

## **CABINET**

**Decision Notices and Minutes of a meeting of the Cabinet held on Tuesday,  
9 March, 2010 at 5.00 p.m. in the Civic Offices, Telford**

**PUBLISHED ON MONDAY, 15 MARCH, 2010**

**DEADLINE FOR CALL-IN THURSDAY, 18 MARCH, 2010**

**PRESENT:** Councillors A.J. Eade (Leader and Chairman), S. Bentley, S.P. Burrell, E.J. Carter, M.B. Hosken, S.M. Kelly, A. Lawrence and J.M. Seymour

**ALSO PRESENT:** Councillors R.K. Austin, G.M. Green and V. Tonks (Opposition Group Leaders)

### **CB-163      MINUTES**

**RESOLVED** – that the minutes of the meeting of the Cabinet held on 23 February, 2010 be confirmed and signed by the Chairman.

### **CB-164      APOLOGIES FOR ABSENCE**

None.

### **CB-165      DECLARATIONS OF INTEREST**

None.

### **CB-166      A CULTURAL STRATEGY FOR TELFORD & WREKIN AND SHROPSHIRE 2009-2014 ('EVOLUTION, REVOLUTION AND INNOVATION')**

**Key Decision** identified as 'Evolution, Revolution and Innovation' – A Cultural Strategy for Telford & Wrekin and Shropshire 2009 - 14 in the Forward Plan published on 15<sup>th</sup> January, 2010

Councillor S. Bentley, Cabinet Member: Active Lifestyles – Leisure & Culture, presented the report of the Head of Leisure & Customer Services which outlined and sought approval of the key findings of the new Cultural Strategy for Telford & Wrekin as jointly developed with Shropshire Council.

Following recognition that Telford & Wrekin and Shropshire were closely linked both geographically and culturally through their sub-regional and regional work and aspirations, the need for a 'one voice' approach had been identified to succeed in delivering joint outcomes on behalf of the whole community. A Cultural Consortium had, therefore, been set up between the two authorities in 2009 with a membership drawn from the local authority, private, voluntary and health sector and which had been engaged in the development of the strategy.

Culture was a key contributor to personal development, social cohesion and economic growth and, in its wider sense, had been and would continue to be a major contributor to the tourism history as well as future regeneration ambitions in the Borough and wider sub-region. Therefore, the Cultural Strategy would ensure a better understanding of what the sub-region shared as well as our diversity and would facilitate a move towards a strong shared cultural leadership where Telford & Wrekin and Shropshire was on the map externally as a place to visit for high quality cultural experiences as well as a sound investment opportunity.

The strategy would provide a workable framework that could be used to demonstrate the impact and value of culture on an annual basis, i.e. increases in participation, and which was recognised by national and regional agencies and funders. In addition, it would build and strengthen the infrastructure for culture by bringing together a clearer and more coherent picture of this sector and highlight key priorities for improvement and growth.

The report also set out key findings and development opportunities which had been identified following the work undertaken in the last year including the vision and the seen key objectives.

In presenting the report Councillor Bentley welcomed what he hoped would be the first instance of joint working with Shropshire Council. Councillor Lawrence commented on the possible use of private sector organisations, such as event organisers, and Councillor Bentley responded that this was one of the options that would be explored.

#### **RESOLVED -**

- (a) That the key findings and development opportunities be noted (as set out in Appendix A of the report) and fed into the emerging Active Lifestyles Priority Plan;**
- (b) That the Telford & Wrekin and Shropshire Cultural Strategy 2009-14 be acknowledged and endorsed.**

#### **CB-167      LOCAL AREA AGREEMENT 2 REFRESH 2010**

##### **Non-Key Decision**

Councillor S.M. Kelly, Cabinet Member: Efficient, Community Focused Council, presented the report of the Assistant Chief Executive which sought sign-off of the proposed revisions to the Local Area Agreement 2 (LAA2) targets as authorised by the Department for Communities & Local Government (CLG).

The LAA2 was signed off with Government in June 2008 and comprised 37 indicators with stretch targets for 2010/11 against some of the most intractable issues in the Borough, as listed in the report. As well as making a difference to the lives of some of the most vulnerable people in the Borough, achieving the Council's LAA targets was likely to result in a maximum £1m reward grant from Government.

There was a requirement by Government that performance was annually reviewed and targets refreshed and renegotiated, based on both annual performance and any changes in local/national priorities and circumstances. In relation to the 2009/10 review of targets, the CLG had identified a small basket of indicators for which the revision of targets would be considered in 2009/10 i.e. those not locked down in the 2008/09 review because of the impact of the recession and 'Place Survey' indicators. The Council had been informed that all approaches to review any other targets would be rejected by CLG. Following completion of the review of these targets, the report set out the proposed revised position for NI152 Working Age People on Out of Work Benefits, NI154 Net Additional Homes, and NI172 Small Businesses Showing Growth.

