

EXECUTIVE

Date: Tuesday 27 January 2015

Time: 5.30 pm

Venue: Rennes Room, Civic Centre, Paris Street, Exeter

Members are invited to attend the above meeting to consider the items of business.

If you have an enquiry regarding any items on this agenda, please contact Sarah Selway, Democratic Services Manager (Committees) on 01392 265275.

Entry to the Civic Centre can be gained through the Customer Service Centre, Paris Street.

Membership -

Councillors Edwards (Chair), Denham, Fullam, Hannaford, Leadbetter, Owen, Pearson and Sutton

Agenda

Part I: Items suggested for discussion with the press and public present

1 Apologies

To receive apologies for absence from Committee members.

2 Minutes

To sign the minutes of the meeting held on 18 November and 9 December 2014.

3 Declarations of Interest

Councillors are reminded of the need to declare any disclosable pecuniary interests that relate to business on the agenda and which have not already been included in the register of interests, before any discussion takes place on the item. Unless the interest is sensitive, you must also disclose the nature of the interest. In accordance with the Council's Code of Conduct, you must then leave the room and must not participate in any further discussion of the item.

Councillors requiring clarification should seek the advice of the Monitoring Officer prior to the day of the meeting.

4 **Local Government (Access to Information) Act 1985 - Exclusion of Press and Public**

RESOLVED that, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting during consideration of item 13 on the grounds that it involves the likely disclosure of exempt information as defined in paragraphs 1 and 3 of Part I, Schedule 12A of the Act.

5 **Housing Rents and Service Charges 2015/16**

To consider the joint report of the Assistant Director Finance and Assistant Director Housing.

(Pages 5 - 8)

Scrutiny Committee – Community considered the report at its meeting on 21 January 2015 and its comments will be reported.

6 **Clinical Waste Collection**

To consider the report of the Cleansing and Fleet Manager.

(Pages 9 - 24)

Scrutiny Committee – Community considered the report at its meeting on 21 January 2015 and its comments will be reported.

7 **Domestic Waste Containers - Charges and Policies**

To consider the report of the Cleansing and Fleet Manager.

(Pages 25 - 42)

Scrutiny Committee – Community considered the report at its meeting on 21 January 2015 and its comments will be reported.

8 **Parking Places Enforcement**

To consider the report of the Service Manager Community Safety and Enforcement and Assistant Director Public Realm.

(Pages 43 - 46)

Scrutiny Committee – Economy considered the report at its meeting on 22 January 2015 and its comments will be reported.

9 **City Centre Business Improvement District**

To consider the report of the Assistant Director Economy.

(Pages 47 - 74)

Scrutiny Committee – Economy considered the report at its meeting on 22 January 2015 and its comments will be reported.

10 **Rugby World Cup 2015 Update**

To consider the report of the Assistant Director Economy.

(Pages 75
- 80)

Scrutiny Committee – Economy considered the report at its meeting on 22 January 2015 and its comments will be reported.

11 **Annual Review of Support for Small Businesses**

To consider the report of the Economy and Tourism Manager.

(Pages 81
- 94)

Scrutiny Committee – Economy considered the report at its meeting on 22 January 2015 and its comments will be reported.

12 **2015/16 Council Tax Base and NNDR1**

To consider the report the Assistant Director Finance.

(Pages 95
- 100)

Part II: Item suggested for discussion with the press and public excluded

No representations have been received in respect of the following items in accordance with the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.

13 **Exeter and Heart of Devon Growth Board Minutes 10 November 2014**

Members are requested to note the minutes of the meeting on 10 November 2014.

(Pages
101 - 106)

Scrutiny Committee – Economy considered the report at its meeting on 22 January 2015 and its comments will be reported.

Date of Next Meeting

The next scheduled meeting of the Executive will be held on **Tuesday 10 February 2015** at 5.30 pm in the Civic Centre.

A statement of the executive decisions taken at this meeting will be produced and published on the Council website as soon as reasonably practicable.

Find out more about Exeter City Council services by looking at our web site <http://www.exeter.gov.uk>. This will give you the dates of all future Committee meetings and tell you how you can ask a question at a Scrutiny Committee meeting. Alternatively, contact the Democratic Services Officer (Committees) on (01392) 265115 for further information.

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REPORT TO: SCRUTINY COMMITTEE – COMMUNITY AND EXECUTIVE
DATE OF MEETING: 21 January 2015 and 27 January 2015
REPORT OF: Assistant Director Finance
TITLE: Housing Rents and Service Charges 2015-16

Is this a key decision?

Yes

Is this an Executive or Council Function?

Executive

1. What is the report about?

This report sets out the proposed increases in respect of council dwelling rents, garage rents and service charges with effect from 1 April 2015.

2. Recommendations:

That Members of Scrutiny Committee - Community support and Executive approves:

2.1 Rents of Council dwellings are increased by 2.2% from 1 April 2015

2.2 Garage rents are increased by 2.2% from 1 April 2015

2.3 Service Charges are increased by 2.2%, with the exception of charges specified in paragraph 10.3, from 1 April 2015

2.4 In principle, charging full market rent to tenants with a household income of at least £60,000

2.5 The flexibility to let new-build council housing at 'affordable rents' – up to 80 percent of local market rent, where considered appropriate

3. Reasons for the recommendations:

In announcements made at Budget 2013 and in the 2013 Spending Round, the Government signalled changes to rent policy for social housing. As a result, new guidance was issued in May 2014 by the Department for Communities and Local Government with regards to setting rents for social housing from April 2015 onwards.

Local authorities are expected to have regard to this guidance when setting rents for their housing stock and the recommended rises contained within this report are in-keeping with the Government's social rent policy and guidance.

4. What are the resource implications including non financial resources

The proposed rises in housing rents, garage rents and service charges are reflected in the proposed 2015-16 estimates for the Housing Revenue Account, which are also presented to this committee.

5. Section 151 Officer comments:

This report has been prepared on behalf of the Section 151 Officer to set out the increases to rents and service charges for 2015-16 in accordance with the Government's latest guidance on rents for social housing.

6. What are the legal aspects?

Authorities have the legal power to set rents as they determine; the Government's social rent policy provides guidance.

Whilst the Council is free to set its own rents, the Government has maintained the Housing Benefit 'limit' rent which limits the amount of rent a landlord can recover through the housing benefit subsidy system. Increases above the 'limit rent' would have an adverse impact on the amount of housing benefit received. Conversely, the main disadvantage of setting rents lower than Government guidelines is of course the loss of potential revenue and the impact this would have on investment and housing services.

7. Monitoring Officers comments:

No issues of concern identified.

8. Report Details:

RENT SETTING BACKGROUND

- 8.1 At the Spending Round, the Government announced a new social housing rent policy to apply for ten years from 2015-16 to 2024-25. Under the new policy, rents in the social sector should increase by Consumer Price Index inflation (CPI) + 1 percent annually.
- 8.2 Social rents will continue to be set on the current basis, whereby rent per property is calculated using a national formula that reflects the value of the property, number of bedrooms and local earnings.
- 8.3 The main change is the move from an annual limit on weekly rents of Retail Price Index + 0.5% + up to £2, to a limit of Consumer Price Index + 1%, following the Office for National Statistics announcement that the Retail Price Index no longer meets international standards for an inflation-index.

Rent Increases for 2015-16

- 8.4 In accordance with the Government's social rent policy, it will be necessary to implement an increase of 2.2% (CPI + 1%). For 2015-16 this will result in an average increase £1.65 per week, over 52 weeks, per property.
- 8.5 Rents are collected over 48 weeks, resulting in an average increase of £1.79 per collection week for 2015-16.
- 8.6 On a typical 2 bedroom flat the weekly rent for 2015-16 will be £77.41 (over 52 weeks). For comparative purposes, the average weekly rent for a 2 bedroom flat in Exeter are:
 - £86.09 per week with a housing association
 - £170.67 per week rented in the private sector

9. Garage Rent Increase

- 9.1 Rentals of non-dwellings, such as garages, are outside the scope of the

Government's social rent guidance. However, an increase of CPI + 1% is proposed in-line with rises to dwelling rents and most service charges.

10. Service Charge Increase

- 10.1 These charges cover services and facilities provided by the authority to tenants which are not covered by their rent. Service charges reflect additional services which may not be provided to every tenant, or which may be connected with communal facilities. Different tenants receive different types of service reflecting their housing circumstances.
- 10.2 Service charges are limited to covering the cost of providing the services. Government guidelines advise that authorities should endeavour to keep increases from service charges in-line with rent changes, at CPI + 1%, to help keep charges affordable. For 2015-16 this equates to an increase of 2.2%. Increases above this may be made on rare occasions when an authority has increases in costs outside its control, such as increases in fuel costs.
- 10.3 Service charges will therefore increase by 2.2%, with the following exceptions:
- 2.8% increase in respect of cleaning communal areas in line with anticipated rises in cleaning contract costs
 - 0% increase in respect of communal electricity at Weirfield House
 - 0% increase in respect of water at Magdalen Gardens
 - 3.1% increase in respect of fire alarm testing in line with rises in maintenance and monitoring contract costs
 - 5% increase in respect of repair costs in line with Building Cost Information Service (BCIS) rates

11. Social Housing Tenants on High Incomes

- 11.1 As part of the new social housing rent policy, the Government set out its aim that those in social housing with high incomes should pay a fairer level of rent. Under the new policy, local authorities are able to charge a full market rent where a household has an annual income of at least £60,000. This means a sub-market rent is provided only to those tenants who clearly need it.
- 11.2 There are not expected to be many households, if any, with an annual income of £60,000 or over in Council properties. However, work will be undertaken during 2015-16 to capture the household income data and identify any social tenants with high income so that their rent may be reassessed.

12. Rents for Newly Built Council Housing

- 12.1 The Government has implemented a process to allow properties to be let at 'affordable rents' and to be treated outside of the Rent Rebate Subsidy Limitation scheme when the properties have been provided as part of the Right to Buy replacement agreement. This effectively means that higher rents may be charged without any loss of housing benefit subsidy.
- 12.2 Affordable rent allows local authorities to set rents at levels that are typically higher than social rents, at up to 80% of local market rent inclusive of service charges. The intention behind this is to maximise returns and generate capacity for further investment in new affordable housing.

- 12.3 Sites currently being developed using monies retained under the Right to Buy replacement agreement include; Bennett Square, Newport Road, Rennes House car park and Whipton Methodist Church, it will therefore be possible to charge affordable rents on these new builds with no loss of housing benefit subsidy.
- 12.4 Alternatively, local authorities are free to let new build properties at social rents with a lower return on their investment.
- 12.5 This flexibility will enable the most appropriate rents to be charged, on a site by site basis, in respect of properties built using retained Right to Buy receipts.

13. How does the decision contribute to the Council's Corporate Plan?

The Housing Revenue Account contributes to two key purposes, as set out in the Corporate Plan; help me find somewhere suitable to live and maintain our property assets.

14. What risks are there and how can they be reduced?

As reported to Scrutiny Committee – Community on 9 September 2014, the main risk to council dwelling rents relates to the impact of welfare reforms, in particular the move to Universal Credit and direct payment of Housing Benefit to claimants. This is not expected to have a significant effect in 2015-16, however, officers are already planning for their implementation including management techniques to support and encourage customer behaviour towards rent payment.

15. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

No impact

16. Are there any other options?

As previously mentioned, the Council is free to set its own rents. However, setting rents higher than Government guidelines could result in a shortfall of housing benefit subsidy and setting rents below Government guidelines has the main disadvantage of the loss of potential revenue and the impact this would have on investment and housing services.

**Assistant Director Finance
Assistant Director Housing**

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:

Guidance on Rents for Social Housing, issued by DCLG May 2014

REPORT TO SCRUTINY COMMITTEE - COMMUNITY

Date of Meeting: 21 January 2015

REPORT TO EXECUTIVE

Date of Meeting: 27 January 2015

Report of: Cleansing and Fleet Manager

Title: Clinical Waste Collection

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive

1. What is the report about?

- 1.1 This report seeks approval for the redesign of the clinical waste collection service. If the recommendations can be implemented fully, this will enable us to reduce costs by approximately £30,000, offer alternative and preferred provision for some clients, and ensure that we continue to comply with all relevant legislation.

2. Recommendations:

- 2.1 That Members of Scrutiny Committee - Community support and Executive approves:

- (i) That a separate clinical waste collection is offered only for hazardous or infectious clinical waste. This means that offensive waste, such as sanitary protection products (Sanpro waste), will be collected and disposed of via the domestic rubbish collection and disposal at the Energy from Waste plant;
- (ii) That, where required, additional rubbish capacity is provided to households generating Sanpro waste at no charge;
- (iii) That Exeter City Council works with healthcare providers to ensure they make their own arrangements to remove clinical waste that they generate in clients' homes, or that they pay the Council to collect this waste;
- (iv) That the Council work with pharmacies and others to explore the potential for a network of sharps-box depositories and exchanges.

3. Reasons for the recommendation:

- 3.1 To reduce the costs incurred by the Council in providing a clinical waste service that currently exceeds our statutory duties, and develop alternative disposal provision that some clients may prefer.

4. What are the resource implications including non-financial resources?

- 4.1 An accurate estimate of likely cost savings will not be practicable until a survey of all our clinical waste customers is completed. However, annual savings of £30,000 are achievable, if the recommendations made in this report can be implemented fully. This is based on currently available data, which indicates a majority of clinical waste currently collected on the service is Sanpro waste that could actually be disposed of as general rubbish via the new Energy from Waste plant.

4.2 In addition, approximately 1% (500) of Exeter households receive a clinical waste collection, but these generate 12% (2280 p.a.) of Cleansing-related telephone calls to the Environment Support Team, so there is scope to reduce this demand and shift it to other contact channels (e.g. online).

5. Section 151 Officer comments:

5.1 The financial implications for the Council contained within this report do not currently form part of the Council's medium term financial plan. If approved, Finance will support the Service in understanding fully the level of savings that can be achieved.

6. What are the legal aspects?

6.1 Section 45 of the Environmental Protection Act 1990 requires Exeter City Council to "arrange for the collection of household waste". The Hazardous Waste Regulations 2005, the Carriage Regulations 2009 and the List of Wastes Regulations 2005 set out the wastes that require separate collection and how these wastes must be classified and transported.

6.2 Where waste is generated by a healthcare worker for people in their own homes, the healthcare worker is responsible for ensuring that the waste is managed correctly; this is part of their duty-of-care (Duty of Care is established in the Environmental Protection Act 1990, Section 34, and the Environmental Protection (Duty of Care) Regulations (England, Scotland and Wales)).

6.3 The Controlled Waste Regulations 2012 lists the types of household waste for which a collection charge may be made by the Council, which includes clinical waste.

7. Monitoring Officer's comments:

7.1 "Other than those legal issues raised above, this raises no issues for the Monitoring Officer."

8. Report details:

8.1 Exeter City Council currently provides separate clinical waste collection to approximately 500 households. The budgeted spending on domestic clinical waste collection in 2014/15 is £66,940.

8.2 This service consists of the collection of used needles in secure sharps boxes on an 'on demand' basis and the collection of yellow-bagged offensive and infectious wastes on a weekly scheduled basis, with some 'on demand' collections.

