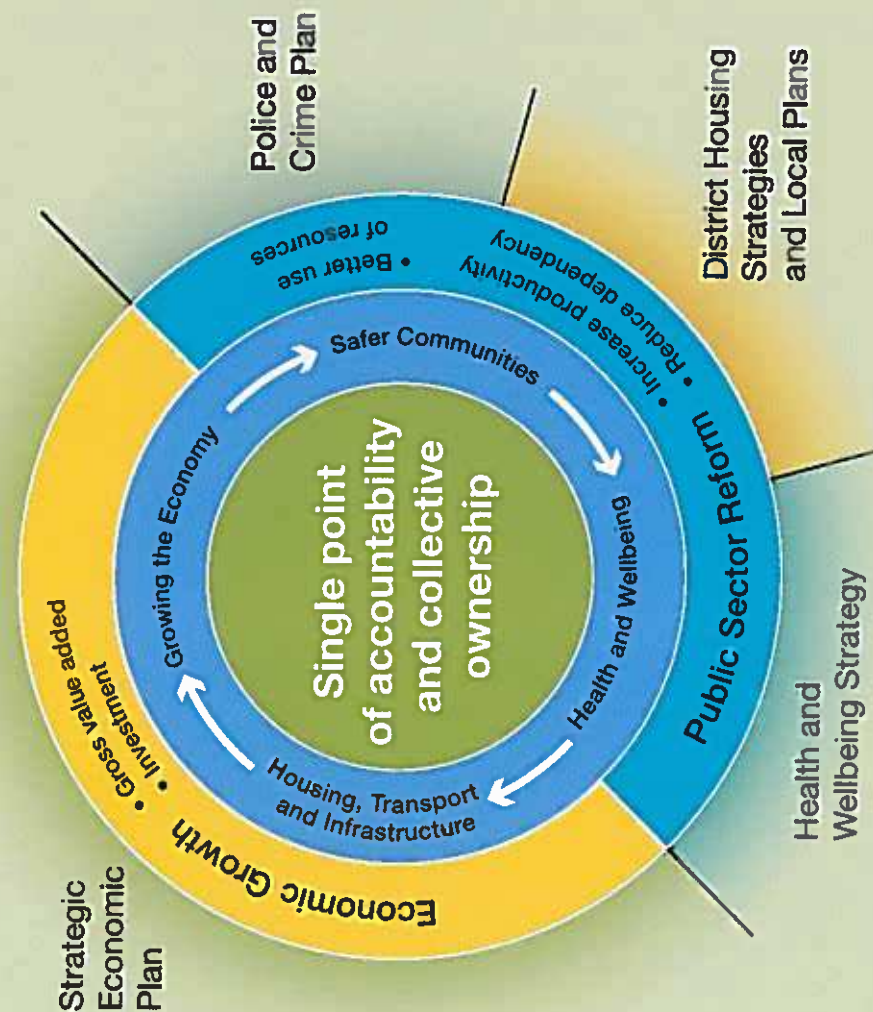
...ready for devolution



We know where we are now...



We need...



We know what we want...

We want...

...to grow the Gloucestershire economy

Improved productivity is important for the national and local economy, so our priority will be the devolution of the powers and resources to tackle this. Devolution will provide the opportunity for Gloucestershire, with leadership from the private sector through the LEP, to fully achieve the ambitions of the Strategic Economic Plan - growing Gloucestershire's economy by creating 34,000 jobs and creating GVA up lift of 4.7% - almost £500 million.

What has worked so far?

- The development of GFirst Local Enterprise Partnership demonstrated the strength of commitment to economic growth and the functional economic area of Gloucestershire
- The Gloucestershire Infrastructure Investment Fund (dispensing Growing Places Fund loans) has brought together expertise from across the public and private sectors to successfully review and monitor investments, which has so far committed £7m
- The GFirst LEP Strategic Economic Plan is widely recognised and supported by business across Gloucestershire and government
- We are a leader in disability employment where we have seen our employment rate for people with learning disabilities rise from 5.9% to 19.6% in just over two years

Devolution - what will be better in the future?

Devolved accountability and budgets for the key levers of the local economy to enable county-wide economic planning to be driven by GFirst LEP:

- Business Support (e.g. for export, for innovation)
- Skills budget to allow us to match education and skills provision to business need throughout the education system (e.g. FE funding, STEM provision, quality provision of careers advice and guidance, provision for those with barriers that stop them from working)
- Apprenticeships (e.g. funding and support for businesses and individuals)
- Employment land to allow us to match supply to need (e.g. through enterprise zones, inward investment of high growth businesses)
- Standardisation of best practice that enables economic growth (e.g. planning, licensing, highways)
- Alignment of resources (e.g. European Funding for Gloucestershire, economic development resource within local authorities to support work of the LEP, county-wide strategies)
- 100% local retention of business rates growth to reinvest in the Gloucestershire economy

Growing Gloucestershire's economy by creating 34,000 jobs

We want...

