

7 May 2024

Committee	Council (Resumption)
Date	Wednesday, 15 May 2024
Time of Meeting	6:30 pm
Venue	Tewkesbury Borough Council Offices, Severn Room

ALL MEMBERS OF THE COUNCIL ARE REQUESTED TO ATTEND

Agenda

1. 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 (during office hours staff should proceed to their usual assembly point; outside of office hours proceed to the visitors' car park). 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 Chair of the Meeting and/or the Chief Executive.

2. APOLOGIES FOR ABSENCE

3. DECLARATIONS OF INTEREST

Pursuant to the adoption by the Council on 24 January 2023 of the Tewkesbury Borough Council Code of Conduct, effective from 1 February 2023, as set out in Minute No. CL.72, Members are invited to declare any interest they may have in the business set out on the Agenda to which the approved Code applies.

4. MINUTES

7 - 16

To approve the Minutes of the meeting held on 16 April 2024.

5. ITEMS FROM MEMBERS OF THE PUBLIC

- a) To receive any questions, deputations or petitions submitted under Council Rule of Procedure.12.

(The deadline for public participation submissions for this meeting is Thursday 9 May 2024.)

- 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 by 5pm on the working day before the meeting.

(Any questions must be submitted in writing to Democratic Services by, not later than, 10.00am on Tuesday 7 May 2024).

7. ELECTION OF LEADER OF THE COUNCIL

To elect a Leader of the Council (who will also be the Chair of the Executive Committee) for the ensuing Municipal Year.

8. ELECTION OF DEPUTY LEADER OF THE COUNCIL

To elect a Deputy Leader of the Council (who will also be the Vice-Chair of the Executive Committee) for the ensuing Municipal Year.

9. MEMBERSHIP OF COMMITTEES AND APPOINTMENT TO OUTSIDE BODIES**(a) Report from Leader of the Council**

In accordance with the Constitution, to receive a report from the Leader of the Council.

(b) Number of Lead Members

In accordance with the Constitution, to agree the number of Lead Members and Portfolios.

(c) Appointment of Lead Members

To appoint the Lead Members (with portfolios) who will form the Executive Committee.

(d) Appointment of Support Members

To appoint the Support Members to the Lead Members.

(e) Committee Membership

To determine the numbers on, and Membership of, the:

- Overview and Scrutiny Committee.
- Audit and Governance Committee.
- Planning Committee.
- Licensing Committee.
- Standards Committee.

Any papers available prior to the meeting will be circulated to all Members.

(f) Membership of Ad-Hoc Committees

To determine the Membership of the Employee Appointments/Disciplinary Committee.

Any papers available prior to the meeting will be circulated to all Members.

(g) Appointment of Representatives to Panels and Liaison Groups

To appoint representatives to the following Panel and Liaison Groups:

- Gloucestershire Police and Crime Panel (1 plus 1 reserve);
- Shared Legal Services Joint Monitoring and Liaison Group (2 plus 2 substitutes); and
- Shared Building Control Joint Monitoring and Liaison Group (2).

(h) Appointment to Outside Bodies

To determine the Outside Bodies to which the Council should make appointments and the representation on those Bodies.

Item	Page(s)
(i) Appointment of Chairs, Vice-Chairs and County Groups	17 - 26
<p>The Council will at this stage adjourn for a brief period to allow each Committee, as set out below, to hold a formal meeting to conduct the business set out in the enclosed Agenda:</p> <ol style="list-style-type: none"> 1. Overview and Scrutiny Committee including appointment (and reserve) to the Gloucestershire Health Overview and Scrutiny Committee. 2. Audit and Governance Committee. 3. Planning Committee. 4. Licensing Committee. 5. Standards Committee. 	
10. MAYOR OF TEWKESBURY'S APPEAL FUND	
<p>To appoint three Members of the Council as Trustees of the Mayor of Tewkesbury's Appeal Fund for the ensuing Municipal Year.</p> <p><i>The Mayor and Chief Executive are automatically Trustees and as such cannot be one of the named Trustees for this year. The current Trustees are Councillors Cody, Skelt and Sztymiak.</i></p> <p><i>NB: The Fund is officially called the Mayor of Tewkesbury's Appeal Fund but this does of course refer to Tewkesbury Borough.</i></p>	
11. COUNCIL PLAN 2024-2030	27 - 52
<p>To adopt the new Council Plan (2024-2030).</p>	
12. CONSIDERATION OF COUNCIL NAME CHANGE	53 - 66
<p>To be minded to change the Council's name to North Gloucestershire Borough Council, subject to a six week consultation to allow for stakeholders to submit their representations on the proposal and feedback on the proposed logo options before a final decision is taken on any changes.</p>	

Recording of Meetings

In accordance with the Openness of Local Government Bodies Regulations 2014, 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.

Executive Director: Resources

TEWKESBURY BOROUGH COUNCIL

Minutes of a Meeting of the Council held at the Council Offices, Gloucester Road, Tewkesbury on Tuesday, 16 April 2024 commencing at 6:30 pm

Present:

The Worshipful the Mayor
Deputy Mayor

Councillor I Yates
Councillor P N Workman

and Councillors:

N D Adcock, C Agg, H J Bowman, C L J Carter, C M Cody, M Dimond-Brown, S R Dove, D W Gray, S Hands, D J Harwood, A Hegenbarth, M L Jordan, E J MacTiernan, G C Madle, J R Mason, H C McLain, P D McLain, C E Mills, J P Mills, P W Ockelton, K Pervaiz, E C Skelt, J K Smith, P E Smith, R J Stanley, H Sundarajoo, M G Sztymiak, R J E Vines and M J Williams

CL.99 ANNOUNCEMENTS

99.1 The evacuation procedure, as noted on the Agenda, was advised to those present.

CL.100 APOLOGIES FOR ABSENCE

100.1 Apologies for absence were received from Councillors T J Budge, C F Coleman, P A Godwin, M A Gore, G M Porter, R J G Smith and M R Stewart.

CL.101 DECLARATIONS OF INTEREST

101.1 The Committee's attention was drawn to the Tewkesbury Borough Code of Conduct which was adopted by the Council on 24 January 2023 and took effect on 1 February 2023.

101.2 The following declarations were made:

Councillor	Application No./Item	Nature of Interest (where disclosed)	Declared Action in respect of Disclosure
A Hegenbarth	Item 9b - Notice of Motion – Call for Funding for Children's Hospices.	Is employed as a Fundraising Manager for a children's hospice in Oxford.	Would speak and vote.
R J Stanley	Item 9b – Notice of Motion – Call for Funding for Children's Hospices.	Had recently met with the James Hopkins Trust.	Would speak and vote.

101.3 There were no further declarations made on this occasion.

CL.102 MINUTES

- 102.1 The Minutes of the meeting held on 27 February 2024, copies of which had been circulated, were approved as a correct record, subject to an amendment to correct a typographical error at Minute No. CL.95.20 to change 'gain the system' to 'game the system', and signed by the Mayor.

CL.103 ITEMS FROM MEMBERS OF THE PUBLIC

- 103.1 There were no items from members of the public.

CL.104 MEMBER QUESTIONS PROPERLY SUBMITTED IN ACCORDANCE WITH COUNCIL PROCEDURE RULES

- 104.1 The following question was received from Councillor Cody to the Lead Member for Finance and Asset Management, Councillor Stewart Dove. The answer was given by the Lead Member for Finance and Asset Management and was taken as read without discussion.

Question

I have repeatedly asked why we are still purchasing single-use cups for visitors, staff and Members. They are fully biodegradable; however, the reality is that they are not biodegrading and instead are being incinerated. We are supposed to be a single-use plastics-free Council, yet the aforementioned cups arrive in tubes wrapped in plastic.

Many staff and Members do use washable cups and / or have their own water bottles, but some are still using these cups as well as visitors who aren't currently given a choice.

Please could some cups be purchased (or consider asking for donations of surplus cups - I'm sure Members and staff would be happy to donate and save the Council any expense).

It would be good to find an alternative to the non-recyclable, single-use coffee sachets sometimes used as well.

Answer

Property Services have identified, and are in the process of purchasing, cups that are fully recyclable rather than being incinerated. It has also been confirmed that the packaging is fully recyclable. This approach has been quality assured by Suez, where all of the Public Services Centre recycling material is handled. These cups will be used for the water coolers, located in the reception area and the civic suite. The cups will also be provided with the refreshment boxes which are requested when booking a meeting room.

All other water dispensers used by Council staff and Members are serviced by china mugs and/or glasses.

With regards to procuring recyclable drink sachets, this is currently being investigated by the Property Services Team who will respond to Councillor Cody accordingly.

- 104.2 The Mayor invited a supplementary question and the Member asked the following:
Given that it is not just about recycling but eliminating single-use, in terms of anyone booking the Civic Suite, can they have the responsibility of making sure all used cups were put onto a tray, or, could the cleaners' contracts be updated to include that responsibility.

104.3 The Lead Member for Finance and Asset Management advised that a written response would be provided outside of the meeting.

CL.105 CONSTITUTION REVIEW WORKING GROUP REPORT - AMENDMENT TO FINANCIAL PROCEDURE RULES

105.1 The report of the Monitoring Officer, circulated at Pages No. 23-59, asked Members to approve the amendments to the Financial Procedure Rules as set out at Appendix 1 to the report.

105.2 In proposing the report recommendation, the Lead Member for Finance and Asset Management advised that, as Members would recall, a Working Group had been established last year to review the Council's Constitution which included elements in relation to how the authority managed its finances. The Financial Procedures Rules had been reviewed by the Constitution Review Working Group and a number of amendments were proposed, as highlighted by track changes. Several changes were required as a result of the introduction of related policies and procedures, due to sector bodies changing their names and to update Officer titles, and he drew attention to five key changes: the change to the process for the approval for grant bids to enable Executive Directors to sign off up to £50,000 rather than requiring sign-off by the Section 151 Officer; amending the budget transfer process, known as virements, so that low level transfers could be approved in a less bureaucratic way; making the purchase order process more robust; removing reference to cash/cheques being received; and to reflect new processes for payment and procurement cards. In his view, these were all minor changes which would better enable Officers to more efficiently conduct daily business related to the management of the Council's finances. He understood that key Officers would be leading briefing sessions with their colleagues to ensure they were updated on the changes, and that training was provided as appropriate.