8.3 Clinical waste is categorised as below. Throughout Devon, it has been customary to collect all these materials as part of a separate clinical waste collection and send them for treatment by high-temperature incineration (higher temperatures than the Exeter Energy from Waste plant). This dates back to guidance issued by Devon County Council in 2000, which adopted a precautionary approach to classification and treatment.

- (i) **Offensive (non-hazardous) waste** – e.g. incontinence pads, nappies, catheters, stoma bags, dressings, etc., from a person not currently being treated for an infection. These do not legally require a separate collection, nor high-temperature thermal treatment. They can be disposed of via general rubbish collections and do not need to be placed in designated yellow coloured bags.
- (ii) **Infectious clinical waste** – waste from a patient currently being treated for an infection. This waste must be removed via separate collection in a suitably labelled yellow sack.
- (iii) **Sharps waste** – needles (infectious and non-infectious) – hazardous waste that must be removed via separate collection in an approved rigid container (sharps-box).

8.4 In October 2014 we surveyed our clinical waste customers (Appendix 1) to establish what waste they were putting into their clinical collection. For the first set of responses we achieved a 60% return rate and we sent reminders to the remaining 40%. This will be followed by a telephone call to encourage the highest possible response rate. Data from the initial respondents indicates that for 68% of customers, at least some of their clinical waste is generated through treatment by a healthcare visitor. Furthermore, a majority of respondents indicated that they put sanitary protection products (Sanpro waste) in their yellow clinical waste sack.

8.5 These results (shown in more detail in Appendix 1) indicate that a majority of clinical wastes currently collected do not require a separate collection; there is, therefore, scope to reduce the resources dedicated to providing separate collection of these wastes. These resources include staff time, customer support, waste sacks and transport costs.

8.6 In addition to the collection costs, the disposal cost for clinical waste is over £300 per tonne due to the need to incinerate the material at high temperature. This requires the waste to be transported to Liskeard, the location of the nearest legally compliant disposal facility, and this cost is borne by Devon County Council.

8.7 A number of other English local authorities have stopped, or have never operated, separate collection of offensive healthcare waste. In Staffordshire, waste collection savings of £35,515 pa were achieved from a clinical waste customer base of 280 households – smaller than Exeter's. The Staffordshire partnership has developed a toolkit, 'Clinical Waste: A Guide for Local Authorities', which describes a strategy for achieving savings and avoiding potential problems from changing the service; Exeter can benefit from such a partnership approach.

8.8 In order to implement the recommendations, the following actions will need to take place:

- (i) Contacting the remaining 40% of customers to ensure they are classifying their clinical waste correctly. This will involve telephone contact and offers to visit householders if assistance is required;
- (ii) Once all data has been gathered, redesigning collection rounds to optimise resources and identify more accurately the financial savings to be realised;

- (iii) Completing a risk assessment for the collection of offensive wastes as part of the general rubbish stream. This will consider the needs of customers and collection crews. The likely impacts on collection crews are the additional manual handling and handling of offensive wastes; these can be mitigated by the provision of wheeled bins where practicable and wearing of protective gloves. It is worth noting that Sanpro waste customers will account for around 0.5% of our regular crews' rounds, so the additional impacts will be slight. Two major reorganisations of our collection rounds in July and December 2014 have increased the efficiency of our routes and ensured there is capacity to absorb this very small increase in workload.

8.9 In order to achieve cost savings across Devon and continue to meet the needs of customers, Devon County Council and several Devon district councils have formed an officer working group, including representatives from the NHS. The involvement of NHS staff in this group has been useful in identifying the needs of healthcare clients and developing appropriate communication methods. It is hoped that this collaborative approach will allow agreement to be reached over the responsibility of the healthcare provider to make arrangements for the removal of clinical waste; Devon County Council has already written to its NHS contacts to establish a dialogue.

9. How does the decision contribute to the Council's Corporate Plan?

9.1 The decision contributes as follows:

- **Run the Council Well** – reducing costs and optimising resources whilst ensuring that legal requirements for the collection of clinical waste are met.
- **Keep my Environment Safe and Healthy** – reducing unnecessary separate collections will reduce diesel engine emissions from our 3.5-tonne van fleet, and cut down on traffic movements in the City.

10. What risks are there and how can they be reduced?

10.1 There may be an adverse reaction from members of the public who see the diversion of offensive waste into the general rubbish scheme as a cut in service. For the majority of those affected, this will mean a bi-weekly rather than a weekly collection of this Sanpro material. The risk will be mitigated by offering additional containment capacity to suit the customer.

10.2 Clinical waste being wrongly classified by the householder - this could result in hazardous or infectious materials being put in the general rubbish container along with offensive waste. However, experience elsewhere shows that this can be mitigated by good communication and guidance by the Council and partner agencies.

11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

11.1 A high proportion of customers receiving a separate clinical waste collection will be experiencing ill-health or will have a disability. 48% of respondents to our customer

survey had their forms completed by a carer, parent or guardian or their healthcare professional. Therefore, any communication requesting information or advising of service changes will be carried out sensitively, which will include one to one contact, telephone calls and the offer of household visits to explain issues and establish the needs of particular householders.

11.2 Special consideration will be given to households where there is limited storage for waste, e.g. in flats.

12. Are there any other options?

12.1 The Council has the legal power to make a reasonable charge for the separate collection of clinical waste in order to cover the cost of the service. At this point in time, this is not being recommended as an option for our residents, however, there may be scope in future to consider charging where an alternative service provision has been developed (e.g. a local network of sharps-box depositories and exchange points).

12.2 The exceptions to this are:

- (i) Where healthcare providers are generating waste in their clients' homes, and instead of making their own arrangements for removing the waste, would prefer to pay the Council for this as a service;
- (ii) Where residents can put their Sanpro waste in the fortnightly rubbish collection, but would prefer to retain a weekly collection and are willing to pay a reasonable charge.

Cleansing and Fleet Manager

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

Contact for enquires:
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Room 2.3 01392 265275

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Dealing with clinical waste
in a more efficient
and cost effective way

A guide for local authorities

clinical disposal project staff arrangements

Waste collection service

contact
centre

Purpose



The purpose of this information pack is to provide local authorities which currently collect clinical waste, with a methodology and guidance to correctly identify the waste types and provide the service in a more efficient and cost effective way. Correctly identifying the waste will ensure the most appropriate disposal method is used, the requirements of duty of care are satisfied and collections are carried out in the most efficient manner. Significant savings and operational efficiencies can also be made.

The folder contains information and advice on how to implement such changes, using the Staffordshire project as an example. Sample letters and forms are also provided within the pocket of the folder and as MS Office files on the resources CD.

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Enclosures

- Sample letters
- Clinical Waste Questionnaire

Resources CD

- Sample letters
- Clinical Waste Questionnaire

Further information

Further information on the process can be obtained from:

More information from the WDA can be obtained from:

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"Simple unobtrusive changes reduced the number of truly clinical collections dramatically"

Background

A review of local authority clinical waste collection and disposal arrangements in Staffordshire was undertaken in March 2011 to establish the types of waste collected across a number of WCA Clinical Waste Collection Services and identify the most appropriate collection methods and disposal routes. This was carried out with the aim of achieving a more efficient and cost effective service. At that point four of the eight Waste Collection Authorities (WCAs) in Staffordshire, collected clinical waste:

- Staffordshire Moorlands District Council;
- Newcastle under Lyme Borough Council;
- Stafford Borough Council; and
- South Staffordshire Council.

The first phase of the review, undertaken in 2011, considered collections from two WCAs in the North of Staffordshire: Staffordshire Moorlands District Council and Newcastle under Lyme Borough Council. Both Councils offered in-house collections of clinical waste to their residents. The waste collected was disposed of via a combination of autoclaving and high temperature incineration.

Staffordshire County Council, as the Waste Disposal Authority (WDA) for these areas, has responsibility for treatment and disposal of household waste. In addition, the local NHS Primary Care Trust (PCT) had their own arrangements in place for collecting and disposing of clinical waste.

A project team, consisting of a representative from each of the two WCAs, the WDA and two representatives from the local NHS Primary Care Trust (PCT) was established.

While the initial project was delivered in conjunction with the PCT, recent changes have seen the introduction of Clinical Commissioning Groups (CCGs) replace PCTs. Therefore, any future assessments of clinical waste services should be done in conjunction with CCGs*.

The PCTs/CCGs have a responsibility for the safe management of healthcare wastes from within their area.

The project team agreed at an early stage that they would work together to identify the waste types currently being collected as clinical waste to determine the most appropriate treatment or disposal routes. It became clear that much of the waste collected as clinical waste in both districts was being incorrectly categorised and therefore being disposed of in an inefficient and unnecessarily costly manner. Most of the material was identified as offensive waste, which could easily be disposed of much more economically, through normal household waste collections.

A full, systematic audit of collections was developed and undertaken by both WCAs. The audit included identifying collections, establishing what material residents were producing and working alongside the PCT to identify and introduce new referral processes within the healthcare profession and agree a system whereby truly clinical collections are made via their service provider. A review of the current legislative guidance was also carried out at the same time.

Working together with the PCT the correct routes for the very small proportion of clinical waste that remained was established. This involved considering the referral system, joint visits to some of the referral units and discussions with the Ambulance service as collection service provider who undertake collections of clinical waste on behalf of the PCT. The audit reduced the need for collections of truly clinical waste significantly, eliminating completely the need for any such collections in Newcastle Under Lyme BC and leaving only a handful in Staffordshire Moorlands DC remaining to be collected by the PCT/via their service provider.

Through the implementation of simple, unobtrusive changes to the way in which residents were asked to present their waste the number of "truly clinical collections" reduced dramatically.

The process stipulated within this toolkit is an example of how to deal with clinical waste in a more efficient and cost effective way in Staffordshire and should therefore be used as a guide by WCAs and WDAs alike to formulate their own strategies that are tailored to their services, specifically in relation to the provision of additional capacity for offensive wastes.



*or their equivalent

Clinical Waste Legislation Guidance

Alongside regulations about containment and transportation, definitions of 'household', 'clinical' and 'offensive waste' are key to establishing what should be collected. For clarity, the legal definitions have been interpreted and simplified as follows.

Household Waste	Offensive Waste	Clinical Waste
Waste generated by a property used for domestic purposes: house, caravan, vessel, etc. No charge can be made for collection or disposal unless the collection costs from the property are unreasonably high and the collection authority is satisfied that the householder has made adequate alternative disposal arrangements. (Defined through Controlled Waste Regulations 2012, Schedule 1)	Household waste containing bodily fluids, secretions, or excretions, which are not infectious. Examples include: dressings, gloves, nappies, incontinence pads and sanitary products. This waste can be collected via tiger sacks if the end disposal point is landfill, or through the normal domestic bin collection if incineration is the end disposal point. A charge can be levied for collection but not disposal. (Legal definition can be found in the Controlled Waste Regulations 2012, Schedule 1, Section 1).	Waste containing infectious material, such as something for which antibiotics may be prescribed, produced by a healthcare activity. The material must be secured in bags, which are yellow or orange and marked for incineration. Sharps are clinical waste, but should be returned to designated health centres/ GP surgeries. Containment and transport are closely regulated. A charge can be levied for collection but not disposal. (Defined through Controlled Waste Regulations 2012, Schedule 1: Section 1)

Detailed information, legal definitions, technical information and recommended further reading can be found in

- The Environmental Protection Act 1990 (Section 45; Paragraph 1 – Collection of Controlled Wastes) Defines the duties of a Waste Collection Authority.
- Controlled Waste Regulations 2012 (Schedule 1: Paragraph 1, 3, and 4) Differentiates household waste from industrial waste and commercial waste, and categorises household waste.
- Hazardous Waste Regulations 2005 (Schedule 1 (Annex 1), Paragraph 18 and Paragraph 19) Defines hazardous wastes and stipulates limits on transportation, mixing and treating hazardous waste.
- Carriage Regulations 2009 (European Agreement concerning the International Carriage of Dangerous Goods by Road) (ADR) 2011 Stipulates the parameters for transporting Clinical Waste, and recommended training for drivers. Annex 1, Part 4 and Chapter 1.3: Annex A.
- List of Wastes Regulations 2005 – Defines/ classifies the waste into categories. Section 18 Wastes from Human or Animal Health Care and/or Related Research. (Previously the European Waste Catalogue Codes) available from the Environment Agency

It is recommended that any WCA, WDA and CCG* familiarise themselves fully with the appropriate regulations prior to reviewing their clinical waste collections.

*or their equivalent

Frequently asked questions

Q Why undertake the project?

There are potential significant financial savings to be made. The cost of making separate collections is substantial, and disposal costs associated with clinical waste are many times those for mixed municipal waste. The WCA needs to ensure that the right waste stream is being collected with the right collection service.

Typically waste generated by householders and collected via clinical collections is often only offensive waste, which can be disposed of via the normal collection routes. By correctly identifying the waste this ensures the most appropriate disposal point is used, thereby satisfying the requirements of duty of care and ensuring that collections are carried out in the most cost effective efficient manner. This often reduces the need for a separate collection.

.....

Q Who do I need to involve?

There are various stakeholders involved in the process, below are a list of key ones. This list is in no way exhaustive and depending specific internal processes may or may not include all of these stakeholders:

Internally – Portfolio Holder, Cabinet/other elected Members, Contact Centre staff, operational collection staff, staff in Waste Strategy Team

Externally – CCG* staff, disposal authority staff, future contractor, residents

It is essential that a Project Team is established consisting of representatives from the waste collection service, waste disposal authority and CCG*. It is also crucial to have a project lead to drive the project forward.

Q Who are the key contacts that need to be involved in the project team?

The key contacts that should be included in your project team are:

- Waste management staff – Disposal Authority
 - Waste management staff – Collection Authority (Head of Service and officers)
 - CCG* management staff
 - CCG* Clinical Collection Service provider
-

Q Is there a good time to start?

As soon as possible! However, it is a good idea to ensure timing takes account of restrictions such as PURDAH. The project will take time to complete and if not managed appropriately may be perceived by some stakeholders as a 'withdrawal' of service.



* or their equivalent



How long will it take?

The time it takes to complete the review will very much depend on each Local Authority. A review of the service will be the starting point; in particular, information relating to service users. If you know names of the people receiving the service, other contact names/information if appropriate, exactly what the waste type is etc then the project length can be considerably shortened. Timescales will also depend upon what new collection arrangements are proposed – the same provider, or a new one (such as the CCG¹).

It will also depend on how proactive and engaged your local CCG¹ is, as it will need to agree to the procedures to be put into place.

Having all your partners signed up to the changes will ensure effective delivery of the project.



Will there be bad press about the changes?

It is important that the process is managed appropriately to minimise any potential for negative press. It might be worth briefing your Media team, but the need for this will depend very much on local circumstances and previous history. If you have everything in place – partner buy-in, training for Contact Centre staff, alternative collection arrangements, extra capacity for those users switching onto a standard refuse collection service, fully briefed elected members, etc – and you focus on the need to collect the right materials in the right collection stream and deliver value for money services, then negative press coverage can be minimised or avoided.



Who will collect the waste if the WCA doesn't?