...accelerated delivery of homes and infrastructure

Gloucestershire has a successful economy and the demand for growth is high. The seven councils and the LEP are working together to provide for homes, jobs and infrastructure. Through this effective partnership we are already supporting and growing this vibrant economy across our diverse county.

What has worked so far?

- Across the county our local plans increase Gloucestershire's GVA by 4.7% through the delivery of over 47,000 new homes and 180 hectares of employment land
- The three councils at the heart of the LEP growth zone have developed a joint core strategy delivering over 30,000 new homes and 21,000 jobs, covering Cheltenham Borough, Gloucester City and Tewkesbury Borough
- Joint infrastructure pipeline planning has been established through the Gloucestershire Economic Growth Joint Committee. This will provide a clear jointly owned plan detailing priorities, delivery schedules and funding plans for infrastructure provision in Gloucestershire

Devolution - what will be better in the future?

- Simplify decision making for strategic planning, housing and infrastructure. Reduce the number of plans in Gloucestershire, share priorities and coordinate resources across the whole county to do everything to make sure planned growth happens when and where it should
- One conversation with government that provides a single view of public sector assets to drive growth and investment at the local level
- Government departments and agencies maximizing local investment by making appropriate and timely investment in the county's trunk road and rail network to maximize individual growth, for example in delivering needed improvements to the A417 at Birdlip, the A46 as it approaches M5 junction 9 at Ashchurch and the creation of a 4-way junction at M5 junction 10

47000
new homes

180 hectares
of employment
land

£800m of
infrastructure

Delivered in the
right place at
the right time

We want...

...improved health and wellbeing

Our vision is of a joined up Gloucestershire where services work in partnership with individuals, carers and local communities to transform the quality of care and support we provide. Through the Gloucestershire Strategic Forum we have developed a single vision for health and wellbeing supported by an agreed model 'People and Place' for service development.

What has worked so far?

- Top 10% of counties nationally for delayed transfers to care
- Shifting towards prevention agenda, by working together to support active communities with social prescribing rolled out across the whole county signposted by health and social care
- £200 million health and social care budgets already under joint commissioning arrangements
- Successful implementation of integrated health and social care community teams, supporting people to live well at home and reducing admissions to hospital

Devolution - what will be better in the future?

- Fully delegated authority for all health care commissioning budgets (including specialist commissioning) to allow for more efficient and effective management of pathways, from prevention through to specialist care
- Fully integrated approach to health and social care, with the opportunity to remove perverse incentives from the system that can still act as barriers to working together and using resources effectively
- Move further faster towards delivering our vision of a truly joined up Gloucestershire, where all parts of our system are working together around the patient to deliver improved health and wellbeing within available resources, helping reduce costs for government

Transform the quality of care and support for all
A proactive whole system avoiding the wasted costs of episodic care



We want...

...to make communities safer

The Police and Crime Plan both complements and is supported by the work of the Health and Wellbeing Board which has a strong focus on safeguarding and links to the Safeguarding Boards. Tackling child sexual exploitation, domestic abuse and sexual violence, youth offending and early intervention are all priorities for local partners and are managed through a series of effective partnerships including the Criminal Justice Board and the Children's Partnership. There is a real opportunity to join up public protection and safeguarding practice to improve outcomes for some of our most vulnerable people.

What has worked so far?

- The creation of a commissioner's fund which enables the wider communities of Gloucestershire to apply for funding for projects or initiatives that support the delivery of one or more of the police and crime plan priorities, to date we have funded c.190 projects
- Adopting a strengths based approach within our communities and the voluntary sector - a 'bottom up' approach
- Positive outcome for over 900 families through Families First (Troubled Families) with extra funding secured from government in recognition of success
- Year on year reduction in first time youth offending
- Joint funding of domestic violence perpetrator programme
- Implementation of the Police & Crime Plan with leads from organisations across the county to deliver an inclusive approach to less crime, more peace and good order

Devolution - what will be better in the future?

- Creating multi agency, community or place based budgets to work more closely with communities to reduce dependence and increase community safety
- Co-commissioning of interventions to reduce domestic violence, sexual abuse and child sexual exploitation
- Investing in upstream activity that will prevent and divert vulnerable people from committing crime and improve outcomes for the most vulnerable

Investing in prevention, reducing dependency, delivering benefits for all, reducing costs



We want...

