



Brighton & Hove
City Council

Cabinet Meeting

Title:	Cabinet
Date:	27 May 2010
Time:	4.00pm
Venue	Council Chamber, Hove Town Hall
Members:	Councillors: Mears (Chairman) Alford, Brown, Caulfield, Fallon-Khan, K Norman, Simson, Smith, G Theobald and Young
Contact:	Tanya Massey Senior Democratic Services Officer 01273 291227 tanya.massey@brighton-hove.gov.uk

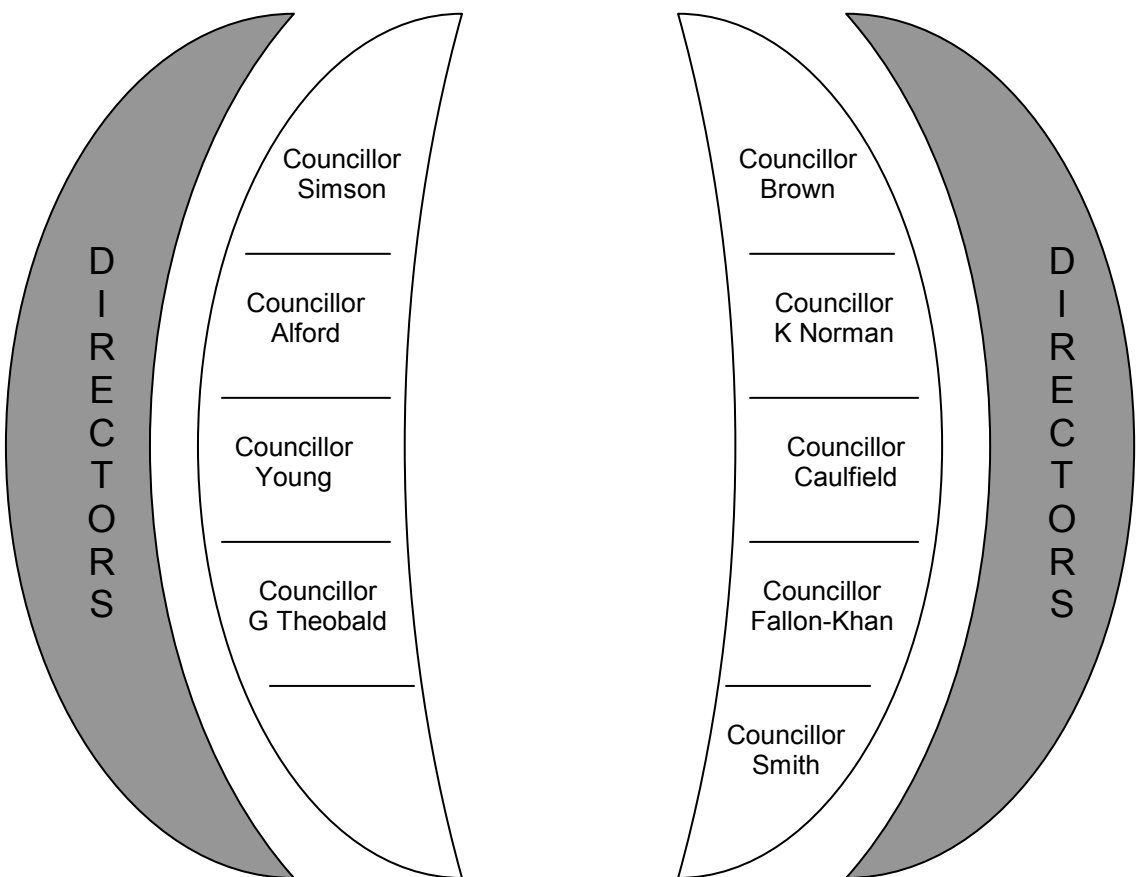
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Democratic Services: Meeting Layout

Director of Strategy & Governance Councillor Mears Chief Executive Democratic Services Officer

OFFICERS

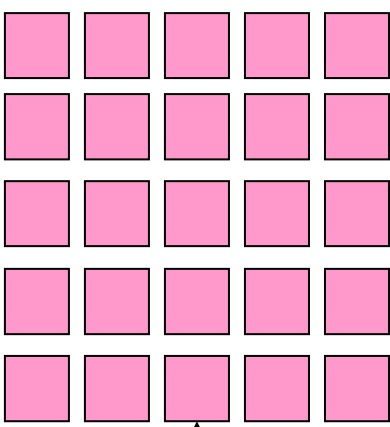
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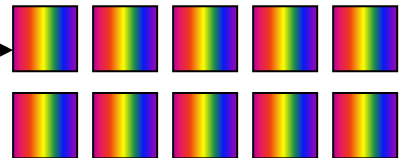
OFFICERS

Speaker Leader of the Labour Group Convenor of the Green Group Leader of the Liberal Democrat Group



Public Seating

Members in Attendance



Press



AGENDA

1. PROCEDURAL BUSINESS

- (a) Declarations of Interest by all Members present of any personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- (b) Exclusion of Press and Public - To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

NOTE: Any item appearing in Part 2 of the Agenda states in its heading either that it is confidential or the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.

A list and description of the categories of exempt information is available for public inspection at Brighton and Hove Town Halls.

2. MINUTES OF THE PREVIOUS MEETING

1 - 10

Minutes of the Meeting held on 22 April 2010 (copy attached).

3. CHAIRMAN'S COMMUNICATIONS

4. ITEMS RESERVED FOR DISCUSSION

- (a) Items reserved by the Cabinet Members
- (b) Items reserved by the Opposition Spokesperson
- (c) Items reserved by Members, with the agreement of the Chairman.