Discussions with the CCG¹ need to take place at the very start of the process in order to ensure their buy in. The success of the project will very much be dependant on this, as they will need to work with the Local Authority to ensure that suitable arrangements are in place for the collection of clinical waste. The CCG¹ will have their own arrangements in place for collection and disposal of clinical waste across their own services. Using these arrangements will become key to the delivery of the efficiencies.



What provisions should the WCA make for additional capacity?

It is important that the WCA has the appropriate policies in place to allow customers effected by the changes to access additional residual waste capacity. Similarly considerations have been given to any associated resource implications, for example, bin supplies/sacks etc.

"Having all your partners signed up to the changes will ensure effective delivery of the project."

¹or their equivalent

The Process for WCAs

The process can be broken down into a number of key steps.

- 1.** Collate current lists of addresses receiving clinical waste collections from databases. (Consideration should also be given to including current collection arrangements for nursing/care homes and how this process can also benefit the management of their offensive and clinical waste.)
- 2.** Populate your records with as much information as you have – names (referrer or entitled resident, contact details, nature of waste being collected, etc.)
- 3.** Set in place a procedure whereby requests for clinical waste collections are authorised in your team, rather than going straight from the contact centre to the collection staff.
- 4.** Brief contact centre staff fully – what you're doing and why, as well as empower them to solve capacity issues by linking them direct to additional capacity resources.
- 5.** Contact residents effected by changes by phone – demonstrating a personal, sensitive and diplomatic attitude – ascertaining the type of waste and making appropriate arrangements, e.g. extra capacity if needed. Record the outcomes – waste types, additional capacity required, additional recycling capacity etc.
- 6.** Where residents cannot be contacted by phone a simple letter can be provided – advising what is and isn't clinical waste and offering solutions.
- 7.** Brief Contact Centre staff again, advising that letters are going out to residents.
- 8.** After a month, send a further letter to those who don't make contact advising that their collections will stop in a further month unless they do make contact.
- 9.** Brief Contact Centre staff again, advising that letters are going out to residents.
- 10.** After another month stop the collections for all except those that you have identified and confirmed to be producing clinical waste. Advise contact centre staff that this is happening, so they can provide services as necessary, such as extra containment or advice for CCG* staff to refer in to provider of clinical waste collections.
- 1.** Work closely with the WCA and other parties in the Project Team throughout the process.
- 2.** Engage with your residual waste treatment/processing contractor early on, making them aware of the increase in household waste and negotiating any impacts on maximum tonnage inputs.
- 3.** Engage with any clinical waste disposal contractors early on. Consideration must be given to potential impacts on contractual obligations and meeting tonnage inputs, negotiations may be required.
- 4.** Brief Elected Members fully so they are aware of the project and potential savings that can be made.

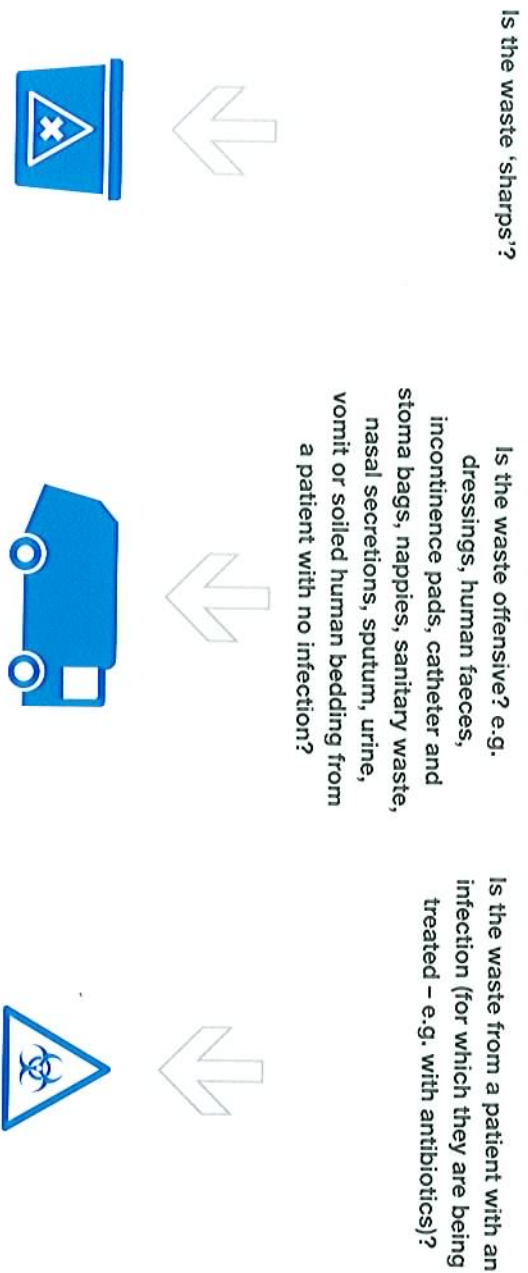
The Process for WDAS

Waste Assessment for Referrers

The chart below shows how waste can be assessed to see if it should be classed as clinical waste and therefore require specialist disposal or treatment. It's primary use is for medical/CCG* staff, at the point of referral, to establish if the waste produced is clinical and requires special collections by their collection service provider or whether it is simply offensive waste which can be disposed of through household waste collections. When advising residents of the arrangements for additional capacity, it is important to emphasise and provide assurance that this process is about enhancing and providing the right services for residents and is therefore not the removal of a service.

Waste Assessment Chart

What is the composition of the waste?



Advise the patient to take the waste to healthcare centre. They must be sealed correctly, have the patients name on them and the date this was returned, they are then signed for and collected for disposal. There is a special container in the health centre receptions for this.

The WCA will collect this waste because it is classified as 'household waste'. Advise the patient to contact their local council to discuss what arrangements are in place for additional capacity.

This is 'clinical waste' and you should send the referral form to the Primary Care Centre - see flow chart on next page

*or their equivalent

This flow chart shows the process which could be used by a CCG or equivalent to start/ stop collections of clinical waste from a particular patient or address.

Hazardous Waste Collection Referral Flow Chart

Referrer



Paper referral form sent to the Primary Care Centre to
Commence / Continue / Cease the service



Primary Care Centre instruct the CCG collection service provider to commence collections

If commencing service



Review date established

Email reminder sent to referrer



Primary Care Centre

If stopping service



Cease date established

Email reminder sent to referrer



Referrer contacts Primary Care Centre to cease or continue collection service with new review date

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REPORT TO SCRUTINY COMMITTEE - COMMUNITY

Date of Meeting: 21 January 2015

REPORT TO EXECUTIVE

Date of Meeting: 27 January 2015

Report of: Cleansing and Fleet Manager

Title: Domestic waste containers: charges and policies

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive

1. What is the report about?

This report seeks to consolidate into one document (Appendix 4) a number of existing policies relating to domestic waste collection and supply of waste containers. It also seeks approval for a revised policy on charging for domestic waste containers to provide a simpler and harmonised charging structure.

2. Recommendations:

2.1 That Members of Scrutiny Committee - Community support and Executive approves:

- (i) that the consolidated waste collection policies in Appendix 4 are confirmed;
- (ii) that the proposed list of exemptions from charges for domestic waste containers (Appendix 3) is adopted with effect from 1 February 2015; and
- (iii) that the Council more robustly follows an escalation process leading to the use of Section 46 of the Environmental Protection Act 1990 to require residents to purchase or provide domestic waste containers to the required specification.

3. Reasons for the recommendation:

3.1 To reduce the net cost to the Council for purchasing and delivering domestic waste containers to residents and to move towards cost neutrality for this chargeable service.

3.2 To ensure that appropriate policies and charges for domestic waste collection are applied consistently and fairly.

4. What are the resource implications including non financial resources.

4.1 The additional resources identified to escalate any refusal to provide an appropriate waste container in line with the Council's policy, will be met within existing budgets. The anticipated increase in income derived from a more robust application of the policy, will outweigh the cost of any additional resources required to implement the policy.

5. Section 151 Officer comments:

- 5.1 An increase in income in relation to charging for bins is one of the proposals put forward by Cleansing towards their savings target for 2015-16 and has been built into the proposed budget. The additional increase added totals £40,000.

6. What are the legal aspects?

- 6.1 Section 46 of the Environmental Protection Act 1990 gives the waste collection authority (the Council) the power to specify the type of container a householder must use, and to either make a charge for the provision of the container, or require the householder to provide a container to the required specification. It also empowers the waste collection authority to *“make provision with respect to...the placing of receptacles for the purpose of facilitating the emptying of them”* and *“the steps to be taken by occupiers of premises to facilitate the collection of waste from the receptacles”*.

7. Monitoring Officer’s comments:

- 7.1 “This report raises no issues for the Monitoring Officer.”

8. Report details:

- 8.1 The Executive agreed on 18 March 2013 to introduce a charge for wheeled bins for domestic non-recyclable waste. A charge for supply and delivery has applied to new-build properties (£25 - £45 dependent on size) and a charge for delivery only (£6) applied to existing properties that required a replacement or swapped bin. These charges were introduced on 1 April 2013.
- 8.2 From 1 April 2014, the charges were amended so that a charge for green (recycling) wheeled bin now applies, and the difference in charge between new-build and existing properties has reduced. This was intended to increase income in order to move towards a cost neutral position and meet income targets. The current charging scheme is shown in Appendix 1.
- 8.3 Financial monitoring for the first three quarters of 2014/15 indicates there will be a shortfall of £3,100 on the target for this income stream by the end of the year, the reasons for which are explained below.
- 8.4 The target income of £30,500 was based on the rate of new-build completions and the number of requests historically received from existing residents. There are two reasons why the income so far this year has not met the target:
- (i) The charging protocol agreed by Executive in March 2013 includes a number of exceptions that require the bin charge to be waived (see Appendix 2). Increasingly, householders are citing *“The container has been stolen, and this has been verified by the occupier”* as the reason for requesting the replacement and this means no charge is applied in many cases.
 - (ii) Some householders, when told that they need to contribute towards the cost of a new or replacement wheeled bin, decide they do not want one and prefer to put waste out in plastic sacks. During the 2013/14 financial year, the number of new-build properties that were occupied but did not purchase a wheeled bin was

164. At the increased rate of new-build properties receiving a collection since April, this figure could rise to over 200 this year. Assuming that new-build properties will require a set of two bins (one each for rubbish and recycling) at an average charge of £40, this represents a missed income of £4,740.

8.5 As well as the loss of income to the Council, there is an impact on the street scene where black sacks are put out directly for collection. Because the waste is not securely contained, littering and spillage of waste is much more likely to occur and it is impracticable for collection crews to pick up every scrap of spilled waste. Additionally, the lack of a dedicated recycling bin will discourage people from recycling, having a negative impact on recycling rates and income.

8.6 Wheeled bins offer a safer collection method for collection crews due to easier manual handling and less chance of contact with offensive or sharp items. An increase in householders 'opting out' of using wheeled bins increases the risk needle-stick injuries from sharp objects as well as suffering manual handling injuries associated with carrying sacks and loading them manually into a refuse collection vehicle. For these reasons, the Council selected wheeled bins as the designated container for waste in all parts of the city except where properties do not have suitable space for storage.

8.7 Options for reducing exemptions from charging and increasing income.

The following options are considered:

- (i) Where a householder requesting a new or replacement bin refuses to pay a charge and is not entitled to a waiver under our policy, the Council will follow an escalation process, ending in the issuing of a notice under Section 46 of the Environmental Protection Act. This will require the householder to pay a contribution towards the supply or delivery of an appropriate wheeled bin by the Council. Alternatively the householder may purchase his or her own bin from another supplier, provided this meets the EN840 standard for wheeled bin construction and compatibility with bin lifts (advice will be given on the standard required).
- (ii) The phrase "*The container has been stolen, and this has been verified by the occupier*" is deleted from the list of reasons for waiving the bin supply and delivery charge. This will put the onus on the resident to put the bin out only within the specified period for collection day and bring it back on to the property as soon as possible afterwards. Householders will be encouraged to label their bins with their house number or name. Whilst, there is the potential for an increase in complaints from members of the public, this policy would support the objective of residents taking more responsibility for their bin.
- (iii) A charge could be introduced for alternative waste containers such as static dustbins and seagull-deterrent sacks. At the current rate of containers supplied (estimated at 1,100 in 2014/15), this could generate a useful income. However, static dustbins and seagull-deterrent sacks have been introduced in parts of the city where storage of waste is difficult and the storage and the presentation of waste in plastic sacks has caused littering problems that are very difficult to resolve. We have encouraged residents to accept these containers in order to improve the street scene especially in densely populated central parts of the city, therefore, charging for these containers in these circumstances may deter householders from using them and reverse some of the progress that has been

made in tackling the problems of spilled rubbish. Therefore this option is not recommended at this stage and needs further consideration.

8.8 The reduction in charge of 50% for a reconditioned bin has proven to be impracticable as the availability of such bins is not known when an order is placed by the householder. It also complicates the move towards a simple online ordering process as described below. If a reconditioned bin is supplied, the same protection against failure due to wear and tear is offered: *“The container has been damaged beyond repair by the collection and emptying process, so that it is no longer usable”* or *“Where the container has apparently prematurely failed owing to age or poor manufacture”*. It is therefore recommended that the 50% reduction is deleted from the list of exemptions.

8.9 A number of other domestic waste collection policies have evolved and are currently published on the Council’s web site. These policies cover assisted waste collections, additional bin capacity for larger households, the storage and presentation of waste, dealing with missed collections and disruption to collections due to extreme weather. Publishing these policies, and ensuring that staff apply them consistently, enables us to provide an equal level of service to all households.

9. How does the decision contribute to the Council’s Corporate Plan?

9.1 The decision will contribute as follows:

- **Keep My City Looking Good** – ensuring that householders obtain the appropriate waste containers for their property, and use them correctly, reduces the presence of rubbish sacks being stored in gardens, and presented on-street, and helps avoid spillage from split sacks.
- **Run the Council Well** – helps move to cost neutrality for this chargeable service; provides safer working conditions for the health and safety for our workforce.

10. What risks are there and how can they be reduced?

10.1 There may be an adverse reaction from members of the public who do not wish to pay for a waste container, however, the Council has made a charge for nearly 2 years now, without any adverse reaction. This can be further mitigated by ensuring we have clearly-stated policy explaining the need for the charges, and publicising this policy on the Council’s web site (with links to this page being published in print media such as leaflets), and responding promptly to any residents who raise concerns about the policy.

10.2 Some residents may be unwilling or unable to pay a one-off charge for a wheelie-bin. For those able to pay but unwilling to do so, then the Council may require the provision of a suitable container by means of Section 46 enforcement action, and it may also refuse to collect refuse not presented in an appropriate container. Any accumulation that arose from non-collection may then need to be dealt with under other Environmental Health powers. For those unable to pay a one-off charge, then alternative payment methods would need to be considered, including stage payments. The risk can be further mitigated by learning from the experience of other Councils that

have used Section 46 powers for the purpose of requiring residents to purchase or provide a waste container.