...collective decision-making and accountability

The Gloucestershire £

Over £3 billion is spent by public sector Gloucestershire. We recognise that on-going pressures on public sector resources will require us to be innovative to get the best from this spending power. We have already pooled our business rates support. We have a social impact bond to help homeless and NEET young people. We have well-established joint commissioning in health and social care. We are looking at place and system-based approaches to commissioning and budget planning. We are looking for new ways to shift resources into prevention/early intervention and demand management.

What has worked so far?

- Gloucestershire has a long and successful track record of partnership working
- Leadership Gloucestershire, established in January 2011, brings together the leaders of the public sector organisations in Gloucestershire. Its role is to provide vision, leadership and strategic direction
- Gloucestershire Strategic Forum unites commissioners and providers of health and social care
- Successful transition to the role of the Police & Crime Commissioner and launch of Health and Wellbeing Board, the Local Enterprise Partnership and a Strategic Economic Growth Joint Committee.

Devolution - what will be better in the future?

- Single point of accountability and collective ownership
- The freedom to fundamentally reform the public sector
- We have a whole system that allows investment in prevention to be rewarded, making the Gloucestershire £ go further
- A system designed for the future not inherited from the past
- Decisions and services delivered at the right local level
- Local determination of public resources
- We know we need a stronger form of collective decision-making and accountability, such as a combined authority
- The LEP voice of business across the devolution agenda

Single point of accountability, a combined authority reducing costs for Gloucestershire and government

We ask...

Gloucestershire is asking for the freedom to go forward with public sector reform and economic growth through a new approach that allows greater local control of tax and spending, with the right forms of governance. The savings we can make as a combined authority will be of benefit locally and nationally. What's good for Gloucestershire is good for the country.

Our shared geography, experience, capability, ambition and enthusiasm means we're ready to take this forward and ask for a discussion with government about how we go further faster with a whole structure and accountability, through a combined authority.



We are Gloucestershire



DEVOLUTION WORKING GROUP

1. AIMS AND OBJECTIVES

To oversee the development of Gloucestershire's devolution agenda and associated proposals from a Tewkesbury Borough Council perspective.

2. CONSTITUTION AND POWERS

- (i) The Group shall comprise the Leader, the Deputy Leader and 7 other Members (political composition to be determined by the Leader and Deputy Leader of the Council followed by nominations from Group Leaders as appropriate).
- (ii) The Group shall complete its task upon the conclusion of work in respect of devolution in Gloucestershire.
- (iii) The Group shall, at its first meeting, appoint a Chairman and Vice-Chairman.
- (iv) The quorum of the Group shall be three Members.
- (v) Substitution arrangements will not apply.

3. TERMS OF REFERENCE

- (1) To guide the work associated with devolution in Gloucestershire as it impacts upon Tewkesbury Borough Council.
- (2) To consider any proposals for devolution in terms of the positive or negative impact upon the communities and businesses in Tewkesbury Borough.
- (3) To support the Leader and Deputy Leader and officers in respect of this work by providing a forum for discussion of relevant issues.
- (4) To make recommendations in respect of the distribution of information to keep all Members aware of progress being made in respect of the Gloucestershire devolution agenda.

4. DELEGATED POWERS

All issues that require a Committee decision will be reported to the Executive Committee and/or Council.

TEWKESBURY BOROUGH COUNCIL

Report to:	Executive Committee
Date of Meeting:	2 September 2015
Subject:	Naming of New Leisure Facility
Report of:	Simon Dix, Finance and Asset Management Group Manager
Corporate Lead:	Rachel North, Deputy Chief Executive
Lead Member:	Councillor D J Waters, Lead Member for Finance and Asset Management Councillor R E Allen, Lead Member for Health and Wellbeing
Number of Appendices:	None

Executive Summary:

In November 2013 the Council approved the development of a new leisure centre to be sited next to the Council Offices in Tewkesbury in order to provide modern and additional facilities to the residents of the Borough for the long term. A contractor, Wilmott Dixon, has been appointed to build the new centre and upon completion in Summer 2016 a new operator, Places for People, will manage the new centre.

With the build now seven months in and progressing well, it is essential to the development of the business that a name for the new facility is agreed in order to give certainty to the next phases of promotion of the new centre.

Recommendation:

To RECOMMEND TO COUNCIL the approval of ‘Tewkesbury Leisure Centre’ as the name for the new leisure facility at Gloucester Road, Tewkesbury.

Reasons for Recommendation:

To commence the next phase of promotion and communication at the start of Autumn 2015, the name of the new facility needs to be agreed. This will enable the brand to be developed and ensure that all materials produced are consistent with the chosen name.

Resource Implications:

No costs directly arising from this report.

Legal Implications:

None.