NOTE: Public Questions, Written Questions from Councillors, Petitions, Deputations, Letters from Councillors and Notices of Motion will be reserved automatically.

5. PETITIONS

No petitions received by date of publication.

6. PUBLIC QUESTIONS

(The closing date for receipt of public questions is 12 noon on 20 May 2010)

No public questions received by date of publication.

CABINET

7. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 20 May 2010)

No deputations received by date of publication.

8. LETTERS FROM COUNCILLORS

(The closing date for receipt of letters from Councillors is 10.00am on 17 May 2010)

No letters have been received.

9. WRITTEN QUESTIONS FROM COUNCILLORS

11 - 12

(The closing date for receipt of written questions from Councillors is 10.00am on 17 May 2010)

(copy attached).

10. NOTICES OF MOTION

No Notices of Motion have been referred.

STRATEGIC & POLICY ISSUES

11. Creating a Council the City Deserves...proposals for a new organisational structure

Report of the Chief Executive (copy circulated separately).

Contact Officer: John Barradell Tel: 29-1132

Ward Affected: All Wards

12. 10:10 Action Plan

13 - 20

Report of the Director of Finance & Resources (copy attached).

Contact Officer: Thurstan Crockett Tel: 29-2503

Ward Affected: All Wards

CONTRACTUAL MATTERS

13. Advertising And Sponsorship - Permission To Tender

21 - 26

Joint report of the Director of Environment and the Director of Finance & Resources (copy attached).

Contact Officer: Kevin Kingston Tel: 29-3846

Ward Affected: All Wards

CABINET

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings.

The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

Agendas and minutes are published on the council's website www.brighton-hove.gov.uk. Agendas are available to view five working days prior to the meeting date.

Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested.

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If you have any queries regarding this, please contact the Head of Democratic Services or the designated Democratic Services Officer listed on the agenda.

For further details and general enquiries about this meeting contact Tanya Massey, (01273 291227, email tanya.massey@brighton-hove.gov.uk) or email democratic.services@brighton-hove.gov.uk.

Date of Publication - Wednesday, 19 May 2010

BRIGHTON & HOVE CITY COUNCIL**CABINET****4.00PM 22 APRIL 2010****COUNCIL CHAMBER, HOVE TOWN HALL****MINUTES**

Present: Councillors Mears (Chairman), Brown, Caulfield, Fallon-Khan, Kemble, K Norman, Simson, Smith, G Theobald and Young

Also in attendance: Councillors Mitchell (Opposition Spokesperson) and Watkins (Opposition Spokesperson)

Other Members present: Councillors Allen, McCaffery, Mrs Norman and Oxley

PART ONE**199. PROCEDURAL BUSINESS****199a Declarations of Interest**

199a.1 Councillor Simson declared a personal and prejudicial interest in Item 216, a report of the Director of Strategy & Governance concerning industrial relations at voluntary aided schools in the city, and stated that she would leave the chamber and not take part in the debate or vote.

199b Exclusion of Press and Public

199b.1 In accordance with section 100A of the Local Government Act 1972 ('the Act'), it was considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press or public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A(3) of the Act) or exempt information (as defined in section 100I(1) of the Act).

199b.2 **RESOLVED** – That the press and public be not excluded from the meeting.

200. MINUTES OF THE PREVIOUS MEETING

200.1 **RESOLVED** - That the minutes of the meeting held on 11 March 2010 be approved as a correct record.

201. CHAIRMAN'S COMMUNICATIONS

- 201.1 The Chairman noted that the meeting would be webcast and that the council was in an official period of purdah due to the forthcoming General Election.
- 201.2 The Chairman reported that she had accepted an urgent report in relation to single status issues for voluntary aided schools.
- 201.3 The Chairman advised that the city's first marathon had seen 80,000 people take part, either running or cheering competitors on, and that hundreds of thousands of pounds had been raised for charity. The event had been a huge success and the Chairman congratulated the organisers, volunteers and partners who contributed. She added that she hoped the marathon would become as much a part of the sporting calendar as the London Marathon.

Councillors Mitchell and Watkins added their thanks to all those involved in the event and the clean up that followed.

- 201.4 The Chairman reported that a public event would be held in Jubilee Square on 25 April to celebrate St Georges Day. The event would form part of the Book and the Rose celebration and there would be advice on how to get involved in local writing groups, independent traders would be selling books and flowers and there would be free children's activities.
- 201.5 As part of the 'Get Involved' campaign the council had been asking local people to get involved in democracy and the Chairman encouraged residents to cast their vote in the general Election on 6 May.

202. ITEMS RESERVED FOR DISCUSSION

- 202.1 **RESOLVED** – That all the items be reserved for discussion.

203. PETITIONS**203(i) Petition – activities of EDO/MBM**

- 203.1 A petition signed by 366 people, concerning the activities of EDO/MBM was considered. A supporting extract noting the deliberations of the Community Safety Forum, (8 March 2010) in regard to the petition was also considered.
- 203.2 Councillor Taylor had presented the petition to Council on 10 December 2009, but was unable to attend the Cabinet meeting.
- 203.3 **RESOLVED** – That the petition be noted.

203(ii) E-Petition – play facilities in north Brighton

- 203.4 Residents Miles Clarke, Stan Hayward-Williams and George Bone presented an e-petition signed by 15 people requesting that the council provide better play facilities for older children in the north Brighton area, and specifically for skateboarding. They

also presented a paper petition signed by 400 people, bringing the total number of signatures to 415.