11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

- 11.1** There will be a positive impact on the local environment from the greater use of wheeled bins, which contain waste securely and reduce local littering.
- 11.2** The policy of charging for waste containers could be argued to have a negative impact on people with low income. However, Councils' authority to make a reasonable charge was established in the Environmental Protection Act 1990. The current charges are not excessive considering that these cover supply and delivery of a bin that will last for 6 years or more, and compare favourably with prices charged at retailers.
- 11.3** Housing type is another potential source of unequal access to the waste collection service. Larger families and others with limited space may struggle to store their waste between scheduled collections. These impacts are mitigated by the variable bin allowance for bin capacity shown in Policy 2 and by the retention of weekly rubbish collections in parts of the city where housing type does not allow for storage of waste on a bi-weekly cycle.
- 11.4** An equality impact assessment is included in Appendix 4. This shows that our Assisted Waste Collection policy mitigates the negative impact on people who cannot move their waste to the kerbside due to age or disability.

12. Are there any other options?

- 12.1** Seeking payment from developers of new housing was examined but was legally not enforceable.

Assistant Director Environment

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

Contact for enquires:
Democratic Services (Committees)
Room 2.3
01392 265275

Appendix 1: Current charges for supply and delivery of bins, 2014/15

Bin Type & Size	Cost of supply to new builds or conversions completed since 1st April 2013	Cost of supply to existing properties (builds or conversions completed before 1 st April 2013)
140L rubbish (depends on size of household)	£18.00	£12.00
180L rubbish (depends on size of household)	£28.00	£12.00
240L rubbish (depends on size of household)	£38.00	£12.00
1100L rubbish for large bin stores	£257.50	£257.50
140L recycling	£12.00	£12.00
240L recycling	£12.00	£12.00
1100L recycling for large bin stores	£257.50	£257.50
140L rubbish and any size recycling wheeled bin	£30.00	£18.00
180L rubbish and any size recycling wheeled bin	£40.00	£18.00
240L rubbish and any size recycling wheeled bin	£50.00	£18.00

Charges for 2015-16 will be included in the Community Fees and Charges proposal. The aim will be to simplify the charging structure.

Appendix 2: Current exemptions from bin charges

No charge will be levied when:

- 1) The container has been damaged beyond repair by the collection and emptying process, so that it is no longer usable.
- 2) The container has been stolen, and this has been verified by the occupier.
- 3) Down-sizing from a larger to a smaller bin.
- 4) Where the container has apparently prematurely failed owing to age or poor manufacture.
- 5) Where a different size container is required to suit large families or for medical reasons.
- 6) Where the property had been provided with alternative container arrangements and the new householder wishes to be supplied with the standard arrangements suited to that property type.
- 7) In other circumstances where the Cleansing & Fleet Manager deems it appropriate to waive the charge.

A reduction of 50% will be applied to charges where:

- 1) A reconditioned bin is provided.
- 2) In other circumstances where the Cleansing & Fleet Manager deems it appropriate to reduce the charge.

Appendix 3: Proposed exemptions from bin charges

No charge will be levied when:

- 1) The container has been damaged beyond repair by the collection and emptying process, so that it is no longer usable.
- 2) The container was lost as a result of being collected and emptied by Exeter City Council.
- 3) Where the container has apparently prematurely failed owing to age or poor manufacture.
- 4) In other circumstances where the Cleansing & Fleet Manager deems it appropriate to waive the charge.

Waste Operations policies and service standards January 2015

Contents

Introduction

Policy 1: Supply of waste containers

Policy 2: Additional rubbish allowances

Policy 3: Collections missed by the Council

Policy 4: Assisted waste collection

Policy 5: domestic waste not collected due to extreme weather

Policy 6: storage presentation of waste for collection

Access to services and equality impact assessment

Introduction

This document brings together the various policies and service standards that apply to domestic waste collections. The objectives of these are to:

- (i) Ensure a fair, consistent approach for customers whoever they contact at the Council
- (ii) Take account of the diversity of Exeter's population and housing stock, ensuring everyone has access to an equivalent level of service
- (iii) Provide essential services reliably and in the most cost-effective way
- (iv) Carry out waste collections in line with best practice in health and safety for residents and our workforce
- (v) Minimise the adverse impact of our waste operations on the street scene
- (vi) Maximise opportunities to reduce, reuse and recycle waste

The following policies and service standards are written for publication on the Council website and are written in the first and second person, i.e. "we" = Exeter City Council; "you" = the customer. Underlined text indicates web links that take the reader to the appropriate web page for further information.

Policy 1: Supply of waste containers and presentation of containers for collection

This policy applies to ordering Council approved containers for rubbish. The Council offers a range of containers to suit the collection point designated for each property in Exeter and residents can find this information on the web form (see below). Consideration is given to whether certain types of property have suitable storage space for each type of container.

The standard container for domestic waste is the wheeled bin, manufactured to the European standard EN840. Wheeled bins offer secure storage of waste, minimise the impact of manual handling on residents and waste operatives, and provide sufficient capacity for the biweekly collection cycle that operates in most parts of Exeter. Bins are colour-coded in green (for recycling) and grey (for rubbish). Brown bins are supplied for garden waste subject to a collection charge in accordance with the Controlled Waste Regulations 2012.

In order to encourage waste minimisation, the Council restricts the sizes of grey bins according to household size (see Policy 2 below). For households that do not have space to store a bin within their property, alternative containers are supplied. These are seagull-deterrent sacks or static dustbins (for rubbish) and kerbside caddies for recycling. For blocks of flats, single-use clear plastic sacks are supplied for recycling. Households without storage at their property boundary can request a wheeled bin but may be asked to confirm in writing that they agree to store the bin within their property.

In order to reduce the cost to the Council of providing wheeled bins, a charge is now made for supply and delivery. Current charges and exemptions are listed in the table below.

As the Council, we will

- Collect rubbish and recycling on the scheduled day from 6am. You can check your scheduled collection day and download a waste collection calendar at www.exeter.gov.uk/recycling, or by contacting our Environment Support Team on 01392 665010.
- Designate a suitable collection point for your address. Normally this will be 'front kerbside', i.e. where the front boundary of your property meets the pavement, footpath or road. However, where appropriate, we may collect from a bin store, a collection point shared with nearby properties or from the rear of your property if this makes access for our collection crews more efficient.
- Supply static dustbins to store black bagged rubbish between collection days only to the following properties: where rubbish collections take place from back lanes, or where collections take place on streets that have front door collections but the properties have no front gardens. In these instances, dustbins will be supplied free of charge by the Council. However, where the Council changes the collection point for a street, or part of a street, from back alley to front door collections the Council will supply wheelie bins free of charge to those properties that have a front garden in which to store the wheelie bin.
- Expect residents who use sacks for collections of rubbish to provide their own black bags. However, for those properties that are not suitable for wheelie bin collections, the Council will supply, free of charge, reusable seagull deterrent bags to contain rubbish sacks for presentation on collection days.
- Charge, from 1st April 2013, for the supply and delivery of wheelie bins to new or converted properties that meet the criteria for wheelie bin collections. Wheelie bins are suitable for streets where collections are taken from the front of properties with gardens. The property manager, freeholder or resident will be charged for the supply and delivery of wheelie bins. Wheelie bins will remain the property of the Council, and may be exchanged thereafter for a delivery fee. For more information about bin supply charges visit [wheelie bin fees](#).
- Charge, from 1st April 2013, for the supply of communal wheelie bins to new or converted properties that are suitable for communal wheelie bins. We will supply communal bins by arrangement with the property manager or freeholder of such properties. The property manager or freeholder will be charged for the supply of

wheelie bins. The wheelie bin may be exchanged thereafter for a fee. For more information about bin supply charges visit [wheelie bin fees](#).

- Supply additional wheelie bins to properties where the residents meet certain criteria. Visit [additional rubbish containers](#) to find out whether your household is eligible to apply for this service. If you are successful in applying for this service the Council will only charge for the supply of any additional wheelie bins.
- Exchange or replace a wheelie bin previously supplied to a property subject to prior payment to the Council of a supply charge- visit [wheelie bin fees](#).
- Remove wheelie bins that are reported as being habitually left out on a public highway on non-collection days.
- Levy a supply charge on a resident where the resident requests the return of the wheelie bin(s) after their wheelie bin has been confiscated because it has been habitually left on a pavement or public highway between rubbish collections.
- Aim to supply, or collect unwanted, containers within 10 working days from the date requests are made.
- Collect unwanted wheelie bins free of charge.
- Ensure that pre-used bins have been refurbished to a suitable standard before being supplied to a household, property agent or freeholder.
- Provide an assisted waste collection service to households who are registered for this service. To apply, visit [assisted waste collections](#)

As a householder, you are responsible for

- Storing your rubbish on your property, or in the bin store for your property, between rubbish collections.
- Presenting (unless you use a communal storage area) your rubbish at the collection point for your property – you can find your collection point in the form called [find out when your bin is collected](#).
- Putting your rubbish out for collection after 6pm on the evening before collection, but before 6am on the day of collection.
- Returning your seagull bags or wheelie bins to your property as soon as possible after it has been emptied, for storage until the next collection day.
- Ensuring that containers being returned by you to the Council are empty and left outside the front of your property until the delivery crew is able to collect them.
- Not putting out extra general rubbish in sacks if you use a wheelie bin.
- Leaving the wheelie bins or Council supplied dustbins at your property if, or when, you move out.
- If a wheeled bin is the appropriate container for your property, using suitable wheeled bins of the correct size for your household. You can obtain these bins from the Council on payment of the current charge, or you may provide your own wheeled bins. If you choose to provide your own bins these must meet the standard EN840 for wheeled bins, and must be coloured green for recycling and grey or black for rubbish.

As a property manager or freeholder, you are responsible for

- Ensuring all residents of the building have access to a shared bin store or communal area where they can store their rubbish between scheduled rubbish collections.
- Educating all residents about how to use and store their rubbish in the shared bin store or communal area.
- Liaising directly with the Council to arrange for suitable containers to be delivered to your designated bin storage area - see contact details on this page.
- Ensuring you manage and maintain the cleanliness of your bin storage areas, and taking all reasonable measures to prevent fly tipping in and around your bin storage areas.
- Reporting damaged bins to the Council.
- Arranging for the return of unwanted wheelie bins to the Council.

Table 1: Charges for the supply of wheeled bins to domestic properties for rubbish and recycling, 2014-15 (subject to annual review)

Bin Type & Size	Cost of supply to new builds or conversions since 1st April 2013	Cost of supply to existing builds or conversions before 1 st April 2013
140L rubbish (depends on size of household)	£18.00	£12.00
180L rubbish (depends on size of household)	£28.00	£12.00
240L rubbish (depends on size of household)	£38.00	£12.00
1100L rubbish for large bin stores	£257.50	£257.50
140L recycling	£12.00	£12.00
240L recycling	£12.00	£12.00
1100L recycling for large bin stores	£257.50	£257.50
140L rubbish and any size recycling wheeled bin	£30.00	£18.00
180L rubbish and any size recycling wheeled bin	£40.00	£18.00
240L rubbish and any size recycling wheeled bin	£50.00	£18.00

Exemptions from bin charges

No charge will be levied when:

- 1) The container has been damaged beyond repair by the collection and emptying process, so that it is no longer usable.
- 2) The container was lost as a result of being collected and emptied by Exeter City Council.
- 3) Down-sizing from a larger to a smaller bin.
- 4) Where the container has apparently prematurely failed owing to age or poor manufacture.
- 5) Where a different size container is required to suit large families or for medical reasons.
- 6) Where the property had been provided with alternative container arrangements and the new householder wishes to be supplied with the standard arrangements suited to that property type.
- 7) In other circumstances where the Cleansing & Fleet Manager deems it appropriate to waive the charge.

Policy 2: Additional rubbish allowances

The Council encourages householders to recycle more by limiting the amount of rubbish they can put out. Standard allowances are based on the size of the household and whether a household has weekly or biweekly rubbish collections.

We, the Council, will:

- consider your application for additional rubbish to be collected based on the number of people in your household
- collect your additional rubbish on scheduled collection days, provided this has been formally approved by the Council
- collect back grey wheeled bins that are no longer required by the household

As a householder, before applying for this service you are responsible for:

- learning [how to reduce what goes into your rubbish bin](#)
- learning about [what can be recycled from home](#)
- paying for the temporary supply of an additional grey wheeled bin, if approved by the Council
- contacting the Council to arrange for the return of grey wheeled bins no longer required

Table 2: bin sizes, allowances for various household sizes

Bin Description (Litres)	Bin capacity (total litres)	No. of occupants in standard H/H	Litres per householder – Standard	No. of occupants in shared H/H	Litres per householder - Shared
140L	140	1	140	1	140
140L	140	2	70	2	70
140L	140	3	47	n/a	n/a
180L	180	4	45	3	60
240L	240	5	48	4	60
240L	240	6	40	5	48
180L plus 140L	320	7	46	6	53
180L plus 140L	320	8	40	7	46
240L plus 140L	380	9	42	8	48

A 'shared household' means an address at which people are living independently of each other, but may share a bin.

Exceptional circumstances

Some households may claim that their particular circumstances make it difficult to manage with the bins allocated to them under this policy. Such claims will be considered by the Waste Operations Service, but any allocation of additional allowance in excess of this policy will need to be agreed with the Cleansing and Fleet Manager.

Review of this policy

This policy for the allocation of waste containers may be reviewed at any time by the Cleansing and Fleet Manager and the Assistant Director – Environment. A review will also take place should there be any significant change to the rubbish and recycling collection policies, e.g. the addition of new materials to the recycling service.

Policy 3: Collections missed by the Council

This policy applies to collections of domestic waste that are missed by the Council and includes approved rubbish, recycling and garden waste containers. Its objective is to ensure that service failures on the part of the Council are corrected quickly, whilst avoiding additional journeys to collect waste that was not presented on time or at the correct collection point.

We, the Council, will

- Return by the next working day if the crew fails to collect a correctly presented bin, bag or box on a scheduled collection day providing it has been reported to the Council by the end of the next working day from when the scheduled collection was missed.
- Make up to three attempts to collect from streets closed due to road works for up to three days after a failed scheduled collection.
- Be unable to empty bins that are too heavy for the crews to safely move to the back of a waste collection vehicle for lifting.
- Return your bin or box to the approximate collection position after emptying.
- Collect additional waste on the next scheduled collection if extreme weather prevents a collection. Go to [Streets with suspended collections](#) to see if your collection has been cancelled within the last three working days.
- NOT return to collect waste where access to an individual property is blocked by parked cars or locked premises.
- NOT collect extra bags of rubbish where a property has been designated by the Council as suitable for wheeled bins or static dustbins. Where wheeled bins are issued all rubbish must be presented in the wheeled bin. Where static dustbins bins are issued all rubbish must be placed in a securely tied black sack inside the dustbin so that the crew can lift it out of the bin - any rubbish left loose in a static dustbin will not be collected.
- Collect extra recycling if it has been bagged and labelled with the word "recycling" and the first line of the householder's address.
- Provide [Assisted waste collections](#), on application, to eligible households.

As a householder, you are responsible for

- Notifying us of the missed collection by the end of the next working day (up to 5pm by telephone or midnight if reporting online via www.exeter.gov.uk/missedbins)

Policy 4: Assisted waste collection

This policy applies to those householders where the Council provides an approved assisted waste collection service for rubbish, recycling or garden waste.