At the beginning of February 2010 CLG had announced that authorities could, if they chose, remove NI112 Teenage Pregnancy from the basket of LAA2 targets for the purposes of calculating reward grant. As Telford & Wrekin was not currently on track to achieve this very challenging target, it was proposed that this indicator be removed from the LAA2 reward grant calculation.

**RESOLVED** – that the proposed amendments to the Council's LAA2 basket be endorsed:

- **NI152 working age people on out of work benefits:**
  - that the methodology be switched to benchmark Borough performance against the national position from an approach that simply tracked year on year Borough performance;
  - that authority to agree the final target be delegated to the Assistant Chief Executive following consultation with the relevant Cabinet Member;
- **NI154 net additional homes in 2010/11 – that the target be revised down from 850 to 522 to reflect the impact of the recession on the housing market;**
- **NI172 small business showing employment growth – no change as the target was on track;**
- **'Place Survey' indicators – no change as current targets offered significant performance challenge;**
- **NI112 teenage pregnancies – that this target be removed from any reward grant calculation.**

**CB-168      EXCLUSION OF PRESS AND PUBLIC**

**RESOLVED** – that the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraphs 1 and 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

**CB-169      LEISURE SERVICES OPTIONS APPRAISAL AND SERVICE REVIEW**

**Key Decision** identified as **Service Efficiency Review of Leisure Services** in the Forward Plan published on 15<sup>th</sup> December, 2009.

Councillor S. Bentley, Cabinet Member: Active Lifestyles – Leisure & Culture present the report of the Head of Leisure & Customer Services, which detailed the findings and recommendations contained within the recent Leisure Services Options Appraisal undertaken by Northgate Kendric Ash (NKA) the company supporting the Council on the completion of its service review programme. The options appraisal was undertaken between June and December 2009 with its main focus being to consider whether an alternative model of service provision for Leisure and Cultural Services was appropriate for Telford & Wrekin.

Further to the review's recommendation to retain Leisure Services in house, NKA had identified that the services in general were delivering good outcomes through strong partnership working and provided a good, well valued service, as shown by some excellent QUEST scores. Details of the recommendations made by NKA were set out in the report.

In making these overarching recommendations NKA had drawn attention to the need for the Council to focus on partnership working in order to seek efficiencies and savings in the medium to long term rather than focussing on the possibility of quick savings. In addition, the Council should consider the future use of any revenue savings and ensure that some of these savings were reinvested into the facilities and services to fund ongoing maintenance and safeguard their longer-term sustainability.

Councillor Bentley highlighted the recommendation of NKA that the Leisure Services function be retained in house but given a new focus within Active Lifestyles. The Head of Customer & Leisure Services added that she welcomed the recognition given by the consultants to the achievements of the Council in difficult circumstances and given the current state of many of the facilities. In particular she welcomed the recognition of the excellent value for money provided by libraries in the Borough. Councillor Carter said that libraries were an important community resource and one which offered many opportunities to extend the offer of One Stop Shop and Information Centre services throughout Telford & Wrekin.

**RESOLVED:**

- (a) That the findings and recommendations contained within the Leisure Services Options Appraisal Report, as set out in Appendix A of the report, be approved;**
- (b) That the overarching recommendation to retain the Leisure Services function in house given the focus on the Council's priorities of 'Customer First' and 'Active Lifestyles' be endorsed.**
- (c) That separate business cases be developed on the future options for Horsehay Golf Course, the Ice Rink, and the Ski Slope and presented to the Cabinet for further consideration;**
- (d) That a separate report on the operation of the Telford Trust be prepared for the Cabinet in response to Northgate Kendric Ash identifying this as an outdated model;**

- (e) That a review of fees, charges and concessions be undertaken with options presented under existing delegated authority to the Head of Service following consultation with the Cabinet Member: Active Lifestyles for approval or otherwise;
- (f) That the Head of Leisure & Customer Services review structures in line with 'One Council, One Vision' and secure endorsement via the Council's Corporate Management Team following employee consultation on proposed changes;
- (g) That paragraph 5.0 of the report, which outlined the high level recommendations for implementing the findings of the options appraisal, be noted.

The meeting ended at 5.11 p.m.

**Signed for the purposes of the Decision Notices**

**Jonathan Eatough**  
**Head of Governance**  
**Date: 15<sup>th</sup> March 2010**

**Signed: .....**

**Date: .....**