- 203.5 The Chairman thanked the young residents for their petition and explained that the council recognised the importance of providing activities for young people and opportunities for exercise; however, obtaining funding for such opportunities could be difficult. Approximately £40,000 of Playbuilder funding had been allocated for the development of the Barnrise play area and the council would be consulting with park users between May and July to find out what people wanted provided there. The work was expected to be completed by March 2011. Some tensions had already arisen and the council would ensure that it listened to the views of all park users.

The Chairman explained that Playbuilder funding was allocated by the government and that there were specific rules on how it could be spent; the council was not permitted to use the money for wheel sports such as skate boarding and so the grant could not be used to develop a skate boarding facility. The funding would be used to develop adventurous play facilities for children up to the age of 13, and although it could not be spent directly on skate facilities, the Chairman had instructed officers to meet with the young people to look into incorporating hard surfacing in the development of Barnrise play area. She hoped that a surface for skateboarding could be provided and that, with input from young people, it would be made as interesting as possible.

- 203.6 **RESOLVED** – That the petition be noted.

203(iii & iv) Petitions – cycle lanes in The Drive and Grand Avenue

- 203.7 Mrs Elizabeth Michael presented two petitions signed by 146 and 65 people respectively concerning cycle lanes at the top end of The Drive and from Grand Avenue to the top end of The Drive.

- 203.8 Councillor Theobald explained that he shared some of the frustration in relation to the cycle lanes; the Administration had inherited them and had immediately called for a review as they represented a new layout for the city, which was difficult for some residents to understand. He confirmed that the cycle lanes were checked against nationally applied safety criteria for motorists, cyclists and pedestrians and were under regular review. He advised that the council was in the process of making some changes to the cycle lanes, including improving visibility.

- 203.9 The Chairman confirmed that Councillor Theobald would contact Mrs Michael once proposed changes had been drawn up. She added that the original plans for the cycle routes had been approved by the Environment Committee under the previous constitutional arrangements.

- 203.10 **RESOLVED** – That the petitions be noted.

204. PUBLIC QUESTIONS

- 204.1 There were none.

205. DEPUTATIONS

205.1 There were none.

206. LETTERS FROM COUNCILLORS

206.1 There were none.

207. WRITTEN QUESTIONS FROM COUNCILLORS

207.1 There were none.

208. NOTICES OF MOTION

208.1 There were none.

209. CREATING A COUNCIL THE CITY DESERVES...A TRANSFORMATION PROGRAMME FOR BRIGHTON & HOVE CITY COUNCIL

209.1 The Cabinet considered a report of the Chief Executive concerning the challenges faced by the council and the transformation required to ensure that the city had the Council it deserved.

209.2 Councillor Mitchell thanked the Chief Executive for making a presentation to the Labour Group and advised that Members would await further information and monitor progress of the proposals. She supported the need for structural change, which she hoped would be achieved by implementing considered changes, combined with increased joint working with partner organisations. She hoped that consideration would also be given to co-operative and neutral models of service delivery with an enhanced role for Third Sector.

She stated that all Members should be involved in deciding who delivered services for the city's residents and that any proposals should be put to Full Council.

She raised concerns in regard to achieving structural change when the council was faced with having to make significant savings, in addition to the uncertainty surrounding the future of current Directors and the instability that could result. She advised that both the Administration and the council's staff had to be fully signed up and supportive of the proposed changes.

209.3 The Chairman thanked the Chief Executive for his inclusive approach; the Administration, backbench and opposition councillors, partners and the city had received presentations on the proposals. Public services would face significant challenges in the future and the report showed a responsible approach that would be achieved through stage by stage implementation.

209.4 In response to comments from Councillor Mitchell the Chairman explained that the Administration had been elected on the basis of a clear manifesto. Members had stood by their priorities and explained their stance on parts of the Community

Strategy, but had not prevented its approval, which was indicative of strong leadership.

- 209.5 In response to comments from Councillor Mitchell the Chairman explained that the Administration had been elected on the basis of a clear manifesto. Members had stood by their priorities and explained their stance on parts of the Community Strategy, but had not prevented its approval, which was indicative of strong leadership.
- 209.6 Councillor Watkins stated that the recommendations would result in major change for the council and that it was a shame that the report had come forward during purdah. He highlighted the opportunity to work closely with the Third Sector on sharing services and added that care should be taken in working collaboratively with partner organisations that did not answer to elected Members.
- 209.7 The Chairman advised that the report represented the Chief Executive's vision for the council and was not a political paper; the proposals were about how the council would deliver services to residents in the future. The Third Sector was fully aware of the plans and considering opportunities for engagement.
- 209.8 Councillor Caulfield stated that the Cabinet supported the proposals of the Chief Executive.
- 209.9 In response to remarks made by Members the Chief Executive made the following comments:
- A different set of skills would be required for the kind of commissioning proposed in the report to that used in the NHS; however, the council would be able to learn from other experiences of commissioning.
 - A specific amount of grant funding had been allocated to the Voluntary Sector to allow them to build their capacity in relation to commissioning.
 - Collaboration and joint commissioning with partner organisations would be approached carefully and would not be rushed.
 - The report offered the principles that would underpin a new mode of operation for the local authority. The next step would be to communicate to the City how these principles were to be put into practice.
- 209.10 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet accepted the following recommendations:
- (1) That the significant challenges faced by the City Council and the opportunities arising be noted.
 - (2) That the approach to creating "a Council the City deserves" and the transformation programme be approved and the requirement for further decisions as the proposals are developed in detail be noted.
 - (3) That the approach of creating an "Intelligent Commissioning" approach for the City Council be approved in principle and the Chief Executive be authorised to develop detailed proposals for consultation internally and report back to future Cabinet meetings (and Council and other Committees where appropriate) for

decision making with a view to bringing in the requisite changes to structures and operational approaches by November 2010.