We, the Council, will

- provide an assisted waste collection service to those households where the resident or residents are physically unable to present their waste at the designated collection point for their property on collection days
- provide this service to approved householders for all waste types including rubbish, recycling and garden
- collect and return waste containers, as long as they are accessible by the crews from the collection point designated by the Council for the street on which the property is located
- investigate and withdraw this service where it is believed there is an able bodied adult living at the property
- write to householders registered for this service every two years to confirm that the service is still required

As a householder, you are responsible for

- applying to the Council for this service. Apply here for [Assisted waste collections](#)
- providing documentary evidence of need by supplying a photocopy of the identification page of one of the following documents:
 - Disability Benefits book
 - Documentation confirming entitlement to the mobility component of the Disabled Living Allowance (DLA)
 - Registered Blind Certificate
 - Birth certificate
 - Pension book
 - Other similar certificates which may indicate a requirement for this service
- notifying the Council if an able bodied person moves in to your property with you
- ensuring collection crews can access your waste from the designated collection point for your street. Where collections for your street are from the
 - back alley the crew will need access from the back alley
 - front door the crew will need access from the street contained in your address
 - back gate the crew will need access to the back gate of your property
- replying to the Council when it seeks reconfirmation that you still require the service - failure to do so will result in this service being stopped

Policy 5: domestic waste not collected due to extreme weather

This policy applies to domestic rubbish, recycling and garden waste that is not collected by the Council on a scheduled collection day due to extreme weather events, such as snow, ice and flooding

We, the Council, will

- Make every effort to collect domestic waste on the scheduled collection day. Go to [Streets with suspended collections](#) to see if collections for your street have been cancelled within the last 2 working days due to extreme weather conditions.
- Automatically collect correctly presented additional waste on the next scheduled collection for your property.

As a householder, you are responsible for

- Taking your uncollected waste back onto your property by 8.00 pm on collection days - it is an offence to leave waste containers on public highways on non-collection days.
- Storing your additional waste safely and securely on your property until the next scheduled collection day - for hints and tips on reducing and storing your rubbish and recycling during these times visit [storing waste](#)
- Presenting your additional waste at the designated collection point for your property on your next scheduled collection day. [Find out when your bin is collected](#) provides this information.
- Putting your waste out after 6.00pm on the day before the next collection or before 6.00am on the day of collection.
- Presenting your additional waste in the following manner:
 - Rubbish must be presented either in your wheeled bin, or in a securely tied sack.
 - Recycling must be presented either in your wheeled bin or box, or in a securely tied sack, with a label on the sack with the first line of your address and the word '**recycling**' to help the crews identify it as recycling.
 - Garden waste must be presented either in your garden wheeled bin, or in a Council biodegradable sack. Visit [Renew or hire a brown bin](#) to find out where to hire wheeled bins or purchase Council biodegradable sacks.

Policy 6: storage and presentation of waste for collection:

Residents must store their waste within the boundary of their property (or communal waste store if applicable). Bins or sacks should only be placed on the pavement for the purposes of scheduled collection (no earlier than 6pm on the day before collection is due). Bins or other containers must be brought back on to the property as soon as is practicable after collection has taken place. Bins that are left on the pavement before or after the day of collection will have a warning sticker attached, and if they remain on the pavement for a further two days, will be removed. The standard bin supply charge will be applied for replacement of any bins removed under this policy.

Waste collection operatives are responsible for returning bins to the appropriate collection point after emptying. Bins must be placed tidily and in a way that minimises obstruction of pavements, driveways etc.

The remainder of this policy applies to all households that do not qualify for an Assisted Waste Collection (Policy 4 above)

The normal collection point for domestic rubbish and recycling from individual properties is the front kerbside, i.e. where the boundary of the property meets the pavement. This enables the most efficient operation of waste collections and avoids the requirement for waste operatives to enter private property. There are exceptions to this principle, where the most efficient access by waste operatives to the property boundary is at the side or rear.

Where properties share a communal collection point, such as a bin store, waste collections will be made directly from this point.

Residents are notified in writing of any change to their collection point.

Collection of waste takes place from 6am. Waste that is presented after 6am may not be collected.

As a householder, you are responsible for

- Putting your container at the designated collection point for your property. You can find your collection point in the form called [Find out when your bin is collected](#)
- Putting your container out after 6.00pm on the day before the next collection or before 6.00am on the day of collection.
- Taking your container back onto your property by 8.00 pm on collection days - it is an offence to leave waste containers on public highways on non-collection days.
- Making sure your container has the correct things in it. Check what to put in your container:
 - rubbish containers must NOT contain exceptionally heavy or large items
 - [what can be recycled from home](#)
 - [What garden waste do we collect for composting?](#)

Access to services and equality impact assessment

To enable residents to access the information they need about waste collections, and to report problems and request services, we provide:

- Web-based self-service facilities that allow people to report a collection missed by the Council, look up their next collection day, download a calendar of waste collection dates for the whole year and find out which materials should go in which bin. Online ordering of new bins and special collections of bulky waste are under development.
- Email and telephone access to the Council's Environment Support Team during office hours
- For serious or difficult-to-resolve problems, a Waste Operations Supervisor can visit residents at their address

It is important to ensure that all sections of the community have access to an equivalent level of waste collection service. With regard to the main protected characteristics under equalities legislation, the physical ability to move waste to the collection point is the major issue: gender, disability, ethnicity, age, sexual orientation and religion & belief

Protected characteristic	Potential negative equality impact	How we avoid or reduce these impacts
Gender	No known impact	
Disability	Difficulty in moving waste containers to the designated collection point	Wheeled bins offered in a range of sizes reduced the need to lift the full weight of the waste. Assisted waste collections are offered on request, with collection point agreed with the resident where there is nobody at the address able to move waste to the kerbside Local variations to the designated collection point are made, for example to avoid excessive number of steps. The impact of any collection point changes is assessed to include people with mobility problems
Age	Elderly people are more likely to experience difficulty in moving waste containers to the designated collection point	Wheeled bins offered in a range of sizes reduced the need to lift the full weight of the waste. Assisted waste collections are offered on request, with collection point agreed with the resident where there is nobody at the address able to move waste to the kerbside Local variations to the designated collection point are made, for example to avoid excessive number of steps. The impact of any collection point changes is assessed to include people with mobility problems
Sexual orientation	No known impact	
Religion and belief	No known impact	

Agenda Item 8

REPORT TO EXETER CITY COUNCIL SCRUTINY COMMITTEE ECONOMY

Date of Meeting: THURSDAY 22nd JANUARY 2015

Report of: ASSISTANT DIRECTOR PUBLIC REALM

Title: PARKING PLACES ENFORCEMENT

Is this a Key Decision?

No

One that affects finances over £1m or significantly affects two or more wards. If this is a key decision then the item must be on the appropriate forward plan of key decisions.

Is this an Executive or Council Function?

Executive

1 What is the report about?

- 1.1 To consider the inclusion of additional parking places within the Civil Enforcement Order, effectively bringing the enforcement of more city-Council owned parking areas in-house.

2 Recommendations:

Members are requested to support a recommendation for Executive approval of the following to :-

- 2.1 Amend the City of Exeter (Civil Enforcement Off-Street Parking Places) Order 2014 to include the Swans Nest car park for enforcement of classes of vehicles not permitted;
- 2.2 Confirm the permanent inclusion in the 2014 Order of sites at Duryard, Bromhams Farm, Cowick Barton Fields, Bettysmead, Hamlin Lane, King George V and Station Road (Pinhoe) following their successful trial in 2014;
- 2.3 Confirm the Clifton Hill Ski Slope Approach as suitable for enforcement by a private parking enforcement company; and
- 2.4 Review the private arrangements currently in place for Station Road, Exwick and Flowerpot at the end of the lease periods in May and March 2017 respectively.

3 Reasons for the recommendations:

- 3.1 To enable Council parking enforcement resources to be prioritised to the areas of statutory responsibility and income protection
- 3.2 To allow for effective enforcement of areas that require regular patrols but would be low priority for the Council's in-house enforcers.

4 What are the resource implications including non financial resources.

- 4.1 None. The recommendations can be achieved within existing resources.
- 4.2 The impact of committing the current in-house team to enforce on a regular basis over additional parking areas could be a reduction in payment compliance at pay & display car parks.

5 Section 151 Officer comments:

- 5.1 There are no additional financial implications set out in the report.

6 What are the legal aspects?

6.1 Any new parking areas to be enforced by the Council would need to be added to the Council's Parking Places Order and advertised accordingly.

7 Monitoring Officer's comments:

7.1 This report raises no issues of concern for the Monitoring Officer provided that:

- (a) Exeter City Council retains control of each of the car parks set out in the recommendation in paragraph 2 of this report.
- (b) Members carefully consider any comment that may be received from members of the public before the Order is amended.

8 Report details

8.1 Exeter City Council provides a large number of off-street parking areas and these are currently enforced in a number of different ways dependent upon the nature and function of the parking area:

8.2

Type	Site	Function	Enforced By	Nature of Enforcement
(a)	Bampfylde Street, Bartholomew Terrace, Belmont Road, Bystock Terrace, Cathedral & Quay, Gordons Place, Harlequins, Haven Road, Holman Way, Howell Road, King William Street, Magdalen Road, Magdalen Street, Matthews Hall, Okehampton Street, Parr Street, Princesshay 2, Princesshay 3, Richmond Road, Smythen Street, Tappers Close	Pay & Display	Exeter City Council CEOs	Regular enforcement patrols to protect car park income during charging hours (08:00 – 18:00hrs).
(b)	Guildhall, Mary Arches Street, John Lewis	Pay on Foot	Exeter City Council CEOs	Enforcement not required to protect income as drivers must pay to exit. PCNs issued on rare occasions by staff working from these sites for issues of obstruction or abusing disabled bay.
(c)	Matford Park & Ride, Duryard, Bromhams Farm, Cowick Barton Fields, Bettysmead, Hamlin Lane, King George V, Station Road (Pinhoe), Swans Nest	Free	Exeter City Council CEOs	Reactive enforcement of classes of vehicles not permitted (caravans, trailers etc) or any vehicle staying more than 24 hours.

(d)	Albert Street, Clifton Street, East John Walk, Leighton Terrace, Lower Albert Street, Oxford Road, Parr Street, Sandford Walk, St Matthews Close	Residents Car Parks available to those with a DCC permit	Exeter City Council CEOs	Enforcement of vehicles not displaying a DCC residents permit. PCN income remains with ECC
(e)	Shilhay, James Court, Prospect Place, Allhallows Court, Sidwell Street Flats, Prescott Road, Flowerpot Lane, Watergate	Permit/Resident Only Sites	Premier Park	Regular patrols to enforce against non-permit holders parking in Housing tenants bays. 24/7 restriction.
(f)	Phoenix Art Centre, RAMM, Clifton Hill Ski Slope Approach	Permit/Customer Only Parking	Premier Park	Regular patrols to enforce parking scheme.
(g)	Flowerpot, Station Road (Exwick)	Pay & Display	Premier Park	Previously free car parks leased to Premier Park until 2017.
(h)	Turf, Canal Basin, Exeter Quayside	Some Permit Parking	Premier Park	Regular patrols to enforce against non-permit holders parking in these locations to detriment of SSSI (Turf) and historic location ambience (Quayside and Basin.)

- 8.3 Approval was given in November 2013 to a new Parking Places Order. At that time, Members were keen to explore how all City Council owned off-street parking areas could be enforced by the Council's in-house Civil Enforcement Officers. This was as a result of concerns about negative publicity surrounding the use of clamping as an enforcement measure and the 'robust' approach adopted by a private parking enforcement company on non-Council parking sites in Exeter.
- 8.4 Many of the causes for concern around bad practice in private parking enforcement were resolved when clamping as a parking enforcement tool was made illegal in October 2012. In addition, the British Parking Association has set up an Approved Operator Scheme and an Independent Appeal Service to better regulate private parking enforcers.
- 8.5 Private parking enforcement offers a cost effective solution for our sites where no charge is made but regular patrols are necessary throughout the day and evening to protect the facility for residents and customers. Further investigation of the council-owned parking sites that are currently enforced by private companies has shown that the service provided by Premier Park for the City Council's housing tenants at Shilhay, James Court, Prospect Place, Allhallows Court, Sidwell Street Flats, Prescott Road, Flowerpot Lane and Watergate is widely appreciated. As a result no change to these arrangements is proposed.
- 8.6 Furthermore, the service provided by Premier Park for the City Council's leisure customers at the Phoenix Art Centre and RAMM appears to be working well. As a result no change to these arrangements is proposed, other than to add in the Clifton Hill Ski Slope Approach site.
- 8.7 In addition, the private arrangements currently in place for Station Road, Exwick and Flowerpot are working effectively but should be reviewed at the end of the lease periods in May and March 2017 respectively

8.8 The arrangements for the seven parking sites added to the Parking Places Order in January 2014 on a trial basis (see (c) in the table at 8.2, except Matford P&R) are working well and should now be included permanently, with the one remaining anomaly - Swans Nest – also to be included.

8.9 In summary the recommendation is to retain the current arrangements with the exception of:-

- a) Amending the Parking Places Order to add the Swans Nest car park so that it can be enforced by the in-house team
- b) Adding Clifton Hill Ski Slope Approach to the free sites enforced by Premier Parking

9 How does the decision contribute to the Council's Corporate Plan?

- Improve the environment and my neighbourhood – by ensuring adequate parking enforcement to deter problem parking.
- Help me run a successful business in Exeter – by ensuring appropriate turnover of parking bays through sensible and sensitive parking enforcement patrols focused on core car parks (see (a) in table above).

10 What risks are there and how can they be reduced?

10.1 These recommendations offer the lowest risk option, allowing the in-house team to focus on the business critical sites and those with minimal demand for regular patrols. The areas requiring regular patrols with little financial return should continue to be enforced by a cost effective private contractor.

11 What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

11.1 None.

12 Are there any other options?

12.1 To increase the staffing resource of the internal team.

Sarah Ward, Assistant Director Public Realm

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

Contact for enquires: Sharon Sissons
Democratic Services (Committees)
Room 2.3
01392 265275

EXETER CITY COUNCIL

REPORT TO: SCRUTINY COMMITTEE - ECONOMY and EXECUTIVE and COUNCIL

Date of Meeting: 22 January 2015 and 10 February 2015 and

Report of: Assistant Director Economy

Title: CITY CENTRE BUSINESS IMPROVEMENT DISTRICT

Is this a Key Decision

Yes

Is this an Executive or Council Function?

Council

1. What is the report about?

- 1.1 The report sets out the process and proposals for setting up the City Centre Business Improvement District and recommends that the City Council casts its votes in support of setting it up for the next five years.

2. Recommendations

- 2.1 That Scrutiny Committee Economy comments on the proposals of the BID Board and supports the recommendation that the Council votes in favour of the establishment of the City Centre Business Improvement District (BID).
- 2.2 That Executive recommends to full Council that members approve the City Council casting its votes in favour of setting up the City Centre BID in the forthcoming ballot in February 2015.

3. Reasons for the recommendation

- 3.1 It is important to maintain the competitive position and economic strength of the city centre in the face of changing consumer behaviour, investments being made in other locations and the realities of reducing public sector finance and services. The establishment of a City Centre BID is important to provide the focus for a concerted effort to face up to these challenges and to secure sufficient resource to be able to take appropriate action.