105.3 A Member drew attention to Page No. 41 of the report and the amendment which stated that a report on the details of all debts written off under delegated authority would be prepared and formally presented to the Section 151 Officer and asked if Members had any oversight of bad debts as, in his experience, this was an area where fraud was often encountered. He suggested it was something which the Overview and Scrutiny Committee may wish to consider to ensure transparency. In response, the Associate Director: Finance agreed that Members needed an overview of bad debt and how this was being managed and advised that the Audit and Governance Committee would be receiving an annual report in relation to that with the first one due to be taken to its meeting in June. Another Member expressed the view that aged debt should also be considered by Members and clarification was provided that the report would cover all debts over one year old which, by nature, were considered to be bad debt, so both bad debt and aged debt would be captured within that. A Member drew attention to Page No. 55 of the report, and the second bullet point under the section on inventories, and asked whether the amended value was £1,000 or £100 as the track changes made this difficult to interpret. In response, the Associate Director: Finance confirmed the figure had been reduced from £500 to £100 for insurance purposes.

105.4 The proposal was seconded and, upon being put to the vote, it was

RESOLVED That the amendments to the Financial Procedure Rules be **APPROVED** as set out at Appendix 1 to the report.

CL.106 OVERVIEW AND SCRUTINY COMMITTEE ANNUAL REPORT 2023/24

- 106.1 Attention was drawn to the Overview and Scrutiny Committee Annual Report 2023/24, circulated at Pages No. 61-75, which Members were asked to consider.
- 106.2 In proposing the report, the Chair of the Overview and Scrutiny Committee advised that the Overview and Scrutiny Committee was critical to ensuring that the Council delivered high-quality statutory functions and met the broader promises to the electorate. The annual report reflected the hard work carried out by the Overview and Scrutiny Committee over the past 12 months, including the excellent support from Officers across the Council. The Committee was particularly pleased with its work in scrutinising the Council Plan inherited from the previous administration which had required Members to quickly get up to speed with the breadth and depth of the Council's work and had involved hours of extra training. The Committee had always been careful to reflect on the excellent work done by Members and Officers, but had also been robust where things needed further attention, details of which were set out in the report. One area that demanded immediate attention was the measurement of the Council's work. The current plan fell short and the Committee was eager to assist Lead Members and Officers in ensuring that delivery of the new Council Plan measures not only reflected the Council's ambitions and desired impact but also facilitated scrutiny by the Overview and Scrutiny Committee and other stakeholders. The Committee was particularly enthusiastic about the Council's adoption of a high-performing organisation mantra which it believed would benefit all Members and Officers in addressing this issue. The Committee would work with Lead Members, Group Leaders and Officers over the coming months to ensure it was scrutinising the right things in the right way and in line with the new, exciting, ambitious Council Plan.
- 106.3 A Member drew attention to Page No. 75, Appendix A of the Overview and Scrutiny Committee Annual Report, which provided a flowchart on how to select a potential scrutiny review and raised concern there seemed to be a lot of hurdles to get through in order to qualify; in his view, the Overview and Scrutiny Committee should be free to choose whatever it wished to scrutinise and he felt that the first two questions in particular were restrictive. In response, the Chair of the Overview and Scrutiny Committee explained that the flowchart was not a prescriptive way of operating and was intended to be used as a guide. It was not a process which had been followed over the last 12 months as the Committee had inherited its work programme from the previous administration. The Committee was now starting to populate the programme for the forthcoming year and beyond and the flowchart was a tool which could help it to make decisions on what to take forward. The Leader of the Council thanked the Chair of the Overview and Scrutiny Committee for the report and the Committee's hard work during the last year.
- 106.4 Accordingly, it was
- RESOLVED** That the Overview and Scrutiny Committee Annual Report 2023/24 be **NOTED**.

CL.107 NOTICES OF MOTION**Cotswolds National Landscape Management Plan**

- 108.1 The Mayor referred to the Notice of Motion, as 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 bring a recommendation back to Council.

108.2 Upon being proposed and seconded, it was

RESOLVED That the Motion would be discussed at this evening's meeting.

108.3 The Motion, as set out on the Agenda, was proposed and seconded. The proposer of the Motion advised that Cotswolds National Landscape was a name change and a reflection on the value of protected landscapes - some Members may know these areas as Areas of Outstanding Natural Beauty (AONBs) of which, locally, the Cotswolds was one. The AONB was recognisable and noticeable from many locations as it was the backdrop to much of the borough. He understood it was easy for people to become too familiar and comfortable with these areas and perhaps may no longer recognise their beauty or the need for conservation and protection. The natural landscape, the agricultural landscape and cultural, community and economic aspects of the Cotswolds were recognised globally as an important landscape area and therefore merited being properly looked after. The borough's area within the AONB, being predominantly Oolitic Limestone, would have a significant part to play in species movement in response to climate change. The Cotswolds National Landscape Board accepted that endorsement did not represent full alignment with the management plan - that would not be practical or desirable given there were 15 authorities within the Cotswolds National Landscape area, each with different characteristics even within the AONB. Tewkesbury Borough Council was one of the local authorities which had the special landscape area within its borders but was one of the few left to endorse the Management Plan. The Cotswolds National Landscape area was the third largest such area in the country outside of National Parks. Each landscape area had a range of special qualities that were worth conserving and enhancing and were distinctive at a national scale. There were three overarching headings within the plan - Climate Emergency, Nature's Decline and the Ecological Crisis, Health and Societal Change - and three broad themes - tackling twenty-first century issues through progressive partnerships, conserving and enhancing natural beauty and increasing understanding and engagement. Desired outcomes were detailed in the plan under the headings of: climate action, natural and cultural capital, working together, landscape, local distinctiveness, tranquillity, dark skies, historic environment and cultural heritage, biodiversity and nature recovery, rural land management, development and transport, health and wellbeing, access and recreation and sustainable tourism. One of the areas which the management plan policies related to was in the policy-making and decision-taking of local planning authorities. For example, it was hoped that local planning authorities would have regard to the management plan policies when reviewing and developing their own policies, including those within their development plans. The management plan policies were aspirational and, as such, might go further than current policies in individual development plans – it was intended that these aspirational policies would aid in helping to develop and evidence new local plan policies. The management plan should be a material consideration in planning decisions; however, it was recognised that planning law required that applications for planning permission be determined in accordance with the local planning authority's development plan, unless material considerations indicated otherwise. The management plan ran for two years rather than the usual five because the Cotswolds National Landscape Board anticipated significant national and local policy development for protected landscapes during this period, particularly with reference to climate action. During the two-year span of the interim plan, the Cotswolds National Landscape Board intended to further develop the evidence and data so it could build meaningful targets towards net zero into its next plan. As such, this interim plan would run from 2023 to 2025 with a steer towards 2030 and, although interim, it echoed and strengthened the Council's aims in terms of communities, wellbeing, planning and infrastructure.

- 108.4 The seconder of the Motion welcomed attention being drawn to the Cotswolds National Landscape Management Plan. She could see that a lot of hard work had gone into the development of the document which set a positive vision for how the protected landscape should be managed over the next few years. She was particularly encouraged to see the emphasis placed upon tackling the climate and ecological emergencies and how the document could help guide and inform thinking on the development of the new Strategic and Local Plan (SLP). She recognised the importance of the protected landscape and its contribution to the quality of the natural environment and was very happy to endorse and support the Motion.
- 108.5 A Member sought clarification as to the meaning of 'endorse' and clarity in terms of what the Council was being asked to vote on, for example, in supporting the Motion, would the Cotswolds National Landscape Management Plan inform policy and become part of planning procedures. In response, the proposer of the Motion explained that the Council would be acknowledging the plan, signifying that it accepted and understood it and would have regard to it when making policy. The seconder of the Motion reiterated her earlier comments in terms of using the plan to guide and inform thinking in development of the new SLP. The Executive Director: Place understood the concern in relation to specificity and explained that, in accepting the Motion, the Council would be acknowledging the existence of the document and noting it in relation to its business and he felt the wording of the Motion reflected that. Another Member drew attention to Page No. 65 of the Cotswold National Landscape Management Plan and asked whether the last two bullet points under 'stakeholder delivery' offered more clarity. The proposer and seconder of the Motion confirmed they were happy for that wording to be incorporated into the Motion and this became part of the substantive Motion as follows: *That the Council endorse the Cotswold National Landscape Management Plan by having regard to the Plan including its vision, outcomes and, perhaps most importantly, its policies; and incorporating the Plan's vision, outcomes and policies into the Council's own plans, policies, proposals, work programmes and decisions, where appropriate.* The Chief Executive reminded Members that the AONB had statutory planning weight under the Countryside Rights of Way Act irrespective of what the Council chose to do in relation to the Cotswold National Landscape Management Plan.
- 108.6 A Member indicated that changing the AONB to a National Park was something which had been discussed for a number of years and she queried whether this was an interim measure paving the way for that. The proposer of the Motion confirmed this had been talked about but was not on the table as it stood. The interim management plan had come about as a way to bridge the gap and look at the various changes which were coming forward over the next couple of years - the next plan would cover the period 2025-30.
- 108.7 Accordingly, the substantive Motion was proposed and seconded and it was
RESOLVED That the Council endorse the Cotswold National Landscape Management Plan by having regard to the Plan including its vision, outcomes and, perhaps most importantly, its policies; and incorporating the Plan's vision, outcomes and policies into the Council's own plans, policies, proposals, work programmes and decisions, where appropriate.