Risk Management Implications:

Failure to agree a name for the new facility would result in the promotion of the centre being undermined by inconsistency and uncertainty.

Performance Management Follow-up:

None associated with this report.

Environmental Implications:

None associated with this report.

1.0 INTRODUCTION/BACKGROUND

- 1.1 In November 2013 the Council agreed to provide a new leisure facility for the residents of the Borough which would incorporate the wet side facilities of the current Cascades facility but also add dry side facilities such as a sixty station gymnasium.
- 1.2 In January 2015 the Council signed contracts with Wilmott Dixon to build the new facility and Places for People to manage the facility once it is completed. The building works commenced in February 2015 and are forecast to be completed by June 2016 with the new facility being open to the public from 1 July 2016.
- 1.3 Upon completion of the new facility, the Council will end its interest in the current Borough swimming pool at Cascades in Tewkesbury. The Tewkesbury Swimming Bath Trust held a public vote on 10 June 2015 and has agreed to terminate its lease of Cascades in line with the opening of the new centre. The facilities at Cascades will remain open until the new leisure facility is opened to the public.

2.0 NAMING OF NEW LEISURE FACILITY

- 2.1 To date no name for the new leisure facility has been agreed and the facility has been using the working title of Tewkesbury Leisure Centre. With less than twelve months to go until the new centre opens to the public, it is essential that a name for the centre is formalised in order to allow sufficient time for the branding to be finalised and effective promotion and communication with regards to the new facility to take place.
- 2.2 Securing an appropriate name for the new facility is vital for the owners of the facility, the business that operates from the facility and the community that will use the facility.
- 2.3 The Leisure Facility Member Reference Group, which includes members of the Swimming Bath Trust, has considered this requirement on several occasions and have explored different options for the name including maintaining the current name; choosing a name that says what it is, i.e. Tewkesbury Borough Leisure Centre; choosing a name relevant to the area, e.g. Battle or Sabrina; or selecting a modern naming approach such as the postcode. Members also felt that retaining the name of Cascades was not appropriate as customers needed to realise a new facility was being made available.

- 2.4** In discussion, the Reference Group was advised that the name of Cascades, although now a recognisable name synonymous with swimming in Tewkesbury, had taken many years of hard work and expense to establish as a brand. In recent times, much work had gone into ensuring relevant internet searches return Cascades as a swimming destination in Tewkesbury, given it was not immediately recognisable from the name. It is worth noting, however, that despite this work there have still been occasions when people have arrived at Cascades for a party booking, before realising that it had been booked at a Cascades in a different location.
- 2.5** Members were advised of the effect on business that a good or bad name could have. As highlighted in the previous paragraph, ensuring internet searches return the facility's name at the top of the list is imperative in delivering the customer numbers needed to make the business model viable. The appointed operator, Places for People, was clear that it preferred a simple name which says exactly where it is and what it does, e.g. Tewkesbury Borough Leisure Centre. Whilst this may not be an exciting name, it lends itself to supporting the business requirements and making it easily identifiable for customers.
- 2.6** Given these arguments it was decided to recommend a straightforward name for the new facility. Concern was expressed that by including the word Borough in the title, although reflective of the wide customer base of the centre, the name could be time limited by any local government reorganisation. The use of the word Borough may also lead to uncertainty over the exact location of the facility for customers.
- 2.7** It was therefore decided that the name Tewkesbury Leisure Centre should be recommended as the most suitable name to be adopted.

3.0 CONSULTATION

- 3.1** The Leisure Facility Member Reference Group, which includes members of the Swimming Baths Trust, has been consulted on options for naming the facility. Its preferred option is the recommendation contained in this report.
- 3.2** The operator of the new facility, Places for People, has also been consulted as to its preferred name given that it has a direct effect on its business. It has confirmed that Tewkesbury Leisure Centre is its preferred name.

4.0 RELEVANT COUNCIL POLICIES/STRATEGIES

- 4.1** None.

5.0 RELEVANT GOVERNMENT POLICIES

- 5.1** None.

6.0 RESOURCE IMPLICATIONS (Human/Property)

- 6.1** None.

7.0 SUSTAINABILITY IMPLICATIONS (Social/Community Safety/Cultural/ Economic/ Environment)

- 7.1** The recommended name of the new leisure facility is sustainable over the long term and is not subject to change following any local government reorganisation.

8.0 IMPACT UPON (Value For Money/Equalities/E-Government/Human Rights/Health And Safety)

8.1 None.

9.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS

9.1 Council decision in November 2013 to commence the build of a new leisure facility.

Background Papers: None.

Contact Officer: Simon Dix, Finance and Asset Management Group Manager
Tel: 01684 272005 Email: simon.dix@teWKesbury.gov.uk

Appendices: None.