4. What are the resource implications including non financial resources?

- 4.1 The City Council has contributed up to £25,000 towards the £50,000 costs of the preparation of the Business Plan and holding of the ballot. The balance has been met by funds from the business community.
- 4.2 The City Council's contribution has been met from the unallocated element of the New Homes Bonus funding.
- 4.3 The City Council's annual liability for the additional levy payment would be about £21,000 at the time of writing this report. Therefore, provision would have to be set aside in the relevant individual council budgets for the additional funding to meet the BID levy requirements. If the BID vote was successful in March 2015 then this liability would occur from financial year 2015/16.

5. Section 151 Officer comments:

There is no budget provision made to cover the additional £21,000 levy cost to the Council. It is important that all costs (other than the levy) attributable to the BID are fully funded to ensure that there is no impact on the Council.

6. What are the legal aspects?

- 6.1 A BID is set up to cover a defined geographical area within which local businesses and business rate payers agree, through a local ballot, to levy a supplementary rate in addition to their business rates to support a programme of activities and improvements in that area. Legislation enacting Business Improvement Districts came into force in September 2004.
- 6.2 The businesses in the designated area are primarily responsible for drawing up the BID proposal which is the subject of the vote. This includes a business plan, an indication of the facilities or services which will be provided within the BID, the geographical area, and the amount to be levied on each business.
- 6.3 Approval to “make BID arrangements” to hold a ballot for a proposed BID has to be sought by application to the Secretary of State and the applicants have to follow a rigid timetable prior to and during the vote for which 28 days are allowed. Following the ballot result 28 days have to be allowed for veto requests.
- 6.4 BID proposals are not regarded as approved by a ballot unless two conditions are satisfied; the first, removing the risk that the majority of smaller operators will be outvoted by a small number of larger organisations.
- that a majority of the persons voting in the ballot have voted in favour of the BID proposals and
 - that A exceeds B where: –

A: is the aggregate of the rateable values of each hereditament in respect of which a person voting in the ballot has voted in favour of the BID proposals

B: is the aggregate of the rateable value of each hereditament in respect of which a person voting in the ballot has voted against the BID proposals.

- 6.5 BID arrangements may be reviewed by additional ballots, for one or more periods, each no more than 5 years. Changes to the operation of a BID area also require a ballot of those who are liable for the payment of the levy.

7. Monitoring officer Comments

The S.151 officer has already highlighted that no budget exists to pay for the additional £21,000 levy identified in this report as subsequently being payable by the Council in the event that the BID ballot is successful. Given that, the recommendation set out in this report requesting that members approve the City Council vote in favour of setting up the BID in the ballot scheduled in February 2015 must be agreed by full Council before any commitment to pay additional monies is agreed.

8. Background

- 8.1 Members previously supported the development of a BID for Exeter City Centre in 2011 which only failed marginally to secure a sufficient vote in favour. There are currently around 180 formal BIDs across the UK and Republic of Ireland. Many are in their second 5-year term and a few, like Plymouth, are now going to ballot for their third BID mandate.
- 8.2 BIDs have been delivering a wide range of improvements to local areas from town/city centres and business parks to complete market towns. Successful BIDs across the country have claimed the following benefits:-
- improvement of existing services or facilities, or securing finance for initiatives that enhance a local area;

- making areas cleaner and safer, including addressing inaccurate negative perceptions where this is more the case
 - enhanced marketing and entertainment to attract visitors
 - attracting inward investment and development
 - improving/developing tourism attractions
 - improvement in communication between the Council and local businesses in order to address agreed issues and priorities
 - reduced operating costs for businesses in that area
- 8.3 The BID Business Plan is attached for reference setting out the intended approach and range of projects determined following extensive consultation.
- 8.4 BIDs offer real opportunities for economies of scale and as a result provide much greater value for money.
- 8.5 Funds collected will be held by the Exeter BID Company run by a Board made up of elected business representatives and from the City Council and County Council. These funds are only for the projects agreed and voted for by the participating businesses in line with their agreed business plans. Each year all businesses/organisations paying the levy will receive a fully audited report and set of accounts that will set out clearly how the BID fund has been spent in the previous year.
- 8.6 Following a positive vote, all business premises within the BID area will be sent an annual invoice equivalent to 1% of the rateable value within three months of the BID ballot day, and each year thereafter on 5 April for the duration of the BID (five years). Exeter City Council will be responsible for invoicing and collecting the BID levy from every BID levy payer in the Exeter BID area. That money will be ring-fenced and passed to the Exeter BID Company for the exclusive use of delivering their programme.
- 8.7 The Exeter BID area illustrated in the attached Plan contains over 640 business addresses with an aggregated rateable value of over £48 million. The BID levy at 1% will generate in excess of £480,000 per annum totalling £2.4 million over five years.
- 8.8 Exeter City Council is obliged to use the same powers of enforcement to recover the BID levy as for Business Rates payment. Non-payment could result in court action being taken. The BID levy will be payable by the liable party.
- 8.9 The Exeter BID Company and Exeter City Council will sign an Operations Agreement which will set out in detail the obligations on each party for the collection and management of this fund.
- 8.10 In summary the BID Company will be a company limited by guarantee. They will be responsible for the delivery of projects ensuring that they are delivered on time and on budget to the highest standards possible. The Board will be responsible for recruiting and managing a Chief Operating Officer. This role will be crucial to the coordination of the BID and the delivery of the BID Business Plan.
- 8.11 The Exeter BID Company will be the first point of contact for day-to-day queries relating to the management of the city. It will act as the conduit to all the organisations operating in the city and ensure that there is a 'joined-up' and business focused approach to all operational and strategic issues affecting the city centre. The projects and services a BID delivers will be new or in addition to Council services but are not allowed to be a replacement for them.
- 8.12 Development of the Business Plan has included the preparation of baseline statements covering services provided by the City Council, Devon County Council and other organisations responsible for services and activities in the city centre. The BID Business

Plan includes proposals to enhance these services funded by the BID levy. The services and projects contained in the final proposal document have been subject to consultation and communication with the business community in the city.

8.13 The performance of the BID and its impact on the city centre will be monitored through the following and other measures:

- customer satisfaction surveys
- crime statistics
- media coverage
- website hits & social media tracking
- footfall counts

8.14 The management of the BID will be held to account through:

- annual business surveys
- the BID Annual Review, Report and accounts (available to all BID levy payers)
- an AGM - open to all BID levy payers

9. How does the decision contribute to the Council's Corporate Plan?

The BID will be a very important partner with the City Council in aiming to improve the economic health of the city centre and Exeter's attraction of investment and visitors supporting employment and the quality of the city centre for the benefit of residents.

10. What risks are there and how can they be reduced?

The key risk at this point will clearly be a negative vote. Officers are working with the BID Board to promote a successful vote.

11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults; economy; safety and the environment?

A successful BID will involve a stronger city centre maintaining if not improving business success and consequent employment opportunities for young people and others. Improvement to the safety of those using the city centre and to the public realm are important priorities for a successful city centre and feature highly in proposed projects.

12. Are there any other options?

At this point and in terms of the nature of the opportunity presented by the BID, there are no comparable options.

Richard Ball, Assistant Director Economy

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

Contact for enquires: Sharon Sissons, Democratic Services (Committees), Room 2.3, 01392 265275

Vote 'YES' for
a new vision
for Exeter City
Centre

Exeter BID

Business Plan 2015-2020



to the Exeter BID Business Plan



I have worked in Exeter for many years, seeing the city develop in that time to the vibrant, cultural cosmopolitan city it is today. We have seen many changes over that time but there is still more to achieve as we face the challenges of the digital age and proposed new retail developments close to the city.

If businesses can work together to harness their talents and resources through the introduction of a Business Improvement District, (BID) we can safeguard our city and our businesses' future prosperity. We must work together to bring people into the city and ensure that when they arrive they find an engaging and exciting City Centre that is consistently clean, safe, well managed and ready to meet their needs, so that they will want to revisit time and again.

This document sets out plans to deliver a programme of actions and initiatives to achieve that goal. It has been developed after many months of consultation with businesses, led by a committed Steering Group drawn from the City Centre business community. This BID Plan defines the challenges and offers solutions to tackle them.

A successful vote will offer a fantastic opportunity to the whole of Exeter City Centre. The BID is an initiative planned by business, led by business, and delivered by business.

I urge you to Vote YES for this very exciting initiative for Exeter.

Yours faithfully

DEREK PHILLIPS, CHAIRMAN, EXETER BID Co.

WHY DO WE NEED A BID IN EXETER?

A Business Improvement District (BID) is a business-led initiative that brings together all those who rely on the City Centre for their own economic prosperity to invest in projects that enhance the City Centre and make a real difference to their bottom-line.

We have heard repeatedly throughout the process of developing the BID scheme that Exeter business wants to enhance the appearance of the city and see a more effective and co-ordinated approach to the management of Retail, Tourism and Cultural activities and events in Exeter.

Exeter needs to ensure that it remains competitive and does not lose business to competing centres, on-line retail and new proposed developments at J27 and elsewhere. For Exeter to become a destination fit for the 21st century we need to ensure that money is spent on projects and services which generate a positive return. The Exeter Business Improvement District (BID) has been devised following an extensive consultation with businesses to decide on the strategy and projects you feel will improve trade here in a significant way.

BIDs have enjoyed great success in the UK and we believe that a BID in Exeter will give both your business and the City Centre the competitive edge.

The creation of a new BID Management Board for the City Centre will put business firmly in the driving seat in setting and influencing strategy and overseeing delivery of some really exciting and innovative schemes and projects for the whole of the City Centre.

This is your chance to be part of the step change in Exeter's future.

Whether the BID goes ahead is up to you: this is your vote and your BID



RAY FRAME, WILKOS
"We need to be doing everything we can to encourage visits to Exeter. The BID process is a tried and tested method of increasing footfall and trade."

01

HOW DOES A BID WORK?

We have spent the past year talking to you and listening to what you have to say about doing business in Exeter and how it could be improved. This document sets out to address some of those issues over the next 5 years.

There are currently around 180 formal BIDs across the UK and Republic of Ireland, most are in towns and cities. Many are in their second 5-year term and a few, like Plymouth, are now going to ballot for their 3rd BID mandate.

BIDs are designed to suit the needs of businesses in a local area and generally they focus on:

- Improving trading conditions for businesses
- Increasing the competitiveness of the Local Area
- Reducing the operating costs of businesses in that area

The BID is an arrangement under which you plan how to improve your own trading environment.

- Businesses identify projects or services that will add value, or save money and agree on the level of funds which you will pay to make it happen.
- They are usually funded through the application of a small levy on the rateable value of the premises in the area. Exeter's BID levy will be just 1%.
- The funds generated are ring-fenced and are used to deliver a range of structured and guaranteed activities voted on by the business community within the BID.

- The BID and the projects it will fund **do not** and **cannot** replace those services statutorily provided by public agencies such as the Police and Councils that are funded by your business rates. Instead the BID will provide funding for new or enhanced projects and services **in addition** to those statutory obligations. The BID will also work in close collaboration with existing service providers to ensure that their services are delivered with the best interests of business at their core and to maximise the benefits to business and use of resources.
- A BID means that all who pay benefit. It will not be down to a few generous benefactors to foot the bill.

DAVID SHAWYER,
MCDONALDS "I believe an effective BID provides a collective voice for businesses both large and small, driving forward a powerful agenda to develop an identity for Exeter as a vibrant and cultural destination with a strong historic background and flourishing future for all who work, visit and live in the area."



THE OPPORTUNITY

If the BID fails to secure a mandate it is difficult to know what will fill the void. Public sector funding has been cut dramatically: the future promises increased, deeper and wider funding reductions for Council services. It is likely that the public sector will be increasingly unable to provide many of the enhanced marketing and additional services that add value to places like Exeter.

This is your chance to help deliver over £2.25 million of additional investment in the City Centre over the next 5 years and see a great return on your investment. It is a unique opportunity for Exeter City Centre to achieve its full potential as a 21st century city, for businesses to take ownership and to collectively enhance trading conditions for yourselves and your customers.

THE FUNDING

Exeter BID would be funded by a 1% levy on the rateable value of most businesses in the BID area.

Businesses with a rateable value of less than £7,500 will be exempt but can make a voluntary contribution of not less than 1% of their rateable value. For many levy payers, the cost of the proposals will be less than £1 per day.

THE BALLOT

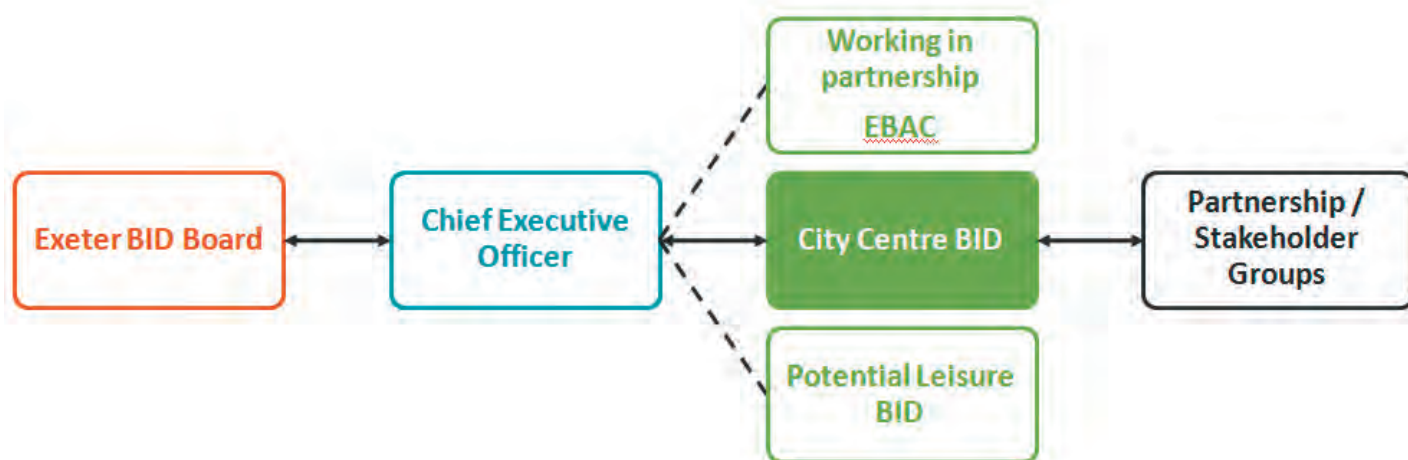
- You will receive a ballot paper by 2nd February 2015 you then have until the 2nd March 2015 to vote.
- If the ballot is successful, with a majority of businesses voting in favour by both number and rateable value, the annual 1% levy will be mandatory on all businesses in the BID area with a rateable value of £7,500 and above.
- The BID will then commence within 6 months of the ballot for 5 years until 2020.



KATE CONNOCK, JOHN LEWIS
“In my view, the Exeter BID is the most exciting opportunity that sits on the horizon for this city.”

