

## **CABINET**

Wednesday, 17th October, 2018  
Time of Commencement: 2.00 pm

**Present:-** Councillor Simon Tagg – Chair

Councillors M. Holland, T. Johnson, P. Northcott,  
S. Sweeney and J Waring

Officers Executive Director (Resources and  
Support Services) - Kelvin Turner,  
Executive Director Operational Services-  
David Adams, Executive Director  
(Regeneration and Development) - Neale  
Clifton and Jayne Briscoe - Democratic  
Services Officer

Apologies Interim Chief Executive – Mr J Tradewell

### **1. MINUTES OF THE LAST MEETING - 19 SEPTEMBER 2018**

**Resolved:** That the minutes of the Cabinet meeting held on 19 September be agreed as a correct record.

### **2. DECLARATIONS OF INTEREST**

There were no declarations of interest stated.

### **3. MEDIUM TERM FINANCIAL STRATEGY**

The Deputy Leader and Cabinet member for Finance and Efficiency presented the Medium Term Financial Strategy for the period 2019/20 to 2023/24. Whilst the strategy demonstrated alignment with the Council Plan, and ensured efficiency in service delivery and targeting resources to agreed priority areas it identified significant budgetary shortfalls over the next five years. In this respect further budget options developed by the Efficiency Board would be available for consideration in December prior to consideration of a draft budget for 2019/20 at the January meeting.

The Medium Term Financial Strategy had been considered by the Finance Assets and Performance Scrutiny Committee (20/09/2018).

**Resolved:** (a) That the Medium Term Financial Strategy for 2019/20 to 2023/24 be approved.

(b) That an online consultation on options for the budget go live after this meeting.

### **4. CAR PARKING REVIEW/STRATEGY**

The Deputy Leader and Cabinet Member for Finance and Efficiency presented this report which reviewed options for modifying the management and operation of the

Councils town centre car parks with the aim of increasing usage and encouraging footfall to improve the town centre economy and stabilising income for the Council. The initiatives had been developed in consultation with the Newcastle under Lyme Business Improvement District.

- Resolved:**
- (a) That officers be authorised to take all the necessary steps to introduce a flat rate charge of £1 for all town centre car parks after 3pm at the earliest opportunity (and by no later than 1 December 2018)
  - (b) That officers be authorised to take all necessary steps to implement a variation to the current Traffic Regulation Order to establish short stay pay and display in respect of the spaces on the former Civic Offices forecourt (Merrial Street) at the earliest opportunity (by no later than 1 March 2019)
  - (c) That officers, in liaison with the relevant Cabinet Member, be authorised to engage with the Newcastle under Lyme with a view to implementing the following:
    - (i) A BID supported Permit parking arrangement targeted at BID members on the basis described in the report.
    - (ii) To enable discounted town centre parking on up to five occasions in any financial year on the basis described in the report and;
    - (iii) To facilitate free parking on all town centre car parks from noon to 8pm on the 2018 Christmas lights switch-on.
    - (iv) To give free parking on all town centre car parks from 3pm to 8pm on up to five late night pre-Christmas shopping events.
  - (d) That officers take steps to promote the sale of Permits to medium to large size businesses and organisation (minimum 20 employees)
  - (e) That officers be authorised to take all necessary steps to introduce parking charges on the town centre car parks on Bank Holidays at a flat rate of £1 with effect from no later than 1 April 2019.
  - (f) That officers continue to promote "Pay by phone" on all appropriate town centre car parks.
  - (g) That officers be authorised to explore through consultation with local partners the potential for establishing Pay on Exit arrangements on key town centre car parks (particularly The Midway MSCP, Goose Street and King Street) and to report back the outcome at the earliest opportunity.
  - (h) That officers be requested to monitor the impact of the above proposals (particularly (a) to (f)), and be asked to report back by no later than 1 February 2020 so that Members can review future approaches.