Call for Funding for Children's Hospices

- 108.8 The Mayor referred to the Notice of Motion, as 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 bring a recommendation back to Council.
- 108.9 Upon being proposed and seconded, it was
RESOLVED That the Motion would be discussed at this evening's Council meeting.
- 108.10 The Motion, as set out on the Agenda, was proposed and seconded. The proposer of the Motion indicated that children's hospices were doing amazing work across the whole country in supporting children with life-limiting illnesses in difficult financial circumstances. The Leader of the Council's recent charity fundraiser for James Hopkins Trust highlighted the need for hospices to fundraise to ensure they could deliver their essential work. According to 'Together for Short Lives', the UK's leading health charity for children, 99,000 babies, children and young people in the UK were living with health conditions that were life-limiting or life-threatening and that number was rising. Many of these children had complex conditions that needed specialist care 24 hours a day, seven days a week. 'Together for Short Lives' was campaigning for consistent funding nationally and this Motion would add the Council's voice in support of the campaign by calling on the Leader of the Council to write to the Minister of State for Social Care to confirm, as a matter of urgency, how much of the £25M each children's hospice in Gloucestershire would receive in 2024/25 and when they would receive it; and, that they would do what they could to remove the inequality in local funding for children's palliative care so that every family caring for a seriously ill child could access the support and care they needed when and where they needed it.
- 108.11 The seconder of the motion stated that, as with many public services, funding cuts and uncertainty had contributed to the current inequality in children's hospices. The work of children's hospices was so important for many reasons, not least to give parents and other family members respite from the pressures and demands of having a child with additional needs. Aside from the physical and financial pressures of a parent, guardian or sibling of a child who needed 24 hour care, their mental wellbeing was also severely affected. Having somewhere that a parent felt they could safely access advice, support and respite for their child was vital. The residents of Gloucestershire deserved transparency and certainty in how their public services were funded.
- 108.12 A Member welcomed the Motion, having previously expressed concern about supporting young children with additional needs. She was aware that children undergoing cancer care currently had to travel to Bristol and Birmingham as there were no facilities within Gloucestershire and she hoped some of the funding could go towards helping children to receive care for cancer treatment. A Member proposed an amendment to the Motion in order to refer this matter to the Gloucestershire Health Overview and Scrutiny Committee. He felt there were many questions which needed to be asked of the Gloucestershire Integrated Care Board and clinicians and he raised concern that Members were being asked to make a decision based on limited information, for instance, there was no mention of the actual number of children with life-limiting illnesses within the Gloucestershire Integrated Care Board, what the definitions were and where responsibility lay for those moving to the county, for example, those at National Star who were considered to have long-term, life-limiting illnesses, furthermore, there was no information about how paediatric teams took decisions about putting young people

onto clinical trials rather than moving them to palliative care and how that sat within the National Institute for Health and Care Excellence (NICE) guidelines. He also questioned what support was available for respite care, including short breaks, and pointed out that this was multi-agency. The Council's representative would be able to raise all these matters at the Gloucestershire Health Overview and Scrutiny Committee where they could ask the questions directly of the Gloucestershire Integrated Care Board and clinicians and report back to the Overview and Scrutiny Committee and Council accordingly. Individual Integrated Care Boards had a duty to determine the level of NHS funded hospice care required locally and to ensure the provision of palliative and end of life care services to meet local need. To hold Integrated Care Boards to account, NHS England was including palliative and end of life care in the list of topics for regular performance discussions at national and regional level and all of that information should be available to the Gloucestershire Health Overview and Scrutiny Committee. His suggestion would be to ask the Gloucestershire Health Overview and Scrutiny Committee to do a deep-dive and call expert witnesses who would be able to give the evidence; the Department of Health and Social Care had already issued a statement in relation to this in January 2024 and he was confident that would be the response to a letter sent by the Leader of the Council. He hoped the proposer and seconder would consider amending the motion on that basis and stressed that he did not intend to denigrate the losses felt by parents but felt the Gloucestershire Health Overview and Scrutiny Committee should do the hard work and report back via the Council's representative to Overview and Scrutiny Committee and Council. The Leader of the Council welcomed the amendment which he felt strengthened the Motion but he would like to write to the Minister of State for Social Care in addition to that. The proposer and seconder of the Motion confirmed they were happy with that approach and this subsequently became part of the substantive Motion.

- 108.13 A Member explained that he worked as a Fundraising Manager for a children's hospice in Oxford which was the first in the world when it was established in 1982 so these facilities had only been around for just over 40 years. It was often the case that the things people did not want to think about were the last to be introduced and, as with many statutory services, charities were taking the burden. It was a catch 22 situation insofar as the NHS looked at its budget and saw it did not spend a lot on children's hospice care and therefore did not need to in the future so that cost was being absorbed by charities which were also subject to cost of living strain. He welcomed the amendment and agreed that the Gloucestershire Health Overview and Scrutiny Committee would be best placed in terms of access to information to ensure that the county received its fair share so that children were able to access the care they needed; however, he felt it was important to get this message across wherever possible and agreed that the Leader of the Council should also write to the Minister of State for Social Care - the Council should be doing all it could to ensure that families at their lowest point were receiving the funding they needed and were entitled to.
- 108.14 A Member questioned how many children's hospices there were in Gloucestershire and the UK in total as this would make a difference in terms of the level of grant the county may be entitled to. Whilst Norfolk and Waveney may have spent the highest amount per child of any Integrated Care Board, averaging £511 per child with a life-limiting condition compared to £58 per child in Gloucestershire, she felt it was necessary to know the numbers behind that as it could be there were less children with life-limiting conditions in the county. She felt it was an important Motion and agreed the Council should do everything it could - she was glad to hear the additional questions and the suggestion to take it to the Gloucestershire Health Overview and Scrutiny Committee and felt it would be beneficial to write to the Minister of State for Social Care as well. The Council's representative on the Gloucestershire Health Overview and Scrutiny Committee indicated that she fully supported the Motion and would be happy to take it to that Committee. She had

additional queries about how many children were counted within the financial calculation as there was quite a lot of variation and it was not clear if the same metrics were being used. A Freedom of Information request had suggested there were 75 children in hospice care in Gloucestershire but the Integrated Care Board did not fund hospices in Gloucestershire, they funded a group of hospices shared across Worcestershire and other regions so that was another query which should be raised.

108.15 Accordingly, the substantive Motion was proposed and seconded and it was

RESOLVED

- 1.To refer the matter to the Gloucestershire Health Overview and Scrutiny Committee.
- 2.That the Leader of the Council write to the Minister of State for Social Care:
 - i) to confirm as a matter of urgency how much of the £25million each children's hospice in Gloucestershire will receive in 2024/25 and when they will receive it; and
 - ii) to do what they can to remove the inequality in local funding for children's palliative care so that every family caring for a seriously ill child can access the support and care they need – when and where they need it.

The meeting closed at 7:30 pm



7 May 2024

Committee	Overview and Scrutiny
Date	Wednesday, 15 May 2024
Time of Meeting	Not before 6:45 pm
Venue	Tewkesbury Borough Council Offices, Severn Room

ALL MEMBERS OF THE COMMITTEE ARE REQUESTED TO ATTEND

Agenda

1. ELECTION OF CHAIR

To elect a Chair for the ensuing Municipal Year.

2. APPOINTMENT OF VICE-CHAIR

To appoint a Vice-Chair for the ensuing Municipal Year.

3. NOMINATION TO GLOUCESTERSHIRE HEALTH OVERVIEW AND SCRUTINY COMMITTEE

To appoint one representative and one reserve to sit on the Gloucestershire Health Overview and Scrutiny Committee for the ensuing Municipal Year.

7 May 2024

Committee	Audit and Governance Committee
Date	Wednesday, 15 May 2024
Time of Meeting	Not before 6:45pm
Venue	Tewkesbury Borough Council Offices, Severn Room

ALL MEMBERS OF THE COMMITTEE ARE REQUESTED TO ATTEND

Agenda

1. ELECTION OF CHAIR

To elect a Chair for the ensuing Municipal Year.

2. APPOINTMENT OF VICE-CHAIR

To appoint a Vice-Chair for the ensuing Municipal Year.

7 May 2024

Committee	Planning
Date	Wednesday, 15 May 2024
Time of Meeting	Not before 6:45 pm
Venue	Tewkesbury Borough Council Offices, Severn Room

ALL MEMBERS OF THE COMMITTEE ARE REQUESTED TO ATTEND

Agenda

1. ELECTION OF CHAIR

To elect a Chair for the ensuing Municipal Year.

2. APPOINTMENT OF VICE-CHAIR

To appoint a Vice-Chair for the ensuing Municipal Year.

7 May 2024

Committee	Licensing
Date	Wednesday, 15 May 2024
Time of Meeting	Not before 6:45 pm
Venue	Tewkesbury Borough Council Offices, Severn Room

ALL MEMBERS OF THE COMMITTEE ARE REQUESTED TO ATTEND

Agenda

1. ELECTION OF CHAIR

To elect a Chair for the ensuing Municipal Year.

2. APPOINTMENT OF VICE-CHAIR

To appoint a Vice-Chair for the ensuing Municipal Year.

7 May 2024

Committee	Standards Committee
Date	Wednesday, 15 May 2024
Time of Meeting	Not before 6:45 pm
Venue	Tewkesbury Borough Council Offices, Severn Room

ALL MEMBERS OF THE COMMITTEE ARE REQUESTED TO ATTEND

Agenda

1. ELECTION OF CHAIR

To elect a Chair for the ensuing Municipal Year.

2. APPOINTMENT OF VICE-CHAIR

To appoint a Vice-Chair for the ensuing Municipal Year.

TEWKESBURY BOROUGH COUNCIL

Report to:	Council
Date of Meeting:	15 May 2024
Subject:	Council Plan 2024-2030
Report of:	Director: Corporate Services
Head of Service/Director:	Chief Executive
Lead Member:	Leader of the Council
Number of Appendices:	One

Executive Summary:

The new Council Plan (2024-2030) is a key strategic document which in broad terms sets out the key priorities of the Council to deliver its overall vision of ‘Supporting People, Strengthening Communities. This vision is delivered through three key priorities: ‘Caring for people’, ‘Caring for the environment’ and ‘Caring for place’. Supporting the priority themes are eight areas of focus, all with actions to deliver successful outcomes for the borough’s residents and communities. The plan is underpinned by three core values: ‘Open and honest’, ‘Respectful’ and ‘Inclusive’ which will play a vital role in shaping our culture, actions and decision making. In developing the plan there has been a series of engagement events with Members and a two-week public consultation which provided positive feedback in terms of support for the new plan. The new proposed plan can be found at Appendix 1.

Recommendation:

To ADOPT the new Council Plan 2024-2030.

Financial Implications:

None arising directly from this report. Aligning financial resources to deliver the plan will be continually monitored and considered as part of the Council’s financial management framework.

Legal Implications:

None arising directly from this report.

Environmental and Sustainability Implications:

None arising directly from this report other than ‘Caring for the environment’ is one of the proposed new priorities within the plan. Environmental and sustainability implications would form part of any subsequent reports that arise in delivering this priority.

Resource Implications (including impact on equalities):

None arising directly from this report. Aligning staff resource and skills to deliver the plan will be continually monitored alongside the Council’s financial management framework and a new Workforce Development Strategy.

Safeguarding Implications:

None arising directly from this report.

Impact on the Customer:

None directly arising from this report other than the delivery of the plan will lead to successful outcomes for our residents, communities and businesses.

1.0 INTRODUCTION

1.1 The new Council Plan (2024-2030) is a key strategic document which in broad terms sets out the key priorities of the Council to deliver its overall vision of 'Supporting People, Strengthening Communities. This vision is delivered through three key priorities: 'Caring for people', 'Caring for the environment' and 'Caring for place'. Supporting the priority themes are eight areas of focus, all with supporting actions to deliver great outcomes for the borough's residents and communities. The plan is underpinned by three core values: 'Open and honest', 'Respectful' and 'Inclusive' which will play a vital role in shaping our culture, actions and decision making. In developing the plan, there has been a series of engagement events with Members and a two-week public consultation which provided positive feedback in terms of general support for the new plan. The new proposed plan can be found at Appendix 1.

2.0 COUNCIL PLAN (2024-2030)

2.1 The new plan proposes wholesale changes to any previous plans and includes a new vision, a new set of core values and three new priorities. The priorities are supported by eight areas of focus which for the majority, cut across the priority themes. At the heart of the vision and the priority themes is recognition of our diverse communities and providing community leadership. This is supported by the new approach and priority of 'Place' - using local insight, feedback and data on important local issues and providing delivery of the very best outcomes for our communities.

2.2 All the focus areas are supported by actions – 'What are we going to do?'. The plan overall and the actions have been developed collaboratively between officers and Members to ensure they are ambitious but are achievable. Work has begun on the development of a new corporate culture and change management programme to meet our ambition to become a high performing organisation (HPO). This work will make sure that we deliver the outcomes set out in this plan, and provide targeted support to those who need it, particularly our most vulnerable residents. The HPO programme is about transforming the Council into one that has clear goals and objectives aligned to performance, shaping services using data and insight, and embracing innovation and agility.

2.3 To ensure the plan remains a 'live' document the plan will be refreshed on an annual basis, taking into account any actions delivered within year or any emerging new actions that will support delivery of the priority themes. Pivotal to the delivery of the plan will be the need to review current strategies, for example the current Economic Development and Tourism Strategy and the implementation of new strategies such as Health and Wellbeing. Actions from new strategies will inform the plan moving forwards.

3.0 CONSULTATION

3.1 The plan has been developed with Members. Two Member sessions were held in the autumn of 2024 to start shaping the new plan and priority themes. This was followed by a two-week public consultation mid-January 2025 to sense check the proposals. Nearly 300 responses, covering all aspects of the plan (vision, values and priorities) were received. Succinctly, responses were positive and generally a minimum 70-75% of respondents were supportive of the proposals. Importantly, no new areas of priority or focus were identified. Consultation feedback was provided to Members in a further session and the detailed responses were also circulated for information purposes.

3.2 Resulting actions put forward by officers to support delivery of the focus areas were considered as part of a Lead Member engagement session held on 26 April 2024 and a wider engagement session with all Members held on 29 April 2024. In developing the actions, the corporate team held a number of sessions internally with relevant officers during the development period of the plan. Wider staff engagement has also taken place regularly to keep staff abreast of the development stages of the place

4.0 ASSOCIATED RISKS

4.1 The risk of not having such a strategic document would mean the Council having no sense of purpose of what it was trying to achieve or a sense of its 'direction of travel'.

5.0 MONITORING

5.1 Overview and Scrutiny Committee will monitor progress in delivering the plan. A tracker document is currently being developed and comments have been taken on board from Members on how the current tracker can be improved. It is important there is a focus on outcomes rather than outputs and outcomes can be measured. Monitoring will be undertaken on a quarterly basis. Within the tracker, actions will be assigned to a Lead Member as a primary owner of that action. Where actions cut across portfolios, a primary and secondary owner will be identified within the tracker. Updates on delivery would naturally form part of the regular Member portfolio briefings.

6.0 RELEVANT COUNCIL PLAN PRIORITIES/COUNCIL POLICIES/STRATEGIES

6.1 There will be a number of key strategies/programmes that will inform and support delivery of the plan. The strategies are currently in different stages of development with some yet to be started. Key strategies and programmes will be:

- Economic Development and Tourism strategy
- Health and Well-Being strategy
- Place Programme
- Climate and Ecological strategy
- Young Person's engagement programme
- Flood response programme
- Housing and Homelessness Strategy
- Strategic Local Plan

Background Papers: None

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Appendices: Appendix 1 – New Council Plan (2024-2030)



Council Plan **2024 – 2030**

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Foreword

We are delighted to introduce our new Council Plan, which sets out the differences we will make for our residents, businesses and communities over the next six years.

The plan introduces our new priorities and focus areas, which are all underpinned by our new vision:

‘Supporting people, strengthening communities.’



Photo: Councillor Richard Stanley, Leader of the Council and Councillor Sarah Hands, Deputy Leader.

Our three priority areas are:



Caring for **people**



Caring for the **environment**



Caring for **place**

We are launching this new plan with a strong sense of purpose and determination. We intend to listen to our residents and businesses more and we plan on providing more opportunities for proper engagement on important issues – using feedback to inform our decisions.

Work is already underway to reshape how the council better meets the needs of our different communities, by introducing a new Place Programme. Our new approach will use local insight, feedback and improve our data on important issues so that we can provide support that's really needed in the different areas of our borough. We look forward to sharing more about this over the next 12 months.

Alongside our three priority areas, our plan identifies focus areas including the climate and ecological emergency, young people, the economy and flood resilience. Within this plan we set out our aspirations for these areas of focus with clear actions on what we want to do to make a difference and have a positive impact.

We clearly cannot ignore the challenges we face. The rising cost of living places unprecedented demands on our services, and the economic uncertainties, environmental concerns and financial challenges will no doubt continue to grow. We will keep adapting and innovating as a council to meet these challenges; this plan can evolve and will be reviewed on an annual basis.

Complementing this Council Plan, we also have an ambition to become a high performing organisation. This will ensure that we have the culture, systems and processes in place to deliver the outcomes set out in this plan. You can read more about this on page 19.

The next six years promises to be an exciting time for our borough, and we look forward to making a meaningful difference with you.

Richard Stanley
Leader of the Council

Sarah Hands
Deputy Leader of the Council

A message from our Chief Executive

Becoming high performing to deliver the best outcomes for our residents, businesses and communities.

Our new Council Plan introduces new priorities with eight areas of focus where we want to make a meaningful difference across our communities.

As one of the fastest growing areas in the country (source: ONS), we continue to face increasing demand on our services in a difficult financial environment.

The launch of this new plan coincides with a fundamental review of how we deliver our services, to ensure we are effective within the reduced financial circumstances we face.

We have begun work on the development of a new corporate culture and change management programme to meet our ambition to become a high performing organisation. We are doing this to make sure that we deliver the outcomes set out in this plan, and provide targeted support to those who need it, particularly our most vulnerable residents.

Our programme is about transforming the council into one that has clear goals and objectives aligned to performance, shaping services using data and insight, and embracing innovation and agility.

Through proper engagement we will listen, respond to and work with our residents, businesses and communities to address the challenges faced by each of the focus areas within this plan.



Alistair Cunningham OBE
Chief Executive



Photo: Alistair Cunningham OBE, Chief Executive

Photo: Tewkesbury Borough Council - The Public Services Centre

About our borough

Situated in Gloucestershire, Tewkesbury Borough stands as the northernmost gateway to the southwest region, offering a unique blend of strategic accessibility and scenic beauty.

Our borough's environment is one of its greatest strengths. It is why so many people enjoy living, working and visiting Tewkesbury Borough.

To the east, our district lies within the Cotswolds Area of Outstanding Natural Beauty. To the northwest, the River Avon joins with the River Severn.

The borough has a lot of options for travelling to, from and around it. The busy M5 corridor, Gloucestershire Airport and Ashchurch Railway make up an active travel network. Along with the expanding cycling and walking path networks, our borough is accessible for all.

As well as having a mix of traditional industries and modern businesses making up our diverse economy, we are fortunate to have numerous villages and hamlets, each with their own unique character and history.

Our borough has vibrant communities, with local events, festivals and cultural activities taking place throughout the year. This includes the Medieval Festival in Tewkesbury, regarded as the largest free medieval gathering of its kind in Europe.



It's no wonder our borough has one of the fastest-growing populations in the country!*

*(source: ONS 2021).



"The borough has a
vibrant community life"

Photo: Tewkesbury Borough Council - Walkers near Winchcombe.

Our vision and values

How we achieve our vision is as important to us as the vision itself. We are defined by how we behave and what we do, so we must be driven by clear values. They play a vital role in shaping our culture, actions and decision making.

We must challenge ourselves and each other to demonstrate these in our work and acknowledge and learn if we fall short.

Our vision:

'Supporting people, strengthening communities.'

Our values:



Open and honest:

We are committed to fostering trust, clarity, and accountability in everything we do. We will be transparent and honest in our work and communications, and ensure decisions are made in the best interests of our communities.



Respectful:

Being respectful to others is fundamental to building strong, trusting relationships with our communities and with our colleagues. We will treat others with courtesy, listen to different points of view and acknowledge diversity of opinions.



Inclusive:

We want everyone to feel valued and heard. We are committed to fostering an inclusive environment where individuals, regardless of their backgrounds, disabilities, identities or perspectives are welcomed and represented.



Photo: Jack Boskett Ltd - Stoke Orchard Community Centre and The Orchard Stores.

Our priorities

Our Council Plan focuses on three distinct priorities.

Placing communities at the heart of everything we do, each of our three priorities interlink and influence our strategic planning and decision making, ultimately becoming the foundations upon which our Council Plan is built. This means we can effectively manage resources and address the most pressing issues facing our communities.



"Placing **communities** at the **heart** of everything we do"

Photo: Tewkesbury Borough Council - Garden Communities engagement event.



Caring for **people**

We will keep people at the heart of everything we do. Whether it's providing essential services such as waste management, co-ordinating our emergency response to events such as flooding, or ensuring access to affordable housing, we prioritise people's needs and wellbeing.

We understand how important it is to provide the right support, resources and opportunities for the people of our borough to thrive. We are committed to supporting the vitality of the communities we serve, from improving health to economic prosperity. In doing so, we listen to the voices of those who are marginalised and disadvantaged, and work towards building a fairer and more inclusive borough.



About our borough

Our borough's population increased by 15.8% between the 2011 and 2021 census (ONS 2021).

Photo: Tewkesbury Borough Council - flood surgery at Longford Village Hall.



Caring for **place**

Our goal is to create positive change that enhances the quality of life and opportunities for people across our borough. We understand that the challenges are different depending on the local area's characteristics. This can include issues such as flooding, health inequalities, infrastructure and housing demands. To succeed we will need to work together and use our resources wisely to handle growth, deliver good quality housing and support communities to become more resilient.

Our new Place Programme aims to develop local place plans for different areas within the borough to address local needs. We have an ambition to work with all who care about their place to support and strengthen our communities, through effective and local community leadership and governance. This will be based on effective partnerships and a shared understanding of what needs to improve. Our emphasis will be on prevention and early intervention, targeting the underlying causes of inequalities and disadvantages.

We will seek to better integrate our services, and those provided by partners, around the needs of our communities. These are linked with our other two priorities 'caring for people' and 'caring for the environment' and all of the focus areas set out in this plan.



About our borough

Our borough covers 160.2 square miles.

Photo: Jack Boskett Ltd - Open space at Bishop's Cleeve.



Caring for the environment

The issues caused by climate change are having a profound effect on our environment, wildlife and our lives. In recognition of this, we declared a Climate Emergency in 2019 and set a target for council services to be carbon neutral by 2030. In May 2023, the scope of the declaration was extended to include a borough-wide Climate and Ecological Emergency. This commits us to take urgent action to address the causes of climate change across the borough and to do all in our power to make Tewkesbury Borough carbon neutral by 2030.

Our commitment to this is reflected in the appointment of a carbon reduction programme officer and a climate change officer. These positions enable the delivery of our carbon reduction programme and increased focus on ecology and biodiversity. This is supplemented by significant investment already made by the council in reducing emissions as well as an acknowledgement of the future investment required, despite the challenging financial position for local government. A good example of this is our Public Services Centre solar car park canopy - which was recognised nationally and helped contribute to us winning Council of the Year in 2023 at the Southwest Energy Efficiency Regional Awards.



About our borough

The electricity produced from our new car park solar canopy is used at our public services centre and Tewkesbury Leisure Centre.

Photo: Tewkesbury Borough Council - solar car park canopy at the Public Services Centre.

Our areas of focus

To guide our work over the next six years, we have established eight areas of focus. These are specific areas that require our attention, each having deliverable actions, against which we will monitor and report progress. More information on how we will do this can be found on page 18.

The diagram below shows our areas of focus (without any order of priority), many of which are connected. An action in one focus area may affect the progress of actions in another focus area. For instance, by increasing the availability of affordable housing, this will help improve health and wellbeing outcomes for our communities.



Photo: Jack Boskett Ltd - Wheatpieces play area



Climate and ecological emergency

Why is this an area of focus?

To help us become a carbon neutral borough by 2030, we intend to develop a comprehensive Climate and Ecological Emergency Strategy and Action Plan. This will detail our approach, what we expect to deliver and how we can provide leadership in our communities.

This is a significant undertaking and will take time. In the meantime, our current action plan sets out the activities, early wins and partnership engagement that underpins our service delivery and performance.

Ultimately, we want to be proud of our greener and environmentally sustainable borough. By supporting nature recovery, we will look to restore habitats, protect wildlife and combat climate change. The projects we lead on, and those delivered with our partners, will enrich our landscapes for wildlife, develop resilience to climate change, reduce carbon emissions and help to clean up air and water.

Our built and natural environment will significantly contribute towards people's quality of life, making our borough a more attractive and sustainable place to live. During the life of this plan, we will work with residents, businesses and other organisations to further protect and enhance our borough.

What are we going to do?

- Gather baseline data to inform a borough-wide Climate and Ecological Emergency Strategy.
- Improve our performance on the national Council Climate Action Scorecard position.
- Review our Procurement Strategy to ensure climate action and waste reduction principles are embedded within it.
- Evaluate all council land holdings for opportunities to support nature recovery and biodiversity, including developing a new Tree Strategy.
- Roll out smaller bins for new housing developments to reduce the amount of waste per household and explore options to further reduce waste.
- Install vehicle charging points in our car parks and work with partners to provide secure cycle storage across our Borough.
- Deliver grant schemes to support nature recovery projects.
- Develop an evidence base on climate and ecological sustainability to inform the development of future planning policy.
- Work with Gloucestershire Nature and Climate Fund (GNCF) to explore options for bio-diversity net gain on sites within the borough.

About our borough

Around 763,900 tonnes of greenhouse gas emissions was generated by the whole borough in 2021. (Latest figure from Defra & BEIS via naei.beis.gov.uk)

Photo: Tewkesbury Borough Council - charging point at the Public Services Centre.



Flood resilience

Why is this an area of focus?

Our borough's geographical setting makes it prone to flooding. The most widespread floods were those of July 2007 and more recently in January 2024. Communities can face considerable disruption, with damage to homes and businesses having not only a significant financial cost but also impacting the emotional wellbeing of those affected.

To support residents and businesses, we work closely with the flood wardens, the Environment Agency, Gloucestershire County Council, town and parish councils, emergency services and community groups to undertake mitigation work, coordinate efforts, and share data and expertise.

We want to continue to improve our emergency preparedness and response, so we can respond to flood events quickly and efficiently. As well as supporting our communities to recover, we will work with them to build their resilience so they can be more prepared for future flooding events.

What are we going to do?

- Work with partners to improve our shared flooding response and recovery approach.
- Working with external agencies, support the delivery of small scheme flood protection measures and watercourse management.
- Work with the Local Resilience Forum to develop community resilience plans including those related to flooding.
- Commission a new Strategic Flood Risk Assessment to inform the development of future planning policy.



About our borough

Last winter (2024) more than 200 properties were affected by flooding, and we distributed £247,500 in flood recovery grants.

Photo: Jack Boskett Ltd - Ashleworth Tithe Barn



Place

Why is this an area of focus?

Our new Place Programme, informed by local data and insights, will recognise and value the distinctiveness of the different communities that make up our borough.

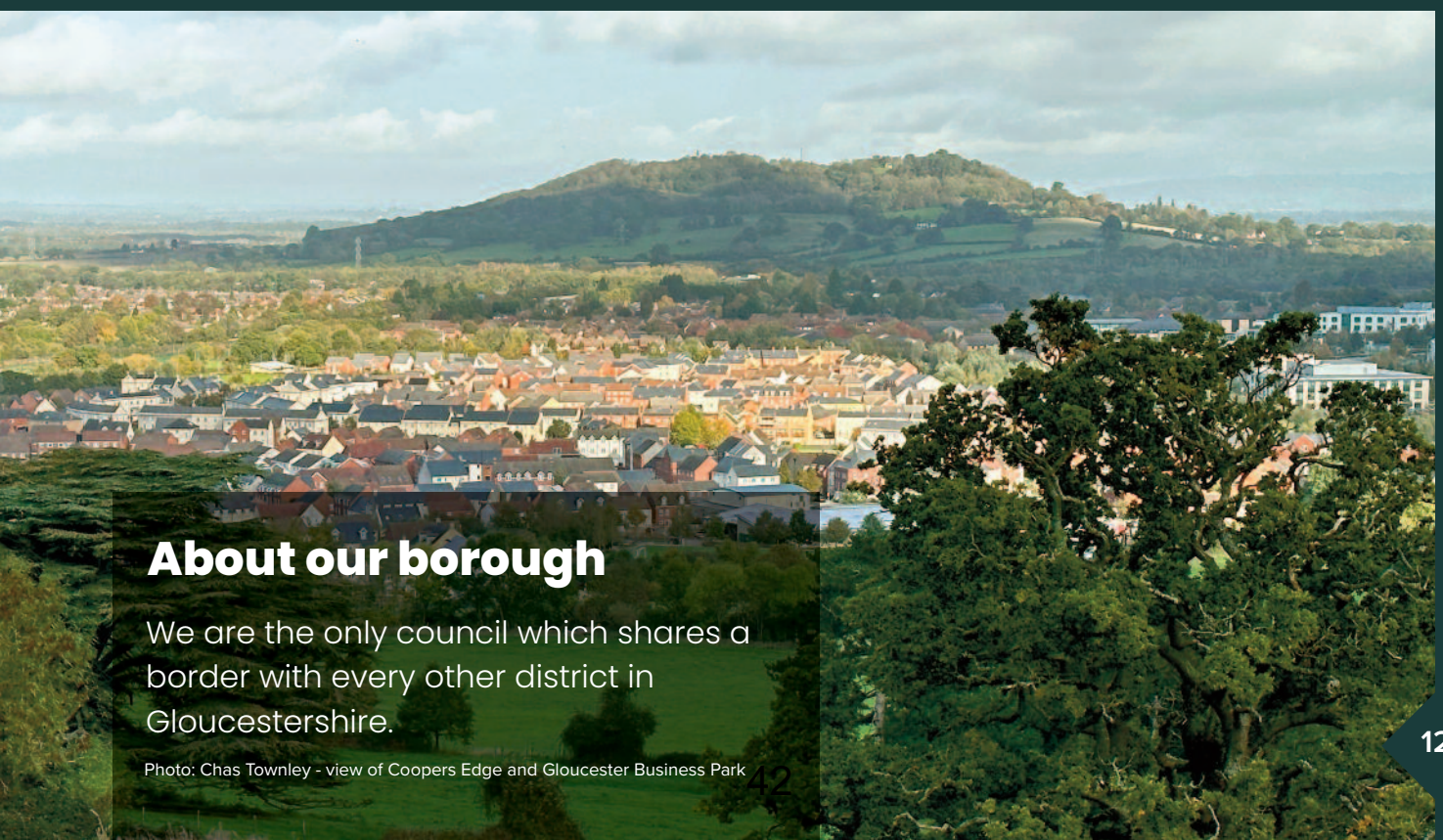
Working with parish councils and local communities, we will create 'place plans'. These will highlight key issues and projects such as community safety initiatives and flooding response needs that affect specific areas – making sure discussions and decisions are locally focused.

Having 'place' as an area of focus will help us to support communities to understand their issues and develop local solutions, including securing support and resources from partners.

By engaging with the local communities on their infrastructure needs (such as community halls or play areas), we will make sure they are connected to any planned growth. This will feed into the Strategic and Local Plan which is the supporting policy framework to ensure that any housing growth is accompanied by the appropriate infrastructure.

What are we going to do?

- Develop a Place Programme, with parish councils and local communities, to produce place plans for distinct areas of the borough (e.g. larger settlements and surrounding parishes or the more rural areas).
- Adopt the Tewkesbury Masterplan and develop an action list of the priorities for regenerating Tewkesbury town centre.
- Work with partners in developing a Community Safety Strategy and an associated action plan to deliver the arising priorities, such as reducing antisocial behaviour.
- Work with local communities and health partners to develop and deliver a programme of activity aimed at preventing the development of long-term illnesses and encourage community wellbeing.



About our borough

We are the only council which shares a border with every other district in Gloucestershire.

Photo: Chas Townley - view of Coopers Edge and Gloucester Business Park



Managing growth

Why is this an area of focus?

According to the Office of National Statistics (ONS), Tewkesbury Borough has seen the most rapid population growth of any area outside London, with a population increase of 15.8% between the 2011 and 2021 census.

We have a vital role to play to ensure that we manage this growth in the best possible way. This includes planning for the building of new homes, through our Strategic and Local Plan, rather than letting development take place in an ad hoc manner. Another area of focus in our plan is the economy; supporting businesses so they can flourish and continue to provide employment and prosperity for our communities.

Hand-in-hand with development, we need to make sure planning obligations (also known as Section 106 agreements) and the Community Infrastructure Levy, which is a charge that local authorities can set on new developments, are secured to fund additional public benefits. These include infrastructure such as open spaces, sports and play facilities, affordable housing, provision of healthcare, education and other community facilities.

It is paramount that we work with others to achieve this through our Strategic and Local Plan and our Garden Communities Programme; the focus being ensuring sustainable new development meets the needs of the borough. We will put our communities at the heart of our decisions, ensuring the infrastructure that is required to support the delivery of jobs and housing is provided, whilst maintaining an environmentally sustainable approach to development.

What are we going to do?

- Work with providers to prepare an Infrastructure Delivery Plan, as part of the evidence base that informs the preparation of the Strategic and Local Plan.
- Deliver improvements to maximise planning obligations (Section 106) and the Community Infrastructure Levy (CIL); providing infrastructure to support new developments.
- Continue to promote the Garden Communities Charter and share to all stakeholders via the Garden Communities governance structure.
- Complete a stewardship strategy, with landowners' agreement, for the Garden Communities and establish a stewardship body to receive and manage all community infrastructure resources.
- Support the development of a southern Garden Communities (phase 2) masterplan, including an employment strategy.

About our borough

Our borough has one of the fastest growing populations in the country (source: ONS 2021).

Photo: Jack Boskett Ltd - Coopers Edge in Tewkesbury Borough.



Housing and homelessness

Why is this an area of focus?

Preventing and resolving homelessness and the threat of homelessness is a key part of this focus area. Being homeless can have a devastating, long term impact on individuals and their families, especially children. It can affect physical and mental wellbeing, leaving people isolated from their communities and support networks. Reducing homelessness will improve outcomes for households but also reduce the wider impact on society.

We seek to support our local communities, whether they are new or existing, to thrive and to be as resilient as possible. We recognise the importance of affordable, high-quality housing and understand that this is fundamental to the wellbeing of our residents. We will identify housing needs across the borough through the Strategic and Local Plan, and work with communities to meet these needs. A community-led approach will help identify potential sites and ensure local people and groups are at the heart of our work.

By supporting new affordable housing delivery, we will seek to increase numbers of properties, improve accessibility and energy efficiency standards and provide options in areas less likely to see wider development. Not only is housing important, but it is linked strongly with a number of our focus areas such as health and wellbeing, economy and growth. It is an important part of building and maintaining strong communities and supporting the economic prosperity of the borough.

What are we going to do?

- Ensure instances of rough sleeping are rare, brief and non-recurrent by reacting quickly to individuals in need.
- Maximise the supply of appropriate affordable housing, giving priority to social rented homes and other tenures that meet our community's needs.
- Find alternative options to reduce the use of bed and breakfasts and hotels for temporary accommodation.
- Complete individual action plans for every property that has been empty for over two years, identifying the options available to the council to bring each property back into use.
- Ensure appropriate interventions are carried out to ensure that properties are safe and free from significant health risks, for example damp and mould.
- Explore possible development sites, working with communities and registered providers to develop a community-led approach to delivering affordable housing in rural areas.
- Explore options for the council to begin to deliver affordable housing on our brownfield land.

About our borough

There are 44,862 residential properties in our borough (source: ONS Census 2021)

Photo: Adobe Stock



Economy

Why is this an area of focus?

We are committed to supporting businesses in the borough to grow and encouraging investment in the local economy. Our new Economic Development and Tourism Strategy will detail how we plan to achieve this and is closely aligned to our other areas of focus, particularly place and managing growth.

Our borough boasts a wide range of economic activity, from world-leading multinationals to micro-businesses. It is an established centre for high-quality manufacturing, home to some world-class, high-tech aero engineering firms and small independent businesses. Supporting key sectors will be fundamental to business growth and innovation. These include advanced engineering and manufacturing, agri-tech, aerospace, the visitor economy, green businesses, and creative industries.

The vibrancy of the retail centres in our borough, including two market towns, plays an important role in supporting the economic success of the area and it is crucial we help them plan for the future. We also recognise that recruiting and developing local talent are vital to our business community, and that it's important we work with partners and businesses to develop initiatives that increase skills and reduce barriers to employment.

We are also committed to ensuring that together with employment land and housing, we have the right infrastructure and skills to attract new investment and retain and strengthen existing businesses. The Strategic Local Plan, will help facilitate this and ensure the needs of local businesses are met, aiding economic growth and sustainability.

What are we going to do?

- Deliver the Employment and Skills Hub Outreach project to reduce barriers to employment.
- Extend the support provided to businesses through the Growth Hub by creating a proactive business voice network.
- Provide support to ensure that businesses and communities benefit from national funding schemes (e.g. UK Shared Prosperity Fund and the Rural England Prosperity Fund). This will include net zero and start up business support, as well as a business grant scheme.
- Work with partners to promote the growth of key sectors, including: advanced engineering and manufacturing, agri-tech and aerospace.
- Commission an Employment Land Use Study to inform the development of future planning policy.



About our borough

There are 4,285 registered businesses within our borough (source: inter department business register- 2023)

Photo: Jack Boskett Ltd – The Growth Hub at the Public Services Centre.



Young people

Why is this an area of focus?

Young people are essential to local communities and the future of our borough – they help shape the culture and have extensive social connections. Allowing young people to have a voice can provide valuable insights, perspectives and recommendations on issues that affect them. Enabling them to make contributions to their local area can have many benefits for generations to come and help foster a sense of belonging within the community.

While we are not responsible for children's services, such as education or care, we recognise the importance of engaging with young people. To help us achieve this, we are appointing a young people's engagement officer, who will actively seek their input, and ensure their views are heard on local issues. We will work with our partners, including the Integrated Locality Partnership (ILP), to address health inequalities and support young people to live healthier lifestyles. We are also mindful of the impact that Covid19 and the cost of living has had on young people's lives.

It is important that we support young people who are new to the work environment. We recognise that this can be daunting, so we will continue to offer work experience and apprenticeship programmes to help them gain experience or a qualification.

What are we going to do?

- Engage with young people to understand their role in contributing to council decision making.
- Work with partners including the Integrated Locality Partnership (ILP) and Young Gloucestershire to support young people with their mental health.
- Review and enhance our Care Leavers' Covenant throughout our services.
- Work with Young Gloucestershire to develop a panel for young people as part of the Garden Communities Programme.
- Map and link in with the existing provision of youth councils, action groups and networks within the borough.



About our borough

26.5% of the borough's population is aged 0 to 24 years old (25,184 people) (source: ONS Census 2021)

Photo: James Evans Photography – Children playing at Winchcombe skate park.



Health and wellbeing

Why is this an area of focus?

Health and wellbeing are essential parts of everyday life. We play a huge role in ensuring our communities are robust, healthy and thriving places to live, by working with partners to reduce health inequalities. We want to support people to live in good physical and mental health for as long as possible, particularly those who have poorer health outcomes and face challenging times.

We have a direct impact on the physical wellbeing of our communities, through the Tewkesbury Leisure Centre and other facilities such as playing pitches, parks and play areas. We also operate a small grant scheme for health and wellbeing, and outline community and sporting infrastructure needs for new housing developments.

By working with partners such as the Integrated Locality Partnership (ILP) and promoting physical and mental health, communities can help to enhance social connections, foster a sense of belonging and reduce the pressure on healthcare services. Additionally, this can create a more vibrant and engaged borough, and support economic growth by attracting businesses and residents to the area, leading to more prosperous and inclusive communities.

For the last few years, we have been supporting refugees that have moved to our borough, including those who have joined us through the Homes for Ukraine scheme, and from Syria and Afghanistan. We will continue to work closely with our residents and partners across the county and wider area to support these people – many of whom are fleeing wars and have experienced very difficult circumstances.

What are we going to do?

- Develop a health and wellbeing strategy and action plan to address health inequalities such as accessibility and inclusion.
- Work with partners to refresh our support measures for those impacted by the increase in the cost of living.
- Work with the Integrated Care Board (ICB), Integrated Locality Partnership (ILP) and local communities to ensure that health and wellbeing strategies inform the development of future planning policies.
- Review and enhance our offer to our armed forces community through the Armed Forces Covenant.
- Work with the Gloucestershire Strategic Migration Partnership to continue to support asylum seekers and refugees, helping them to live a safe and settled life with their living and welfare needs met.

About our borough

71.8% of people in the borough are reported as physically active, higher than the national average of 67.3%.
(source: ONS Census 2021)

Photo: Jack Boskett Ltd – Brockworth Badgers Hockey Team.

Delivering our Council Plan

It is essential that monitoring the delivery of our plan is transparent and subject to rigorous challenge. A performance tracker will be developed and presented to the council's Overview and Scrutiny Committee on a quarterly basis. Actions and supporting performance indicators will be measurable and outcome-focused. For accountability, all actions will be allocated to a responsible officer and lead member.

The Council Plan is an overarching strategic document and is refreshed annually to ensure it remains a live document. The plan will be supported by a suite of strategies to deliver our priorities and areas of focus. These are:

- Place Programme
- Climate Change and Ecological Strategy
- Housing and Homelessness Strategy
- Waste and Recycling Strategy
- Health and Wellbeing Strategy
- Economic Development and Tourism Strategy
- Strategic and Local Plan
- Flood Response and Resilience Action Plan
- Communications Strategy
- Community Safety Strategy
- Tree Strategy

A number of these will be developed over the next 12 months, for example the Place Programme, and Health and Wellbeing Strategy. Strategies currently in place will need to be reviewed to ensure they remain fit-for-purpose, such as the Housing and Homelessness Strategy and Waste and Recycling Strategy. Our Overview and Scrutiny Committee will play a pivotal role in this review and provide ongoing monitoring to ensure they deliver what they are supposed to.

None of this will be achievable without financial resources and sound financial management. After more than a decade of austerity in local government and with the borough expanding rapidly in recent years, our services are under more pressure than ever to meet the demands placed upon them. The Council Plan enables us to retain our focus on our agreed priorities and ensure that there is a clear alignment between the Council Plan and the Medium-term Financial Strategy.

Alongside this, we recognise the need to continue our journey of award-winning digital transformation, embracing technologies to deliver services more efficiently and effectively. Adopting agile approaches to our ways of working will be key to allowing us to remain flexible and responsive to evolving needs, while enhancing accessibility.

Not all of our services can be represented within the Council Plan, and some will be carried out as business-as-usual through departmental service plans. These will be monitored as part of our dedication to becoming a High Performing Organisation (HPO). More information on our HPO programme, including how it aligns with our Council Plan, can be found on page 19.



Photo: Tewkesbury Borough Council - Snowhill Lavender fields.

High Performing Organisation

The launch of the new plan is an opportune time for us to review how we deliver our services, particularly as we continue to face increasing demand in a difficult financial environment.

For us to continue to meet demand in a way that our residents, businesses and users expect, we need to fundamentally review the way we organise and deliver our services. Our approach to resident and customer engagement, our processes (which are often overcomplicated), and data management should give us the confidence that our service delivery meets our residents' needs or responds to demand in the most effective way.

Reflecting this, we have developed an internal High Performing Organisation Programme, which will help us to ensure we:

- Shift from being output to outcome focused.
- Listen to our residents, businesses, and communities through meaningful engagement.
- Use data and insights to inform decisions and be more proactive.
- Put experience at the centre of our service design.
- Have simple processes that are digital by default.
- Have an internal culture that is performance focused.

To ensure our High Performing Organisation approach is trackable and manageable, we have created a programme which covers the following themes:



Supporting the delivery of this plan, our High Performing Organisation Programme will help shape us into a council that is responsive, accountable, innovative, and focused on delivering our services in a way that improves the lives of our residents and communities.



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Front cover photo: Jack Boskett Ltd – View from Cleeve Hill overlooking Bishop's Cleeve.
Produced and designed by Tewkesbury Borough Council. April 2024

TEWKESBURY BOROUGH COUNCIL

Report to:	Council
Date of Meeting:	15 May 2024
Subject:	Consideration of Council Name Change
Report of:	Chief Executive
Director:	Director: Transformation
Lead Member:	Leader of the Council
Number of Appendices:	One

Executive Summary:

Following feedback from Councillors, community groups and local businesses, it became clear that many people in the borough do not identify with the name 'Tewkesbury Borough' - it is not considered representative of the entire district, and it creates confusion between the town and borough councils.

These concerns were also raised by councillors during the development of the new Council Plan. In addition, officers highlighted that the council's logo is outdated and difficult to use on digital assets such as the website and online forms and would need to be updated.

Following a request from councillors, officers have explored the impact of changing the council's name, including the rationale for doing so, the cost, and an appropriate rollout approach.

This report provides an overview of the findings of this exploratory work, and a recommendation to make a 'minded to' decision subject to further consultation.

Recommendation:

To be **MINDED TO** change the council's name to North Gloucestershire Borough Council, subject to a six-week consultation to allow for stakeholders to submit their representations on the proposal and to feedback on the proposed logo options before a final decision is taken on any changes.

Financial Implications:

The council has set aside £10k from year end balances to cover any costs associated with updating the council's logo (which is required) and a name change. A phased rollout means that changing physical asset logos will only happen as part of their normal maintenance cycle and so the cost will be covered within their own budgets. If the name change was approved, then the council would make the cost control associated with changing the name a virtue, rather than a disadvantage.

Legal Implications:

Under section 74 of the Local Government Act 1972 a borough council may change its name at an Extraordinary Council meeting convened for this purpose only if two thirds of the members voting agree to the change of name. Our borough status will not be affected by a name change, a notice is required to be given to the Director General of the Ordnance Survey and to the Registrar General.

Environmental and Sustainability Implications:

None associated with this report. Physical assets will only be updated during normal maintenance.

Resource Implications (including impact on equalities):

The resource implications will be minimised through a phased rollout approach, with digital assets being prioritised and physical assets only being updated as and when required through their normal maintenance schedule.

Safeguarding Implications:

None associated with this report.

Impact on the Customer:

Changing the name of the council will have a mostly positive impact on residents, communities and businesses as set out within the detail of this report. There may be some initial confusion, although the change will provide an opportunity to clearly restate what the council provides for residents and businesses and differentiate our services from those provided by parish councils and the county council.

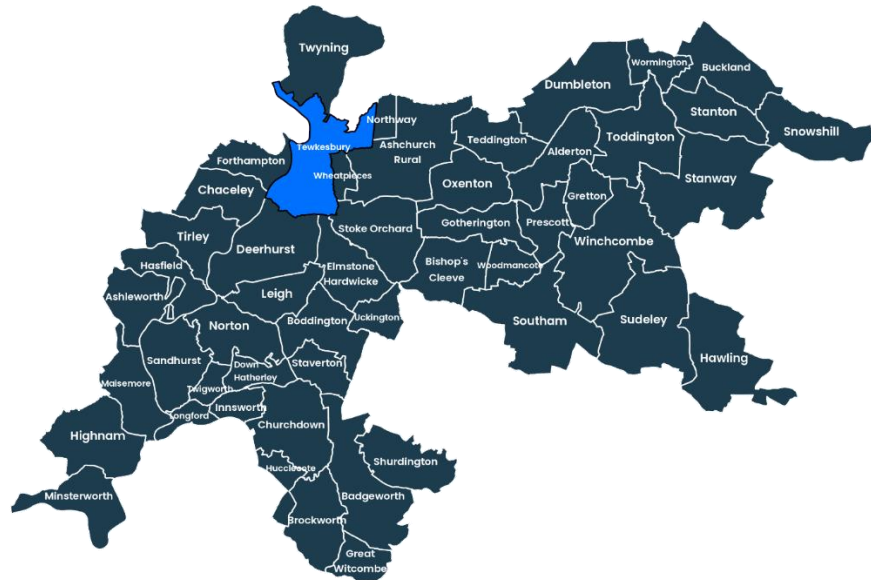
The direct impact on our customers will be that letters, bills and other communications they receive from the council will be branded with the new name and logo. Where possible, we will explain the name change in letters and communications. A webpage will be created where residents and stakeholders can find out more about the new name and the rationale behind changing it.

To minimise costs, a phased approach will be used to implement a name change. Some physical assets, such as signage and bins, will keep the old name and logo until they need to be updated during their regular maintenance cycle.

1.0 INTRODUCTION

- 1.1** Exploring an alternative name for the council originated from discussions on the new Council Plan, where concerns were raised that the council's logo is outdated, and our in-house designers find it difficult to use on digital assets such as the website and online forms.
- 1.2** As part of these discussions and from feedback from councillors, community groups and local businesses, it became clear that many communities in the borough do not identify with the name 'Tewkesbury Borough' - it is not considered representative of the entire borough, and it creates confusion between the town and borough councils, and the town and borough mayors.
- 1.3** Following a request from councillors, officers have explored the impact of changing the council's name, including the rationale for doing so, the cost, and an appropriate rollout approach.

- 1.4 For context, our borough is 160 square miles and consists of 51 parishes, as shown in the map below. Tewkesbury Parish accounts for under 3% of the borough’s geographic footprint and around 10 per cent of the borough’s population. The parish of Bishop’s Cleeve has more people living in it than any other parish in the borough.



2.0 NORTH GLOUCESTERSHIRE BOROUGH COUNCIL

- 2.1 The name North Gloucestershire Borough Council was put forward multiple times as part of the exploratory work - in the consultation (more information in paragraph 5), informally by Councillors, and by businesses. North Gloucestershire Borough Council was also the name put forward when this was last considered in 2008 – the name itself had support but given the higher number of physical assets to update at that time, it wasn’t taken forward.
- 2.2 The map below shows the location of the borough (named as North Gloucestershire) in the context of the wider county of Gloucestershire, highlighting that it clearly sits as the most northern borough:



3.0 WHAT ARE IMPORTANT CONSIDERATIONS FOR A NAME?

3.1 To understand whether North Gloucestershire Borough Council is an appropriate alternative name, we considered the issues the council faces, and the pros and cons associated with the existing and proposed names:

3.2

External considerations	Tewkesbury Borough	North Gloucestershire Borough Council
Is it representative of our geographical location and the different communities across our 160 square mile area?	X	✓
Does it demonstrate to our residents and communities that the council is committed to supporting the entire borough and not just a single town or parish?	X	✓
Does it reflect our strategic location, rather than what the current name is synonymous with, which is flooding?	X	✓
Does it support business and job creation, as well as supporting the borough's regeneration and inward investment on a national/international scale?	X	✓
Does it provide clarity and accountability between Tewkesbury borough and town councils?	X	✓
Does it have local recognition, and is it a trusted name?	✓	X*
Internal considerations		
Does it support an internal culture, which reinforces the mindset shift that we are here to support the entire borough and not just one locality? In moving to a new Place approach, it is important our name is representative of the whole geography.	X	✓
Does it help to boost recruitment by reflecting the scale of opportunities that are on offer through working for this council?	X	✓

*Over a short period of time, the recognition and trust associated with the borough will be attached to the new name, as has been the case in other council name changes (including those that have moved from two tier to unitary, such as Somerset).

3.3 North Gloucestershire Borough Council directly responds to these issues, and it:

- Provides immediate geographic context (as highlighted in the map in paragraph 2.1), and it would help to raise the borough's profile regionally and nationally.
- Has strong brand appeal that could support economic development, tourism, and attracting investment.
- Avoids prioritising one town (Tewkesbury) over others within the borough, promoting a more representative identity that more equally represents all communities.
- Responds to the concerns from businesses, that our current name does not reflect our strategic location.
- Would support a wider recruitment pool for both the council and local businesses. Many businesses based outside of Tewkesbury have told us they link themselves to Cheltenham or Gloucester because the name Tewkesbury Borough does not represent where they are located.

4.0 ALTERNATIVE NAMES CONSIDERED

4.1 Other names that have been proposed throughout this exploratory work, include:

- Severn Vale Borough Council
- Gloucestershire Rural Borough Council
- East Cotswolds Borough Council.

4.2 Each of these names were tested against the rationale for exploring a name change, with the following issues raised:

- They do not clearly clarify where the borough is, so identity issues would remain.
- Each of the alternative name options risk excluding other areas, which wouldn't solve the inclusivity issue.
- They do not help to increase awareness that we are a Gloucestershire borough with a strategic location.
- Gloucestershire Rural and East Cotswolds could be confused with other rural areas of Gloucestershire.

5.0 CONSULTATION FEEDBACK

5.1 As part of the Council Plan consultation, respondents were asked to consider if the name Tewkesbury Borough is representative of the area in which they live:

55% of respondents said that they do not think the name Tewkesbury Borough represents the area that they live in.

45% of respondents said they do think the name Tewkesbury Borough represents the area that they live in. Of these, almost half recognised that the existing name doesn't represent areas outside of the town's catchment area.

The further away respondents lived from Tewkesbury town, the less represented they felt by the name Tewkesbury Borough.

5.2 During a Tewkesbury Borough Business Voice event held on 27 February 2024, it was raised organically by businesses that North Gloucestershire Borough Council as a name would have a significantly positive impact for them – particularly as it would enable better recognition by customers of the strategic location in which their businesses are based. In addition, businesses from the west and south of the borough reported that they felt a ‘Tewkesbury Borough Business Voice network’ wouldn’t be applicable to their businesses because they aren’t based in the Tewkesbury area.

5.3 A range of comments were submitted as part of the consultation, with several concerns about changing the council’s name, including:

Concern	Our judgement
Tewkesbury is a historic name. It has always been Tewkesbury Borough.	Tewkesbury Borough was only introduced in 1974. Before that, the borough of Tewkesbury only covered the town itself. With significant growth since then, the largest parish is now Bishop’s Cleeve.
It’s going to cost a lot of money.	The cost of a new name is explained in paragraph 6. A name change would take place in two cost-conscious phases, and most of our assets are digital, which can be updated at no additional cost to what would be required to update our logo anyway.
Time would be better spent delivering other council services.	The name change would be done through a phased approach and will not be prioritised over delivering our essential services. All physical assets would be delivered within their routine maintenance schedule. The work required to update the council’s name on our digital and physical assets would be required by the necessary logo update anyway.
This is the first step in creating a unitary council.	Changing the council’s name to respond to the issues with our current name is not linked in any way to creating a new council.

5.4 There were also supportive comments for changing the council’s name, including:

- *North Gloucestershire is a great suggestion, it reflects the scale and ambition of the borough.*
- *I think North Gloucestershire is much more inclusive of all settlements and areas of the borough.*
- *North Gloucestershire is much less parochial.*
- *Tewkesbury town is right on the edge of the council area, the name is outmoded. North Gloucestershire is a good alternative.*
- *As I live in Tewkesbury, the name does represent my area however the name doesn’t take into account the size of the borough.*

6.0 COST OF CHANGING THE COUNCIL’S NAME

6.1 Changing the council’s name would be delivered in a phased way, and in line with an approach that would be adopted if we were to be updating the logo only. A budget of £10,000 has been identified for this.

6.2 Design work and digital asset updates can be done in-house and physical signage would be updated and replaced in line with normal maintenance cycles.

- 6.3** The rollout would be undertaken in two cost-conscious phases:
- Phase one** – focused on areas where the new name can be applied without any additional spending e.g. our digital channels and assets
- Phase two** – onwards: updating physical assets, such as street furniture, vehicles and signage. Only items due for replacement – ensuring no additional cost to the council.
- 7.0 LOGO OPTIONS**
- 7.1** Logo options have been designed in-house and these can be found at Appendix 1.
- 7.2** It is proposed through the recommendation of this report that at least two logo options are subject to the six-week consultation (as described in paragraph 9) so that feedback from the public can inform the final design if the decision is made to change the council's name.
- 7.3** The design of the logos has been done in a way that ensures accessibility, inclusivity, futureproofing and flexibility for use.
- 8.0 IMPACT ON BOROUGH STATUS**
- 8.1** Section 74 of the Local Government Act 1972 provides the opportunity for a council to change its name. Under these provisions the council may change its name by a resolution passed by not less than two thirds of the Members voting thereon at a meeting of the council specifically convened for the purpose.
- 8.2** Where the name of a district, which has been granted Borough Status, is changed in pursuance of the Act, the charter shall affect as if the new name was substituted for the old.
- 8.3** Legislation requires notice of any change made to be sent by the council concerned to the Secretary of State, the Director General of the Ordnance Survey and the Registrar General, and to be published in such manner as the Secretary of State may direct. Some places, mainly ancient cities, require the Kings Warrant for a name change. Gloucester City is on the list, but that relatively short list does not include Tewkesbury Borough.
- 8.4** A change of name does not affect any rights or obligations of the Council or of any Council, authority or person, or render defective any legal proceedings and any legal proceedings may be commenced or continued as if there had been no change of name.
- 9.0 FURTHER SIX WEEK CONSULTATION**
- 9.1** It is proposed through this report that a further public consultation is carried out for a period of six weeks following the decision at Council on 15 May.
- 9.2** The consultation will run from 17 May 2024 to 28 June 2024. Members of the public, local businesses, town and parish councils, and other partners and interested parties will be welcome to make representations in relation to the proposed change of name to North Gloucestershire Borough and logo options.
- 9.3** For stakeholders who are unable to access the consultation online, our customer services team will be available to fill it out on their behalf over the phone or in person at the council offices, or at our advice and information centres in Winchcombe and Churchdown.

9.4 The feedback from the consultation will be analysed and any issues or concerns raised that are not addressed in the council's rationale for changing the name will be directly responded to.

9.5 A further report, including a summary of findings from the consultation, will be brought to an Extraordinary Council meeting following the scheduled Council meeting on 30 July 2024 for a final decision on the name change.

10.0 OTHER OPTIONS CONSIDERED

10.1 The other option is to keep the council's name as Tewkesbury Borough, although this would not resolve the issues set out in paragraph 3.2.

10.2 If the council's name remains as Tewkesbury Borough, a new logo is required, which will incur similar costs to changing the council's name.

11.0 CONSULTATION

11.1 The Council Plan consultation asked respondents if they felt Tewkesbury Borough represents the area in which they live. The survey found that 55% of those who responded to the question said they

11.2 Heads of Service and Managers have been consulted through engagement sessions to discuss what changes to their service areas could be phased, contractual and partner obligations and to calculate associated costs.

11.3 Consultation with our partners and stakeholders will be a focus for the consultation period following this report.

12.0 ASSOCIATED RISKS

12.1 Changing the name of the council will have a mostly positive impact on residents, communities and businesses as set out within the detail of this report. There may be some initial confusion, although the change will provide an opportunity to clearly restate what the council provides for residents and businesses and differentiate our services from those provided by parish councils and the county council.

12.2 A robust communications plan will support changing the council's name. Where possible, we will explain the name change in letters and communications. A webpage will be created where residents and stakeholders can find out more about the new name and the rationale behind changing it.

12.3 Listening to the views of residents, parish councils and stakeholders is important. The proposed six-week consultation will ensure the council provides opportunities for feedback, including concerns, to be responded to.

13.0 MONITORING

13.1 None associated with this report.

12.0 RELEVANT COUNCIL PLAN PRIORITIES/COUNCIL POLICIES/STRATEGIES

12.1 Council Plan

Background Papers: None

Contact Officer: Director: Transformation
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Appendices: Appendix 1 – Logo Options

Option 1




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