THE MANAGEMENT

- The BID will be run by the Exeter BID Company. It will operate as a Company Limited by Guarantee.
- The Board will comprise of members elected from businesses. Seven area representatives from the retail sector and, two representatives from the hospitality sector. Plus one senior representative from both Devon County and Exeter City Councils and one representative from Exeter Chamber of Commerce. The Chairman will be one of the BID levy paying Directors elected by the Board.
- The elected members of this Board will be appointed following a formal nomination / ballot of all BID levy payers.
- This Board will be responsible for the delivery of projects ensuring that they are delivered on time and on budget to the highest standards possible.
- The Board will be responsible for recruiting and managing a Chief Executive Officer. This role will be crucial to the coordination of the BID and the effective delivery of this programme of activities as a contribution to the wider management function of the city.
- The Exeter BID Company will be the first point of contact for City Centre businesses. It will act as the conduit to all the organisations operating in the city and ensure that there is a 'joined-up' and business focused approach to all operational and strategic issues affecting the City Centre.
- The projects and services a BID delivers are new or in addition to Council services. The Management Board will be responsible for monitoring the delivery of those existing services outlined in the Baseline Agreements. (See page 20 for more information on Baseline Agreements)
- The Board will be the body accountable and responsible for producing an annual statement of accounts and activity available to all levy payers.
- The Board will also be responsible for coordinating all activities within the BID area and exploring the opportunities for cooperating with initiatives outside the area that will enhance the viability of the City offer. There may be opportunities in the future for the development of a Leisure BID to strengthen the links between Exeter Quay and other leisure attractions around the City Centre.
- The Board will be responsible for ensuring close working relationships with Exeter Business Against Crime (EBAC), organisations representing the leisure and hospitality industries and other bodies responsible for the delivery of a safe and vibrant City Centre.



MARTIN MCGAHEY, MCGAHEY'S
“I hope that we can use the BID for further promotion of events such as the Rugby World Cup 2015.”



FAQs

Who pays and who collects the money?

The BID levy is charged to occupants of business premises with a rateable value of £7,500 or more and will be collected by Exeter City Council, placed into a ring-fenced account (a BID Revenue Account) then passed on to the Exeter BID Company.

Aren't BIDs just a way for Councils to save money?

Absolutely not. A BID scheme supports **additional** projects and services, provides **new** activity and does not replace statutory activities or services carried out by the City Council, County Council, Police and other public agencies. The Exeter BID Company has sought Baseline Agreements to ensure that businesses are not short-changed in the future and to avoid any duplication of services. The City Council has pledged its support for the BID and will contribute financially to it because they have commercial property in the BID area. Businesses will continue to benefit from the services which the Councils and Police provide for the benefit of businesses and public such as cleaning, lighting, access and safety.

Baseline agreements have been written by Heads of Service at Devon and Cornwall Police, Exeter City Council and Devon County Council. These will be available at www.exeterbid.co.uk. These documents define the benchmarks for the provision of these services and how they will be measured.

Can you guarantee that my money will be spent locally?

The money does not go to the Government or the Council. Funds will be held by the Exeter BID Company made up of business representatives; these funds are only for the projects agreed and voted for by the participating businesses in line with this proposal. Each year you will be able to see a fully audited report and set of accounts that will set out clearly how the BID fund has been spent in the previous year.

Isn't this what I pay my Business Rates for?

No. Business Rates are a national tax that is collected by District / City Councils on behalf of central government and then redistributed according to a national formula.

The Council's income from this redistribution is spent throughout the city on statutory and discretionary services for residents and businesses. Businesses have very little say in the way the funds are spent. The great thing about a BID is that the projects it undertakes have been agreed by businesses, through a series of consultations. The money is kept locally, and spent locally, for the benefit of the local area.

The BID levy is nothing to do with business rates. It is based on a levy on the rateable value of the business unit and the funds are invested within the BID area. The funds collected through the BID levy will be kept in a separate BID bank account held by Exeter BID Company but separate from non-BID money. The income from the levy and from voluntary or commercial contributions will be used to fund local activities and services, as decided by the businesses.



06

CLLR ROSIE DENHAM, EXETER CITY COUNCIL

“A vibrant, successful City Centre is at the heart of Exeter’s economy and quality of life. We support the BID because it offers the chance to increase investment in the things that matter most to local businesses, and gives businesses control over exactly how that money is spent.”



WELCOME TO FORE STREET

EXPLORE OVER 50 UNIQUE INDEPENDENT SHOPS



MATTIE RICHARDSON,
BUNYIP BEADS

“All our needs and ideas, as a business community, could now have the possibility of becoming a reality, which is really exciting.”

07

FAQs

Is this the right time to be developing a BID?

Actually this is a great time to develop a BID. The High Street and public purse is under pressure to change like never before. The increased use of on-line retail and mobile comparison apps means that businesses need to work together to counter the threats and maximise the benefits of driving down overheads such as insurance and utility costs.

A BID also makes your money go that much further with larger marketing budgets which can reach out and promote your business to more people both locally and further afield. BIDs offer great opportunities for economies of scale and BIDs provide much greater value for money than you have at present.

Do BIDs exist elsewhere in the UK?

BIDs are a national success story with over 180 BID schemes in the UK. Evidence has shown that they work with nearly every second term ballot resulting in higher numbers of businesses voting 'YES'. They have led to increased footfall, reduced overheads, safer and more vibrant towns and cities with higher spending levels. Kingston upon Thames, Reading, Bristol, Paddington, Lincoln, Winchester, Worcester New West End and Heart of London have all had second term ballots approved by businesses. Plymouth is going to ballot for a 3rd term in 2015. Other BIDs operating regionally include, the Torbay BIDs, Truro, Barnstaple, Dorchester, Bournemouth, Bath, Weymouth, Falmouth and many others.

How did the Exeter BID evolve?

Exeter has had City Centre Management for many years. It has been largely concerned with attracting investment to the city. In recent years it has become clear that more needs to be done to market the city beyond the immediate region, and that issues of safety and physical improvement need to be made to keep Exeter ahead of the pack.

Exeter Chamber of Commerce and Exeter City Council concluded that in order for Exeter to reach its full potential, the development of a BID should be undertaken 'as a means of actively involving the private sector in upgrading the quality of the City Centre'.

The Exeter BID Company was formed to develop the BID Plan, carry out the consultation and to steer the process through to ballot. If the ballot is successful new Directors will form the new Exeter BID Company. The Board will be elected from those who pay the levy and have most to gain from a successful City Centre.

Why are businesses with a rateable value of under £7,500 exempt?

The cost of collecting the levy from smaller businesses outweighs the income generated from them. It also means that the number of businesses is reduced significantly, meaning that we can communicate with eligible businesses more effectively. Businesses under the threshold do not get a vote. Exempt businesses can however opt in to make voluntary contributions of no less than 1% of their rateable value.

08



Exeter BID Area

The BID area for Exeter City Centre has been decided following considerable consultation undertaken by the BID team. The area is focused on the core area of the City Centre and almost matches the boundary of the old city wall. It is small enough that it will have a real impact on those businesses within the area but sufficiently large to generate enough investment to make a real difference.

The Exeter BID area illustrated contains over 640 business addresses with a rateable value of £7500 or above and an aggregated rateable value of over £48 million. The BID levy at 1% will generate in excess of £480,000 per annum totalling £2.4 million over 5 years.

The streets within the BID area include:



- BAILEY STREET
- BAMPFYLDE LANE
- BAMPFYLDE STREET
- BEDFORD STREET
- CASTLE STREET
- CATHEDRAL CLOSE
- CATHEDRAL YARD
- CATHERINE STREET
- CHEEKE STREET
- COOMBE STREET
- DEANERY PLACE
- DIXS FIELD
- EASTGATE
- FORE STREET
- GANDY STREET
- GATER LANE
- GEORGE STREET
- GOLDSMITH STREET
- GUILDHALL SHOPPING CENTRE
- GUINEA STREET
- HIGH STREET
- JOHN STREET
- LITTLE CASTLE STREET
- LITTLE QUEEN STREET
- MARKET STREET
- MARTINS LANE
- MARY ARCHES STREET
- MITRE LANE
- MUSGRAVE ROW
- NEW BRIDGE STREET
- NORTH STREET
- NORTHERNHAY PLACE
- PALACE GATE
- PARIS STREET
- PAUL STREET
- PRINCESSHAY
- QUEEN STREET
- ROMAN GATE
- ROMAN PASSAGE, HIGH STREET
- ROMAN WALK
- SIDWELL STREET
- SOUTH STREET
- UPPER PAUL STREET
- WATERBEER STREET

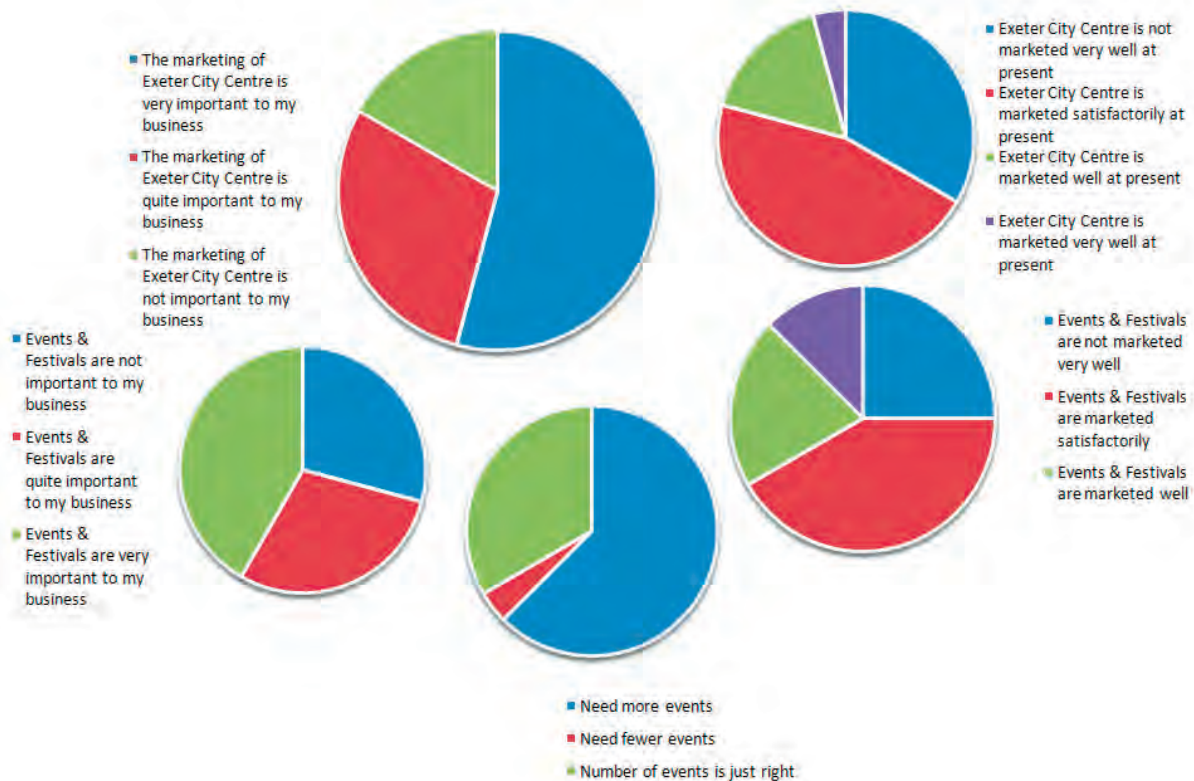
 THE BID AREA

PROJECTS

What will the BID do with your money?

What will the BID deliver?

Findings from business survey on Marketing, Events & Festivals



Consultation

In determining the priorities for the BID Proposal we carried out extensive consultation with businesses in the BID area. Since April 2014 we have had face-to-face meetings with businesses owners and managers, attended street based meetings and sent out survey forms to more than 350 businesses in the BID area. An online survey was available to any business to access and comment. Results illustrated above.

After this extensive process of consultation, businesses in Exeter City Centre now have the opportunity to vote for a plan that incorporates the priorities identified by them.



10

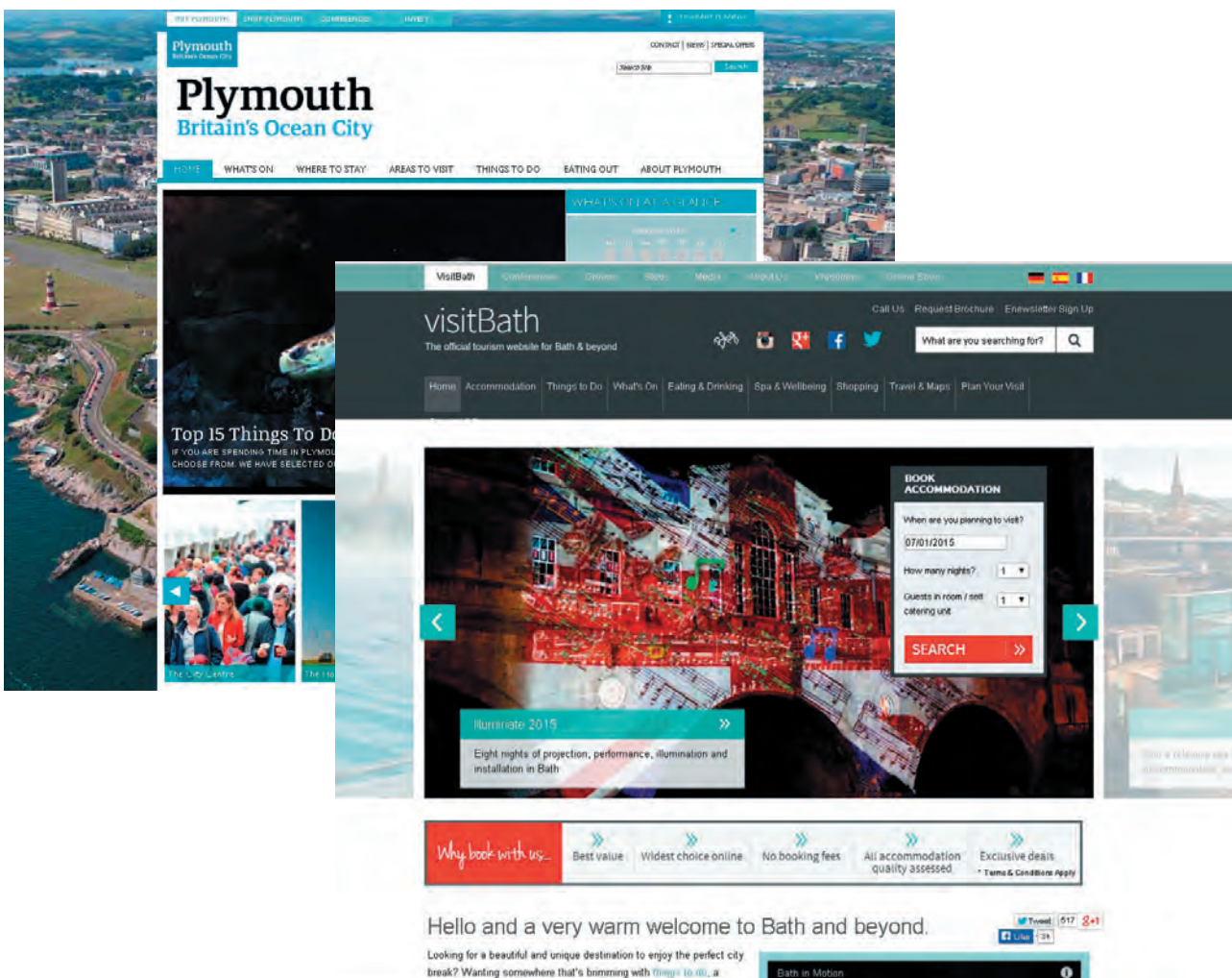
CHRIS COUCHMAN, BOOTS “I believe the collaborative working of all businesses included within the BID is imperative to driving positive change within the city. This will then clearly benefit everyone, perhaps in different ways but for me I would expect to see not just increased footfall, but new people visiting our shops therefore increasing the trading performance.”