210. VALUE FOR MONEY PROGRAMME UPDATE

- 210.1 The Cabinet considered a report of the Director of Finance & Resources concerning the council's Value for Money Programme and its revised approach for achieving value for money across services.
- 210.2 The Chairman explained that the Value for Money Programme was a key component in delivering the 'A Council the City Deserves' project; a significant amount of work had been undertaken in order to deliver value for money for the city's residents and work would be ongoing. The Chairman advised that the work was challenging, but vital for the city and thanked the officers involved.
- 210.3 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet accepted the following recommendation:
- (1) That the continued progress and revised approach to the Value for Money Programme be noted.

211. IMPROVING THE CUSTOMER EXPERIENCE

- 211.1 The Cabinet considered a report of the Director of Finance & Resources concerning the first pieces of work to improve customer experience with the council.
- 211.2 Councillor Mitchell stated that it was important to deliver effective services, but that residents must also be aware of how to contact the council. She noted that the proposals focussed heavily on internet access to services; it would be important to run a strong communications campaign informing residents how they could also access direct contact with the council when required.
- 211.3 Councillor Fallon-Khan advised that the internet would play a major role, but that it would be in the context of the overall customer experience.
- 211.4 Councillor Watkins welcomed the proposals and added that all customer groups were increasingly using the internet to access services and that it was important to promote the use of technology in the right way.
- 211.5 The Chairman stated that the proposals formed an important part of 'A Council the City Deserves' project and that the council existed to serve its residents; the council needed to listen to customers and ensure that they could access services easily. She thanked officers for the work undertaken in putting together the proposals in the report.
- 211.6 Councillor Simson advised that it was right to place a significant emphasis on use of the internet; the council and the Third Sector had worked with community groups to ensure that access and help were available to more people across the city.

211.7 Councillor Norman reported that the existing Access Point for Adult Social Care was heavily utilised by service users and that extending the approach across the council's services would be welcomed by customers.

211.8 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet accepted the following recommendations:

- (1) That the actions proposed to improve the customer experience be approved.
- (2) That the Customer Charter and the next steps to develop it with customer feedback be endorsed.

212. PORTSLADE COMMUNITY COLLEGE: STRATEGIC DEVELOPMENT

212.1 The Cabinet considered a report of the Director of Finance & Resources concerning the future development of Portslade Community College (PCC).

212.2 Councillor Brown advised that, contrary to reports in the media, the council had never considered closing PCC.

212.3 Councillor Mitchell stated that structural change was necessary at PCC and she supported the move to an Academy. She added that residents were eager to see the existing community facilities retained in the new academy.

212.4 Councillor Brown explained that the council would work closely with the local community in taking the proposals forward and that meetings would take place with all key stakeholders as part of the consultation. She added that she hoped it would be possible to enhance the existing community facilities at the site.

212.5 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet accepted the following recommendations:

- (1) That the initial discussions with the Portslade Community College Governing Body be noted.
- (2) That a consultative process with parents, the local community and other stakeholders be initiated, with a view to submitting an Expression of Interest in June 2010 regarding the development of an Academy to replace Portslade Community College.
- (3) That Cabinet notes the outline timetable for this work.

213. ASSET MANAGEMENT FUND 2010-11

213.1 The Cabinet considered a report by the Director of Finance & Resources concerning the council's Asset Management Fund.

213.2 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet accepted the following recommendation:

- (1) That the recommended Asset Management Fund bids totalling £0.445m be approved.

214. PLANNED MAINTENANCE BUDGET ALLOCATION 2010-11 AND PROGRAMME OF WORKS FOR THE COUNCIL'S OPERATIONAL BUILDINGS

214.1 The Cabinet considered a report by the Director of Finance & Resources concerning the council's Planned Maintenance Budget Allocation 2010-11 and Programme of Works for the council's operational buildings.

214.2 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet accepted the following recommendation:

- (1) That the financial allocation to an annual programme of works to the operational buildings at an estimated cost of £4,306,000 be approved, in accordance with Financial Regulation A.5.6.7 and grant delegated authority, where necessary, to the Director Finance & Resources to enter into contracts within this budget which are procured in accordance with Contract Standing Orders.

215. ICT FUND 2010-11

215.1 The Cabinet considered a report by the Director of Finance & Resources concerning the council's Planned Maintenance Budget Allocation 2010-11 and Programme of Works for the council's operational buildings.

215.2 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet accepted the following recommendation:

- (1) That the allocation of the ICT Fund be agreed for 2010 – 11.
- (2) That the priority areas for investment for 2011-12 and 2012-13 be agreed in principle, which would be subject to the final level of funding agreed by Budget Council in each of those years.

216. VOLUNTARY AIDED SCHOOLS (INDUSTRIAL RELATIONS)

216.1 The Cabinet considered an urgent report of the Director of Strategy & Governance concerning the latest position in relation to industrial relations with Voluntary Aided schools with regard to equal pay claims.

216.2 The Chairman thanked Councillor Mitchell, as Chairman of the Overview & Scrutiny Commission for accepting the reasons for urgency and agreeing that Cabinet should consider the report.

216.3 Councillor Mitchell welcomed the recognition of the inequality of the current situation, but stated that steps should have been taken earlier and not in response to the threat of industrial action. She hoped that the offer would mean that school budgets would not be affected. Councillor Mitchell expressed concerns that reduced budgetary flexibility would limit the ability of the council to deal with other pay matters, given the structural changes planned for the organisation overall.

- 216.4 Councillor Watkins queried the sudden iteration of a moral responsibility that the authority were somehow obliged to meet, but added that he hoped the situation would now be settled without any impact on children's education.
- 216.5 The Chairman stated that the council could have begun to deal with Single Status at any time after 1999, under the previous Administration. It was clear that the council had no legal responsibility to those employed by Voluntary Aided schools, but the Administration felt the council had a moral responsibility to the children whose education could be affected by any industrial action and had elected to use the council's wellbeing powers to help prevent disruption. The council was making the offer to prevent the need to go back to the School's Forum for funding.
- 216.6 Councillor Young reported that she and the Leader of the Council had queried the need to consider the position of Voluntary Aided schools at the beginning of the process. She reported that they had been advised that the complexity of the issues meant it would be preferable to consider it following the completion of the council's Single Status exercise.
- 216.7 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet accepted the following recommendations:
- (1) That agreement be given in principle to use wellbeing powers to make available up to £1.5million to enable voluntary aided schools to address the threat of industrial relations disruption.
 - (2) That the Chief Executive (in consultation with the Director of Children, Families & Schools, Finance & Resources and Strategy & Governance) be authorised to take all steps necessary or incidental to making the funding available to the voluntary aided schools and to determine any conditions upon which those sums should be made available.

The meeting concluded at 5.30pm

Signed

Chairman

Dated this

day of

WRITTEN QUESTIONS FROM COUNCILLORS

The following questions have been received from Councillors and will be taken as read along with the written answer to be circulated the meeting. The Councillor asking the question may then ask one relevant supplementary question which shall be put and answered without discussion.

(a) Councillor Hamilton

"There are seven cemeteries in the city, containing a great number of trees. Yet I am told that there is no budget for the maintenance of these trees. Is there a long term risk assessment plan in place including regular inspection to ensure that the trees in Portslade Cemetery, many of which are very high, are not a risk to the residents of Victoria Road?"

Councillor Alford, Cabinet Member for Central Services, will respond.

Subject: 10:10 Action Plan
Date of Meeting: 27 May 2010
Report of: Director of Finance & Resources
Contact Officer: Name: Thurstan Crockett Tel: 29-2503
E-mail: thurstan.crockett@brighton-hove.gov.uk
Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 Cabinet signed up to the 10:10 Campaign on November 12, 2009, this committed the council to working to reduce carbon emissions from its operations by 10% in 2010/11. This report outlines the actions proposed to help achieve this and the wider leadership role that the council is playing in the city in relation to carbon reduction.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet notes progress on the citywide 10:10 campaign and endorses the council's continued support for this initiative.
- 2.2 That Cabinet agrees the council's 10:10 Action Plan (at Appendix 1) and considers establishing longer term targets for cutting council emissions after the 10:10 year is complete, to learn from experience.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The top sustainability priority for the council is a Low Carbon Brighton & Hove. Signing up to the 10:10 campaign is one element of the actions stemming from this priority.
- 3.2 The aspiration of 10:10 is to cut CO2 emissions by 10% in 2010 across the city and country-wide, in homes, workplaces, schools, hospitals, football clubs, universities, and councils as the first real steps on the road to becoming a low-carbon society.

Citywide actions

- 3.3 The council has played a key leadership role in helping a city-wide campaign get underway, enabling seed-funding through the City Sustainability Partnership; co-funding a Project Manager role this year with the University of Brighton and their Knowledge Transfer Partnership; calling on other leading organisations in the city to sign up, and working on the initial steering group.

3.4 Recent citywide campaign successes include:

- a media partnership with the Argus, who will be running regular features, and a mutual promotion arrangement with the Sussex Eco Awards. There was a successful press launch on April 15.
- establishing a local campaign website at: <http://www.brightonandhove1010.org/> which is getting plenty of hits.
- Brighton & Hove buses are carrying the local campaign logo, website and “Your Carbon Counts” message prominently on 90 buses, raising its profile right across the city.
- a first 10:10 Pioneers event on April 28 which attracted more than 30 people, who pledged to cascade the campaign across the city. Facilitation was provided free by Novas Scarman who will continue to support the following nascent 10:10 Can Do action groups: Business, Health, Education (schools), Community, Arts and Culture, Transport, Energy Managers. About 50 people have volunteered to be pioneers.
- the campaign has set up a tighter management team and a base for the Project Manager at Environmental Protection UK.
- about 800 individuals, organisations and businesses have signed up in Brighton & Hove.

3.5 There are also a wide range of successes so far with the business strand of the citywide campaign:

- a successful business consultation event with about 40 local businesses on February 9 2010.
- a Business Survey has been sent out to gather information on support needed.
- a linkedin.com 1010 group has been set up and city the business support partnership partners have been briefed about the campaign
- a very positive 10:10 Chamber of Commerce business breakfast was held for 70 businesses on April 30
- 10:10 information was displayed at the “Let's do Business” show in the city on 13th May
- Profitnet and the University of Brighton have been approached to develop a 1010 training event for members.

Council actions

3.6 10:10 for councils means aiming to reduce emissions from our operations by 10% in 2010/11. The council will have a robust 2009/10 baseline for 10:10 by the end of June. The existing council target was a 20% reduction over five years, from a 2005/6 baseline, so this will need to be revised and it is recommended that this be done once the 10:10 year is complete and results have been evaluated. This will enable us to build upon the evidence collected to ensure that we choose the most effective measures for reducing carbon emissions in the medium term.

3.7 Staff awareness, behavioural change, training, and using the 120+ Environment Champions across council departments and buildings will be a key focus for action. A trial “switch off” awareness campaign at Kings House ran in response to the World Wildlife Fund (WWF) “Earth Hour” on Saturday March 27 2010. The programme included a range of innovative promotional material. A larger Council-wide programme is planned for end of year, based on the learning from

this trial at Kings House and will be rolled out in September/October for all main sites.

- 3.8 Reduced heating and electrical operation times and space temperature measures are planned. Investigations into controlling mechanisms have started, analysis of usage data at sites has been completed and sites prioritised for improvement. Sub metering at Kings House has been switched on and additional sub-metering is planned. Investigations into a Building Management System (BMS) upgrade is underway, Hove Town Hall has been highlighted for improved BMS controls and programme of works is currently being developed. Dyson Airblades, which use a powerful blast of air but without heat, are being purchased to replace old, existing higher energy hand dryers and paper towels in key buildings.
- 3.9 A range of measures to ensure that we use Display Energy Certificates (DECs) more effectively have been developed. A renewal of these certificates is underway and the schools programme has been brought in-house to allow for closer monitoring and to ensure that development of financial savings can be highlighted as part of the renewal/audit process. Each medium to high scoring site will receive at least one visit per year from the relevant low carbon officer and an audit of their usage and energy management programme will be carried out, in accordance with the DEC score they receive.
- 3.10 A range of actions have been developed to reduce carbon emissions from staff travel through promoting the use of less carbon intensive transport choices. These measures can be difficult to quantify and while relatively easy to introduce for home-to-work commuting are more complex for essential business travel, for example for home care staff as it is essential to maintain effective standards of service. To support this, service specific staff travel plans will be introduced in areas of high business mileage.
- 3.11 The Corporate Fleet Manager has analysed fuel usage and mileage for City Clean and Parks Services vehicles. Fuel has reduced by 4.5% in the past year already. Three new refuse trucks have been delivered, with fuel saving devices on board that will reduce consumption by 30%. A new tyre balancing contract with Michelin will further reduce consumption. A driver ID scheme will produce monthly driver spreadsheet enabling roll out of more efficient driving practices. This is currently being piloted at City Clean after which it will be rolled out to all council vehicles. The vehicle replacement programme for City Clean is currently being revised and plans for the purchase of vehicles with lower emissions, including the possibility of a small number of electric vehicles will be brought to Cabinet in June.
- 3.12 A range of measures to reduce Carbon emissions from ICT are being incorporated into the council's Value for Money programme and in particular the corporate accommodation strategy. For example the partial and phased vacation of Priory House and the increased flexible working and different office work styles like hot desking will have an impact. This will be enhanced by server virtualisation in more council offices, replacing server rooms and "Slim client solutions" which replace energy-hungry desktop computers with simpler ones working to a centralised server or off-site server. Exploring the use of intelligent power devices to manage power settings on PCs and promoting the council

teleconferencing service to all staff as alternative to face-to-face meetings will also contribute.

- 3.13 Measures to reduce carbon emissions from street lighting are being explored. However these are likely to require substantial investment and need to be part of a longer term plan for renewing and upgrading the infrastructure. The refurbishment of the Pavilion flood lighting does however present a separate opportunity for energy savings.
- 3.14 Beyond the 10:10 year there is an opportunity to set further carbon reduction targets linked to new council structures and service delivery models based on intelligent commissioning.

4. CONSULTATION

- 4.1 The Energy Team, Property Services, Staff Travel, ICT, Fleet Manager, Housing, School Futures in CYPT, Street Lighting, Sustainability and Communications officers have been consulted on the draft action plan.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 A number of the schemes identified within the report such as the staff travel scheme are currently in operation and are met from existing budgets. Corporate funds also contribute toward a number of measures for example the Planned Maintenance Budget and Asset Management Fund are investing in the office accommodation strategy in Priory House and the ICT Fund invests in the ICT Value for Money project.
- 5.2 The council has an existing Carbon Management Fund reserve which was funded through a £200,000 loan from Salix Finance and £200,000 council match funding. This reserve is able to invest in energy reduction measures in both council buildings and schools and the savings generated are reinvested back into the reserve to fund future initiatives. The fund currently has commitments of £106,032.36 and the balance may be used to invest in schemes that contribute toward the 10:10 initiative and that also meet the criteria required under the terms of Salix.
- 5.3 One off funding of £0.07m from reserves was reported in the General Fund Revenue Budget 2010/11 report to Cabinet on 11 February 2010 to support the delivery of the council's 10:10 commitment.

Finance Officer Consulted: Rob Allen

Date: 29/03/10

Legal Implications:

- 5.4 The report recommendations fall within the powers of the Cabinet. There is no statutory requirement to sign up to or implement the 10:10 Action Plan; doing so is at the discretion of the Executive.

Lawyer Consulted:

Oliver Dixon

Date: 25/03/10

Equalities Implications:

- 5.5 None anticipated.

Sustainability Implications:

- 5.6 10:10 is all about a commitment to cut carbon emissions further and sooner than before. This will have a positive environmental impact.

Crime & Disorder Implications:

- 5.7 None anticipated.

Risk and Opportunity Management Implications:

- 5.8 There is a reputational risk to the council if a 10% reduction is not achieved and officers consider that it will be challenging. However of more importance is the significant opportunity that the 10:10 programme makes to make a real difference to carbon emission levels both for the council and citywide and this is being grasped.

Corporate / Citywide Implications:

- 5.9 Strong leadership from the council has been a catalyst for the establishment of a city-wide 10:10 sign up campaign which has received seed funding, support for a project manager and has had the council represented on its steering group.

Energy and Emissions Implications:

- 5.10 The efforts of the 10:10 campaign will have a significant impact on the Carbon Reduction Commitment Energy Efficiency Scheme (CRC). The CRC is a new mandatory carbon emissions trading scheme that begins in April 2010 and has financial consequences. It applies to public and private sector large non-intensive energy users that consume around £0.5 million of half hourly electricity and will cover almost all energy use thereafter. The Department for Energy and Climate Change currently estimates that about 6,000 organisations will participate in the scheme, of which Brighton & Hove City Council is one.
- 5.11 Most county and unitary councils are expected to have a legal obligation to participate in the scheme and to take responsibility for state funded schools and academies. This means that all council operations are included, such as administrative offices, leisure centres, social care homes, etc. It also includes landlord tenant relationships and some PFI and joint ventures arrangements.
- 5.12 Any Savings that can be made through the 10:10 campaign will reduce the cost of the CRC scheme, by reducing the number of allowances that need to be bought and increasing our position on the CRC league table, which in turn has a knock on effect on the amount of money we have returned from the allowance purchasing process.

6. EVALUATION OF ANY ALTERNATIVE OPTIONS

- 6.1 As part of the detailed planning process for developing and refining the action plan, alternative options are explored to ensure the most effective mechanisms for reducing carbon emissions are identified.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Cabinet agreed on November 12 to sign up to the 10:10 Campaign, considered at Sustainability Cabinet Committee on January 21, 2010 what measures might help it achieve this and asked for an Action Plan to be produced.

SUPPORTING DOCUMENTATION

Appendices:

1. 10:1 Action Plan

Documents in Members' Rooms

None

Background Documents

1. Council NOM agreed on October 8, 2009:
<http://www.brighton-hove.gov.uk/index.cfm?request=c1213375>
2. 10:10 for Councils: councils@1010uk.org
3. The 10:10 Campaign website: <http://www.1010uk.org/>

Action on Energy & Buildings	Building/s	Timescale
Subscribe to CIBSE 100 Hours campaign at the end of the year	all	October to December 2010
Instigate an investigation into BMS usage and upgrade programme.	all	October 2010 to March 2011
Investigate plant equipment running times and adjust where appropriate. This is a key tranche of the BMS survey.	all	October 2010 to March 2011
Review AHU filters and identify if more efficient systems can be used. This is a key tranche of the plant equipment survey.	all	October 2010 to May 2011
Investigate condition of existing CHP equipment. This is a key tranche of the plant equipment survey.	all	October 2010 to March 2011
Condition survey plant equipment at all sites	all	October 2010 to March 2011
Trial energy saving campaign in Kings house in preparation for 100 Hours campaign	Kings House	01-30 April 2010
Utilise security patrols to switch off electrical items left on overnight. This is a key tranche of the Kings House trial.	all	01-31 July 2010
Review lighting in all sites and develop a replacement strategy	all	October 2010 to March 2011
Dyson Airblades, which use a powerful blast of air but without heat, are being purchased to replace old, existing higher energy hand dryers and paper towels in key buildings.	Hove Town Hall, Kings House	April 2010 to September 2011

Action on staff travel	Critical Success Factor	Deadline
Increase the number of staff signing up to the Tax-Free Bike Scheme to 300	Effective Communication to all staff	30 March 2011
Increase the number of staff signing up to cycle training courses to 40	Effective Communication to all staff	30 March 2011
Increase the number of staff signing up to cycle maintenance training to 20	Effective Communication to all staff	30 March 2011
Increase the number of staff taking a bus/rail season ticket loan to 250	Effective Communication to all staff	30 March 2011
Increase the number of staff signing up to the City Car Club scheme for business purposes to 1000	Effective Communication to all staff	30 March 2011
Pool bikes in every council building	Business insurance in place for all staff users	30 March 2011
Add 1 new real time display (Barts House refurb)	Installed following refurb	30 March 2011

Subject:	Advertising and sponsorship – permission to tender		
Date of Meeting:	27 May 2010		
Report of:	Director of Environment Director of Finance & resources		
Contact Officer:	Name: Kevin Kingston	Tel: 29-3846	
	E-mail: kevin.kingston@brighton-hove.gov.uk		
Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 In late 2008 a spend to save initiative was agreed to employ Pax Consultancy to carry out a two stage audit and review of the opportunities for advertising and sponsorship across the city with a view to increasing the city council's income from advertising and sponsorship. Pax believe that there are significant opportunities for the city to increase its income from advertising and sponsorship, particularly in view of the number of visitors to the city, its unique seafront and cultural and tourism offer.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet agrees the commencement of a tendering process for the procurement of a range of city wide advertising and sponsorship opportunities to increase the council's income, based on six lots as detailed in paragraph 3.1 below.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Pax consultancy, with the support of various officers/service areas in the council, completed an audit of potential advertising inventory across the city in late summer 2009. It was agreed in late 2009 to progress to stage two of the project and it has been agreed that the following 6 lots (some may be sub lots) be advertised and taken out to tender as soon as possible. Birmingham City Council has recently advertised similar lots with the support of Pax consultancy.

Table 1

Lot 1 – Iconic gateways and structures incorporating large format advertising on the 5 main routes into Brighton & Hove as well as 48 and 96 sheet poster hoardings on council owned land at roadside junctions, roundabouts at on the periphery of regeneration construction sites.

Lot 2 – Building wrap advertising on high visibility buildings and structures being refurbished or built.

Lot 3 – Sponsorship and advertising on roundabouts, boundary and directional signage and bridges.

Lot 4 – Sponsorship of other items including seasonal displays, sponsorship of events and street furniture (including litter and dog bins), sponsorship in toilets and car parks.

Lot 5* – six sheet advertising on seafront (south of A259 and between Arundel Road in the east and the A2023 in the west) in pedestrian areas/other seafront and roadside areas in other parts of the city.

**Lot 5 would be subject to, and dependent upon, the legal interpretation of the current clear channel bus shelter contract.*

Lot 6 – other small advertising ie advertising sales in council magazines and advertising on plasma screens in council buildings, reception areas and leisure centres.

Tendering process

- 3.2 The requirement is a Service Concession and therefore outside the full ambit of the Public Contract Regulations. However, in order to maximise income for the council, increase competition and maintain fairness it has been decided that a non-mandatory OJEU advertisement will be placed and that the procurement process will adhere to the spirit of EU Procurement guidelines and procedures.

Identification of advertising /sponsorship locations

- 3.3 Alongside the tendering process we have identified, on maps, all existing advertising locations around the city (sites where we currently receive income) and have also identified new potential locations for advertising/sponsorship including prime locations in the city i.e. seafront, major roads into the city as well as other potential opportunities for advertising i.e. in car parks, on litter bins, in toilets etc. (see lots above).
- 3.4 This long list of potential new advertising sites across the city is currently being discussed with planning, conservation and highway colleagues and, as appropriate, the Highways Agency, to ensure that the advertising does not

compromise safety and to ensure that the council's planning and conservation policies are not compromised. Following these discussions, the locations on the long list will be 'flagged' or 'classified' as either red (serious concerns re advertising), amber (concerns that could be overcome), and green (sites given the go ahead). These will then be discussed with appropriate cabinet members and a short list will be finalised. It is important to state at this point that any sites and locations that are not considered suitable will reduce our income potential. It is hoped that all this can be completed by end of May so that the OJEU notices and Invitation to Tender (ITT) processes can start shortly after.

- 3.5 Once the short list of sites and locations has been agreed it will form part of the tenders that are offered. However, it should be noted that the successful tenderers for all appropriate lots will still be required to apply for planning permission in accordance with appropriate procedures for any new structures and hoardings that are erected.

4. CONSULTATION

- 4.1 The project has been discussed with legal services, procurement, property services and corporate communications, and the potential new locations for additional advertising are being discussed with colleagues in the Environment Directorate including planning, conservation and highways. Once a short list of potential new locations has been agreed there will be further discussions with members to finalise the shortlist of new locations that will be subject to the tender process.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The appointment of Pax consultancy has been funded by a spend to save budget of £55k that has been agreed by Strategic Finance and that this money would be repaid from advertising revenue once contracts are in place. It is anticipated that once the tendering process has been completed and contracts are in the place that the quality of advertising around the city will be improved and the council's income from advertising and sponsorship will increase. However, at the present time, it is not possible to estimate this increase in income.

Finance Officer Consulted: Louise Hoten Date: 26/04/10

Legal Implications:

- 5.2 For the purposes of the Public Contracts Regulations the contract will be a Service Concession, and therefore outside the full ambit of the Regulations. The Council is nevertheless required to comply with EU Treaty objectives of non-discrimination and openness in procurement, as well as comply with its obligation to seek Value for Money. Where the value of the contract is in excess of £75,000 it must be in a form approved by the Head of Law. The council must take the Human Rights Act into account in respect of its actions but it is not considered that any individual's Human Rights Act rights would be adversely affected by the recommendations in this report.

Lawyer Consulted: Sonia Likhari Date: 23/04/10

Equalities Implications:

- 5.3 The tender documentation and specification will explain the council's approach and policies in respect of equalities and we will expect all successful tenderers to observe and respect these policies.

Sustainability Implications:

- 5.4 The tender documentation and specification will explain the council's approach to sustainability and we will expect all successful tenderers to observe and respect this approach and our sustainability policies.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications to consider.

Risk and Opportunity Management Implications:

- 5.6 It is clear that the quality of inventory for advertising and sponsorship in the city is poor compared to many other cities and our income from this inventory is also minimal. This project hopes to increase this income without compromising the city's heritage and physical environment and infrastructure.

Corporate / Citywide Implications:

- 5.7 As described earlier the completion of the tendering processes should enable the council to increase its income from advertising and sponsorship which in turn will support the council's revenue budget. There will be a visual impact from the installation of new advertising structures in the city but any installation will be subject, where appropriate, to planning and advertising approvals and regulations. Other locations that are not subject to planning approval will be agreed by the relevant conservation and highways colleagues. Through the tendering process we will also ensure that local businesses continue to have opportunities to purchase advertising space.

6. EVALUATION OF ANY ALTERNATIVE OPTIONS

- 6.1 Alternative options were evaluated at the inception of the project in 2008 when a waiver of standing orders was agreed to appoint Pax consultancy to work with the council on this project mainly because of their unique position and expert knowledge in this specialist field.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The recommendation should be approved so that we can progress the tendering process and get contracts in place as soon as possible so as to ensure that the council increases its income revenue from advertising and sponsorship and makes the most of its highways and other infrastructure, land and property portfolio in order to support our overall revenue budget.

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

None