- (i) That officers, in consultation with the relevant Portfolio Holder(s) report back by no later than summer 2019 with a 10 Year Parking Strategy for the town centre, taking account of any comments or suggestions made by the Economy, Environment and Place Scrutiny Committee and including the following matters within the Strategy (not an exhaustive list):
- To engage with the Highway Authority to explore the potential for enabling greater traffic movement within the town centre and provision of short term parking
  - To review options for introducing more convenient (cashless) payment methods for car parking charges and
  - To explore the potential for collaboration with University Hospital North Midlands with a view to achieving accessible and affordable parking to serve the needs of the hospital (staff and visitors) and minimise the adverse impact of on-street parking on local communities.
- (j) That this matter be referred to the Economy, Environment and Place Scrutiny Committee for its comments and any suggestions to inform the proposed 10-year Strategy.

## 5. **UNIVERSITY GROWTH CORRIDOR**

The Cabinet Member for Planning and Growth reported that the Economy, Environment and Place Scrutiny Committee (26/09/2018) had considered a report on the University Growth Corridor and that although the principle of development was acceptable the committee had raised some points of concern.

The Economy, Environment and Place Scrutiny Committee had subsequently reviewed the decision at a Call-In meeting (11/10/2018) when the Call-In was rejected.

**Resolved:** That members, having reviewed the feedback from the Economy, Environment and Place Scrutiny Committee (26/9/2018) together with the comments made at the call-in meeting of Economy, Environment and Place Scrutiny (11/10/2018) along with the feedback from the public engagement event held on 10 October 2018, approval be given to the vision and proposals and that the proposals be submitted for consideration for inclusion in the emerging Joint Plan including the following additional commitments

- (a) That the Council agrees to the commissioning of a site-specific Design Brief at the most appropriate stage of any disposal process to establish key principles about matters such as housing type and tenure, density of development, open space provision and provision of space for any necessary community facilities.
- (b) That officers be authorised, in consultation, with the relevant Portfolio Holders(s) to continue working with key partners in

order to make any necessary representations to the local planning authority.

- (c) That, subject to the inclusion of the proposals in the Draft Local Plan, officers be authorised, in consultation with the relevant Portfolio Holder(s,) to continue working with the key partners to facilitate practical implementation of the vision for the area, reporting back to members at key milestones and in particular to seek approval for any significant resourcing requirements, including the commissioning of a site-specific Design Brief referred to above.

## 6. **AWARD OF MECHANICAL AND ELECTRICAL MAINTENANCE CONTRACT**

The Cabinet member for Leisure and Culture presented this report which considered the award of future contract for the mechanical and electrical maintenance contract at Jubilee 2.

A detailed breakdown of the shortlisted companies and recommended provider will be provided to the Cabinet Member in November 2018 for approval to enter into a formal contract.

**Resolved:** That, following a compliant procurement process, the Cabinet Member for Leisure and Culture, following consultation with the Executive Director for Operational Services, be authorised to enter into a contract for the mechanical and electrical preventative/reactive maintenance of equipment at Jubilee 2 for a period of up to 3 years, subject to the satisfactory performance of the contractor.

## 7. **URGENT BUSINESS**

The Leader provided the response from Cabinet to the Call-In on the decision of Cabinet (19/09/2018) to the future Recycling Strategy which had been considered by the Economic, Environment and Place Scrutiny Committee (11/10/2018).

The Leader pointed out that the original decision was based on the unanimous recommendation from a cross party Task and Finish Group and that the Committee had previously considered the report at its meeting on 26/09/2018) when it had examined a number of issues surrounding the operation of the service.

The Economy, Environment and Place Committee requested additional scrutiny of the proposed recycling system including the costings, implementation and any risks of both a new kerbside system and an affordable garden waste collection service.

- Resolved:**
- (a) That the Economy, Environment and Place Scrutiny Committee receive regular updates from the Cabinet Member on the detailed planning and modelling of the new recycling service including timescales and costs in the run up to its implementation to help shape its design and direction and report back into the Cabinets decision making process.
  - (b) That the Economy, Environment and Place Scrutiny Committee be given the option to scrutinise the following work streams of the Project Steering Group before the public notification of the

new charged garden waste service during the week commencing 29 October 2018

- Communications Plan
- Customer Services Plan
- ICT and Electronic Payment Plan
- Operational Plan
- Finance and Budget Plan
- Risk Plan

- (c) That the Leader and the Cabinet member for Environment and Recycling discuss with the Chair of the Economy, Environment and Place Scrutiny Committee how best to carry out the scrutiny exercise within the timescales.

**COUNCILLOR SIMON TAGG**  
Chair

Meeting concluded at 3.00 pm