This project is all about marketing and promoting our wonderful city and your business.

YOU SAID “What we need is for Exeter to stand out from the crowd and to shout far and wide about what a great city it is for living, shopping, leisure, business and working.”

Exeter BID will deliver:

- A Strategic Marketing Plan – to determine what Exeter stands for and where it sits in the region and beyond.
- Coordinated national campaigns and communication – to take Exeter to London, Birmingham and many other cities in the UK and Europe.
- A website – to provide a one-stop site providing all the information about Exeter in one place including a directory of all businesses in the BID area.
- Social media – deliver a comprehensive social media presence to give timely information about everything that is happening in the city.



Many BIDs have supported Strategic Marketing Plans and the creation of marketing campaigns and materials across the country, including in the South West region.

PROJECTS

Exciting Exeter

Events and activities are a great way to showcase the city and to attract new and old customers to come to the city, stay longer and spend more.

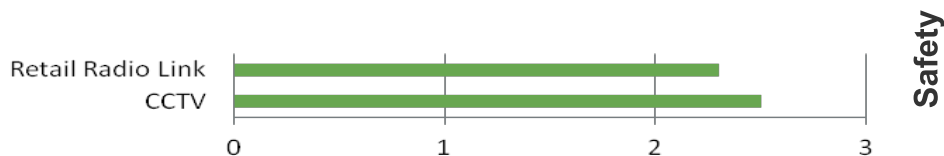
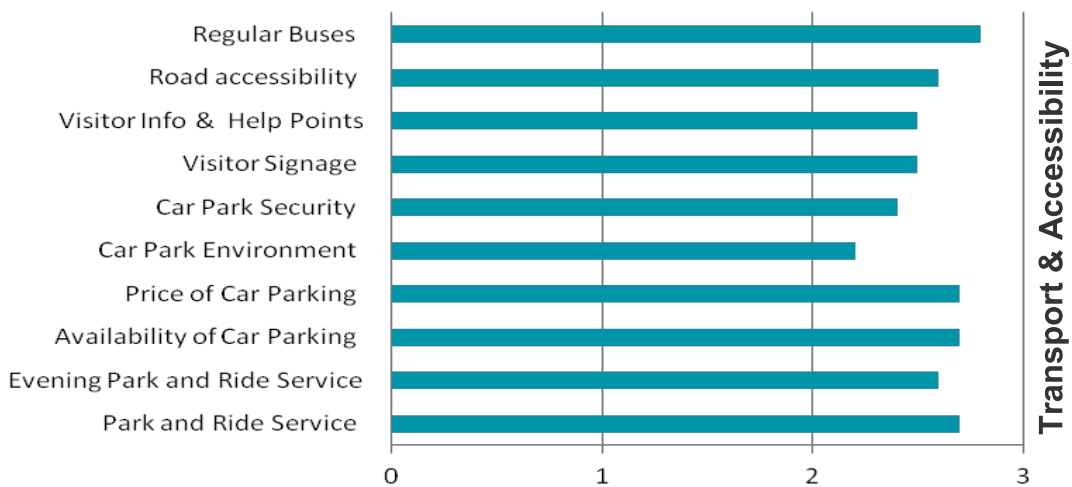
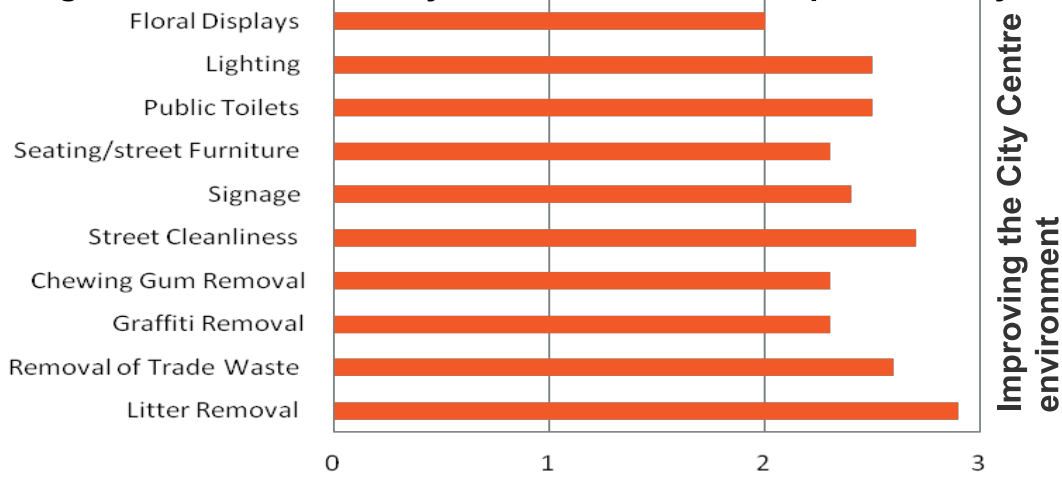
YOU SAID “Exeter needs some really high profile events all year round to attract more people to come here and to inject some life into the streets.”

Exeter BID will deliver:

- A programme of high-profile events throughout the year, tailored to a theme or area of the city.
- An Exeter Welcome Team – employ a team of uniformed wardens who will act as our eyes and ears on the street and welcome and direct Exeter’s customers to find those hidden gems as well as the retail core.
- Coordination of marketing and promotion of all events and activities.
- Christmas lights throughout the BID area.
- Christmas promotions and events in the lead weeks to Christmas to build footfall atmosphere and excitement in the city.
- Food Festival and Rugby World Cup links to BID area - take advantage of these major events in the city to ensure they have relevance across the BID area.
- Stretch the shopping day. Increase the opportunity for customers to shop after 5.30pm by providing a comprehensive promotional campaign to support those businesses that want to offer this service.
- Area identity schemes e.g. Fore Street ‘Creative & Bohemian’, South Street – ‘Parties and Celebrations’, Gandy Street ‘the Hidden Gem’, Sidwell Street ‘Gateway to the City’ etc. to encourage customers to visit those parts of the city that are away from the High Street.
- Enhance the Exeter Trails initiative - build on this already successful initiative, grow it and make it sustainable for independent retail in the city.



Findings from business survey on Environment, Transport & Safety



Activities and projects rated as in importance, where 1 = not important, 2 = important and 3 = very important



Lewis Knight OMG! Toys Comics Games
 "I hope that basic improvements to the quality of signage and the general tidying of the streets would encourage people to move beyond what many still see as a generic High Street and find all the great smaller and independent shops that Exeter has to offer."

PROJECTS

Welcome & Safe cont...

Getting into town and finding your way around

YOU SAID “Exeter is so difficult to get into and high parking charges make it hard to recruit good staff.”

“If you stand in the middle of the city you would have no idea that there are some great little streets full of independent shops, we need better signposting and transport to get people to explore the city – even down the steep hill!”

Exeter BID will deliver:

- Staff discount bus fares monthly / quarterly / annual tickets. The BID team will work with Stagecoach to provide a preferential discount season ticket for staff working within the BID area to help you to recruit and retain the best people.
- A car parking discount scheme for staff in the BID area. We will negotiate with Exeter City Council to bring in a limited scheme to offer discounted parking in selected car parks for staff working in the BID area.
- A parking redemption scheme for customers to be promoted by the BID on behalf of business. Encourage our customers to stay longer and shop more by offering to contribute to their parking fee.
- Way-marking schemes – to get people to the interesting and quirky side streets full of independent business. Install colourful and themed way-markers for the streets off the main drag that will encourage shoppers to explore.

Clean up!

YOU SAID “Exeter is a lovely city but the pavements and buildings outside of the main centres like Princesshay are often dirty and badly maintained.”

Exeter BID will:

- Negotiate with Exeter City Council to enhance cleansing with an additional hot wash service.
- Coordinate commercial waste disposal services.
- Organise a Clean up scheme with Community Payback Service.
- Recruit a Welcome Team – to provide a rapid reporting service for defects and littering.



YOU SAID “There seems to be more street begging and night-time disorder – it would be good if the BID could help to reduce that.”

Exeter BID will deliver:

- Purple Flag – The BID will achieve the gold standard of Management for the Night Time Economy: this will give customers the confidence to know that Exeter is a safe place in which to enjoy a night out.
- Exeter Business Against Crime – grow and develop the radio link scheme for all businesses in the BID area, to provide an effective early warning system to fight crime and share information. Currently EBAC is a self funded organisation with 150 members. The BID will work closely with EBAC to grow membership and to increase the flow of information across the city to tackle and avert crime.

MICHAEL WATSON, STAGECOACH

"These are exciting times for Exeter. We have some amazing opportunities ahead including, of course, the redevelopment of the bus station as a gateway into the city. This is why the BID couldn't have come at a better time. If it is successful it will give every business within the BID zone an opportunity to shape their own - and this city's - future success; something I am passionate about being a part of."



DAVID MEZZETTI, REAL FOOD STORE

"I would like to see a strong emphasis on enhancement of streetscape, quality signage and better inclusion of businesses in guides, tourist information and hotel leaflet drops, social media coverage of stories and developments."

PROJECTS

Looking after business

Have your say

YOU SAID “Lots goes on in the city which we don’t know about until it’s too late we would like to have more say about how our city is run and managed.”

Exeter BID will deliver:

- BID Board elections – it will be up to you to nominate and elect your Board.
- Better communication – we will ensure that there is a website with up-to-date information constantly available.
- Networking meetings — we will facilitate networking meetings for streets and areas in the BID area so you can share information and good practice with your colleagues.
- The BID Welcome Team will be a first point of contact on the streets.
- Strength in numbers – 640 businesses will have real influence and clout.

Cutting your costs

YOU SAID “Overheads for small businesses are too high, it makes considering voting for a BID more difficult.”

Exeter BID will deliver:

- Bulk purchase insurance scheme. Many BIDs across the UK have negotiated bulk purchase deals with insurance providers to secure discounts for BID members. Exeter BID would look to do the same for BID voters in the city.
- Waste cardboard initiative — the BID will look to build a scheme to collect waste cardboard for recycling to save businesses commercial waste costs.
- Energy saving and cost reduction scheme – the BID will work with established agents in the business of cost saving reductions for energy bills.
- Digital High Street and other training opportunities - to ensure that Exeter businesses can compete on digital platforms.
- Welcome Host training for employees in the BID area.
- Footfall counters to measure success. The BID will install additional cameras to encourage investment, provide evidence of its success and to support its activities.

WAYNE PEARCE, PRINCESSHAY “The owners of Princesshay, TIAA Henderson and the Crown Estate support the BID because we believe it will enable Exeter to really promote the fantastic city that it is. It will enable businesses both large and small to benefit from the opportunities that will arise from over 640 businesses working together.”



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THE BUDGET

	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	T o t a l invested
Income						
BID Levy	480,000	480,000	480,000	480,000	480,000	2,400,000
Additional Income*						
Total Income	480,000	480,000	480,000	480,000	480,000	2,400,000
Expenditure						
Spread the Word branding, Festivals, markets and events, Xmas lights, tour bus, ad campaigns and national promotions	200,000	200,000	200,000	200,000	200,000	1,000,000
Welcome and safe Welcome team, purple flag, discount travel, clean up, signage	160,000	165,000	165,000	165,000	165,000	820,000
Looking After business	15,000	20,000	20,000	20,000	20,000	95,000
Administration	80,000	70,000	70,000	70,000	70,000	360,000
Salary inclusive	55,000	55,000	55,000	55,000	55,000	275,000
office expenses,	9,500	10,500	10,500	10,500	10,500	52,500
levy recovery fee	1500	1500	1500	1500	1500	7,500
**software costs	13,800	1,800	1,800	1,800	1,800	21,000
Contingency***	25,000	25,000	25,000	25,000	25,000	125,000
Total Expenditure	480,000	480,000	480,000	480,000	480,000	2,400,000

*The BID company will look to maximise its income in cash or in kind throughout its lifetime, from voluntary contributions, commercial activity, and contract negotiation.

**There is a one off £12,000 licence and installation fee for the BID levy collection software. There will be an annual IT maintenance fee of £1,800pa.

***The contingency budget will be reviewed annually by the BID Board and any surplus will be reinvested into the BID scheme

The administration costs are 15% of the total BID budget. This will include all office costs, BID levy collection fees and a competitive salary to attract a highly professional, experienced CEO who can deliver and manage this scheme and who will look to maximize both the budget and influence of the company.

With the agreement of the Exeter BID Company Board, funds may be moved within the BID budget to deliver best value.

Fact

The BATH BID WASTE SCHEME is now used by more than 300 businesses and is collectively saving those businesses £285,000 in annual waste collection charges.
www.bathbid.co.uk

THE BID LEVY: HOW MUCH WILL IT COST YOU?

If the BID ballot is successful every business premises in the BID area with a rateable value of £7,500 or more will contribute 1% of their rateable value as a levy. The chart below indicates how much this will cost you.

Rateable value (£)	£s per annum	£s per month	£s per week	£s per day
7,500	75	6.25	1.44	0.20
10,000	100	8.33	1.92	0.27
15,000	150	12.66	2.88	0.41
20,000	200	16.66	3.84	0.54
50,000	500	41.60	9.61	1.36
75,000	750	62.50	14.42	2.00
100,000	1,000	83.30	19.20	2.73
150,000	1,500	126.60	28.80	4.10
250,000	2,500	208.33	48.00	6.84
1,000,000	10,000	833.33	192.30	27.40

To calculate your proposed BID levy, simply multiply your rateable value by 0.01. If you are not sure what your rateable value is then visit the Valuation Office website at www.voa.gov.uk or phone 0845 112 0118

ANDREW MCNEILLY, GUILDHALL SHOPPING CENTRE

“By effectively utilising financial economies of scale it enables our smaller members, and in particular the independent traders offering “the Exeter difference”, more “bang for their buck”. I would like to think that for many levy payers the added value, through cost savings and group purchasing, could mean they get their levy back and more.”



Photo credit: Express & Echo

The Ballot

The person/s, registered company or organisation who is the ratepayer for Non-Domestic (business) Rates within the BID area appearing on the Rating List on 1st January 2015 or their appointed proxy is entitled to vote. Each person entitled to vote in the BID ballot will have one vote in respect of each business premises regardless of size or turn over. The BID postal ballot will be conducted by the Electoral Reform Service on behalf of Exeter City Council.

The BID ballot has to meet two tests to succeed:

- A simple majority (over 50%) of those voting must vote in favour.
- