

CABINET

At a meeting held on Tuesday, 12 March 2019

Present:-

Councillor Cllr Mrs H F Mallory (Vice-Chair, in the Chair);
Councillors M Smith, W Chatt, M J Cockerill, J Nock, Mrs H Phillips and
Cllr Mrs S Turner

1. DECLARATIONS OF INTEREST

No declarations of interest were received.

2. MINUTES

RESOLVED that the minutes of the meeting held on 12 February 2019 be approved as a correct record and signed by the Chairman.

3. PUBLIC QUESTION TIME

The Chairman reported the receipt of one question in respect of Item 6 on the agenda.

4. FORWARD PLAN

The Cabinet considered the Forward Plan (Reference 19/079). In respect of his Public Health and Housing Portfolio and the Member Briefing on Future Cemeteries Provision in the Borough held the previous month, Councillor Chatt undertook to the check with officers that the slides had been circulated to all councillors.

RESOLVED that the Forward Plan be approved.

5. PROGRESS OF SCRUTINY OF EXECUTIVE DECISIONS

Members were advised that there had been no call-ins of executive decisions since the last meeting on 12 February.

6. WHITBY MARKET REVIEW

The Cabinet considered a report by the Director (RB) (Reference 19/071) in respect of a review of Whitby Market. Members were advised that following an initial review, a number of immediate actions were enacted in the summer of 2018 to ensure compliance with regulations as detailed in the report. An extensive consultation process was then undertaken with market traders, the business community and members of the public on how to improve the appearance, viability and sustainability of the market. A petition had also been received by the Council requesting that market trading days and hours remain unchanged and not reduced to two days a week. Members' attention was drawn to paragraph 4.7 of the report which should read 7000 combined signatories from a paper as well as online petition, of which some 650 had self-identified as being from the Whitby area. The review's aim was to ensure the market operation was compliant with procedures, and was placed on a sustainable footing moving forward. The report set out proposals and recommendations that attempted to strike a reasonable balance between the very different views and competing needs of local residents, visitors,

established local businesses and market traders, and to identify the best options to fulfil the review's aims. It was recommended therefore that with effect from 15 April:-

- Market trading days for the traditional market to be set for three days a week on a Tuesday, Saturday and Sunday.
- Pitch fees for market traders to remain unchanged for the 2019 season.
- Specialist / themed markets to be held on each Thursday, wherever possible, and whilst benchmarking was underway with similar farmers markets in the region, and subject to approval, a tender exercise to be carried out to appoint a new operator for the 2019 season
- A set of open market regulations and trader agreements to be produced to provide clarity to all traders.
- The operation of café seating concessions within the market square on non-market days i.e. Monday, Wednesday & Friday
- Marketing, social media campaigns and better signage for the market and to commence a feasibility study into electricity, lighting options and anchor points for the traders

Further, the report set out a number of recommendations in relation to electricity supplies and lighting, and concerning how the Borough Council could engage and work collaboratively with Whitby Town Council moving forward, including discussions on the redevelopment potential of the Old Town Hall. The Director, Mr Bradley thanked the Regeneration Officer, Kerry Levitt for a challenging and lengthy piece of work.

With the permission of the Chairman, public speaker, Mrs Anne Marshall then addressed the meeting. Mrs Marshall, the organiser of the petition, expressed her dismay at the recommendation in the report to reduce the number of market days, contending that it would put her and other traders' livelihoods at risk and failed to take account of the significant visitor economy in Whitby and the large numbers of visitors who supported her views by signing her petition, which in total numbered some 7000, not 700 signatories as stated in the report. She added that the timing of the Council's consultation process and use of a public questionnaire outside the main season meant that this visitor perspective had not been properly taken into account. Therefore, Mrs Marshall asked the Cabinet to consider her alternative proposals for the future management of the market. In reply, Mr Bradley confirmed that the Council had received an alternative proposal to run the market as a cooperative, but it was not considered to be a viable proposition. He acknowledged the difficulty in balancing the different views and interests of market holders, residents and other stakeholders, but felt that the recommendations in the report achieved this and put the market on a sustainable footing for the future. The Portfolio Holder for Public Health and Housing, Councillor Chatt reiterated Mr Bradley's latter comment, noting the diversity of views evidenced at the two consultation meetings with stakeholders, and defending the robustness of the consultation process. Cabinet Member and ward Councillor Turner noted that this was a difficult decision for the Cabinet but one which reflected a balanced and holistic view of the market. In reply to a Member's question, Mr Bradley commented that increasing the number of market days as requested by the

petition would be to the detriment of other activities and interests such as the café operators.

RESOLVED that the Cabinet:

1. Approve the recommended operational changes to Whitby market including revised trading activity, regulations and agreements.
2. Authorise officers to undertake feasibility studies to enhance the facilities and image of Whitby market.
3. Authorise Officers to begin dialogue with Whitby Town Council and other stakeholders with regards to the future management of Whitby market.
4. Authorise Officers to work with Whitby Town Council to explore and secure funding options for the old Town Hall building

Reasons

1. To achieve clearly defined operational parameters for Whitby market
2. To improve the visual appearance and attractiveness of Whitby market for traders, residents and visitors alike

7. SCARBOROUGH TOWN CENTRE STRATEGY AND ACTION PLAN - REPORT OF THE OVERVIEW AND SCRUTINY TASK AND FINISH GROUP

The Cabinet considered a report by the Director (RB) (Reference 19/061) in respect of the Scarborough Town Centre Strategy and Action Plan. Introducing the report, the Portfolio Holder for Transformation commended the work of the Overview and Scrutiny Task Group and the fruitful collaboration of Overview and Scrutiny and the Cabinet it evidenced as per the new Protocol on Executive/Overview and Scrutiny Relations. The Director, Mr Bradley reminded the meeting that the changing nature of the high street, technology and consumer behaviour were having a tangible and rapid impact on towns and cities in the UK and beyond, citing the recent disappearance of such household names as House of Fraser, Toys R Us, HMV, Oddbins and Patisserie Valerie. The report set out recommendations made by the Overview and Scrutiny Board based on the extensive work and consultation undertaken to support the development of a Town Centre Strategy for Scarborough, together with an ambitious action plan, in response to this dramatically changing landscape. The draft strategy was aligned to national review recommendations, taking in to account the findings of the Grimsey Review, the Timpson review, Department for Housing, Communities and Local Government and Local Government Association reports. The report identified three key strategic objectives namely: (i) be the best performing coastal town centre in England by 2025 and the primary economic hub for retail, leisure, learning and living within the Yorkshire Coast Area, (ii) increase residential living within the town centre by 25% by 2025, and (iii) work together with public and private property owners and agencies to ensure the built environment and infrastructure exceeded the expectations of customers

and community by 2025. Activities would centre on six areas: (i) making the town a mixed use environment, (ii) providing an inviting public realm, (iii) developing a University Town, (iv) improving the night time economy, (v) introducing modern town centre infrastructure, (vi) building the identity, image and brand, and (vi) establishing a collaborative and supportive town centre community. Members were further advised that securing external funding would be key to the delivery of the strategy and action plan. The Future High Street Fund and Local Enterprise Partnership were two key funding streams. The Future High Street fund only allowed the Council to make one funding bid for one township because of the size of the Borough's population. Moreover, an announcement was expected imminently about the Future High Street Heritage Fund. The Heritage Lottery Fund and Heritage England funding programmes could also open up funding opportunities for other towns within the Borough since similar pieces of work and engagement were planned for Whitby and Filey. Subject to Cabinet approval, officers would immediately commence with the action plan including submitting a first stage application for funding from the Future High Street Fund by the 22 March deadline. With the permission of the Chair, the Task Group Chair, Councillor Jeffels then addressed the meeting, commending the intensity of activity over the last three months which underpinned the report and would enable a strong application to the Future High Street Fund. He noted the positive feedback from stakeholders at the two consultation events held before Christmas, and how many saw this strategy as an update to the Kissing Sleeping Beauty Strategy of 2003. Councillor Jeffels referred to a recent LGA Tourism Conference he had attended which had promoted the importance of cultural-led regeneration which he felt the town of Scarborough could embrace and was reflected in the draft strategy. He noted too the clear wish for environmental improvements in the town centre such as street lighting and planters. Whilst agreeing with the importance of external funding outlined in the report, he also felt the Borough Council would send the right message by committing funding to the strategy and action plan in due course. In reply to a question by Councillor Randerson, Mr Bradley confirmed that this town centre strategy and the bid to the Future High Street Fund concerned Scarborough, and not other towns at this stage. The Chair and other Members of the Cabinet welcomed the report, commending the dynamism of the action plan and the strong backing for the strategy from the local community.

RESOLVED that the Cabinet:

1. Note the report and findings of the O&S Scarborough Town Centre Strategy 'Task & Finish' Group;
2. Note the innovative consultative work undertaken (Appendix 2a);
3. Adopt the proposed Scarborough Town Centre Strategy and incorporated Action Plan (Appendix 1);
4. Support the proposed bid to the Future High Streets Fund;
5. Thank those involved in the work; and
6. Note that a Town Centre monitoring report in six or so months (late 2019) may be considered by O&S.

Reasons

To ensure that the main vision (aim) of the review work 'to support development of the Scarborough Town Centre Strategy for promoting a sustainable, buoyant town

centre' has resulted in an dynamic Action Plan with visible 'real world' outcomes, supported by, and involving, partners and underpinned by funding potential.

8. PERFORMANCE MANAGEMENT FRAMEWORK - QUARTER 3 REPORT 2018/19

The Cabinet considered a report by the Director (LD) (Reference 19/065) in respect of the Council's performance for a rolling 12 month period to the end of the third quarter of 2018/19. Introducing the report, the Portfolio Holder for Legal and Governance, Councillor Nock noted the good progress in delivering priority projects and the continued improvement in response times to complaints and Freedom of Information requests. With the permission of the Chair, Councillor Vesey addressed the meeting, voicing concerns at two critical success factors: that the contamination of recycling waste had breached the contractual limit of 6% for much of the year, and that net income from events at the Scarborough Spa and Whitby Pavilion was reducing. He cited the poor level of public awareness about what was recyclable, manufacturers' use of non-recyclable packaging, and in respect of the Spa, the problems with flooding on the access road and the additional booking fee for events. The Chair noted Councillor Vesey's comments adding that charging a booking fee for events was a common commercial practice. In respect of recycling contamination, the Portfolio Holder for Public Health and Housing, Councillor Chatt acknowledged this issue, and the continued efforts by officers and himself to educate people about recycling, including a successful local radio campaign and a schools visit. In this regard, he envisaged a key role for young people in educating their elders. In the event of regular contamination, the Council did take action by removing the blue bin from the offending household. Councillor Randerson then put a further question to the Chair about the projected income from the Open Air Theatre for the coming year, and whether the venue would make a profit this year. The Chair, Councillor Mallory replied that she did not know the answer to this question as she could not see into the future.

RESOLVED that the Cabinet note the contents of this report and in particular the good/satisfactory levels of performance being achieved by services at the current time in particular:

1. The good progress being made against the delivery of the Council's Priority Projects Plan
2. The continuing improvement in response times to complaints and Freedom of Information requests; and
3. That over 93% of information requested under Freedom of Information legislation is disclosed in full, and that on average responses are issued in less than 8 working days

Reasons

To provide information relating to Council performance for a rolling 12 month period to the end of the third quarter of 2018/19, including monitoring of the Priority Performance Plan, Performance Indicators, Critical Success Factors, Complaints, RIPA authorisations, FOIs, etc.

To ensure that the Council's Corporate Service and Business planning processes are effective.

In accordance with Government guidelines, details on the performance of the Council and its services must be made available through as many mechanisms as possible.

9. BOROUGH YOUNG PEOPLE'S ECOCHAMPIONS SCHEME

The Cabinet considered a report by the Director (LD) (Reference 19/067) in respect of a new Borough Young People's Eco-Champions Scheme. Introducing the report, the Portfolio Holder for Communities, Councillor Turner began by praising the quality of debate in the series of Youth Councils held at the Town Hall, and noted how young people's passion for protecting the environment had emerged as key theme from these and other engagement events. This passion was reflected in the Young People's Eco-Champions Scheme which provided a way for the Council to incentivise and reward schools, colleges and youth organisations in the Borough for taking measures to help the environment by reducing, reusing and recycling materials. Councillor Turner then announced the winners of the recent schools competition to design a logo for displaying on refuse vehicles to encourage people to reduce their use of single use plastics. A further schools logo announced at the meeting would also be adopted by the Council to deter the feeding of seagulls. The Portfolio Holder for Public Health and Housing, Councillor Chatt also commended this work and the contribution of young people in addressing such an important issue, noting how Councillor Vesey's successful motion at full Council in January 2018 in respect of reducing single-use plastic use in the Borough had provided the starting point for this project. Then Councillor Vesey thanked and congratulated the participating schools for their efforts. The Chair echoed these comments, commending how the Council had now established these communication channels with schools through youth councils and schools visits, and noting the commitment of the Cabinet and Council as evidenced in the recent climate change motion to drive this agenda forward.

RESOLVED that the Cabinet approve the introduction of an Eco-Champions Scheme for schools, colleges and youth organisations in the Borough.

Reasons

To provide recognition for the good work being undertaken and enthusiasm shown by the Borough's children and Young People for environmental issues.

To support the Council's sustainability objectives.

Chairman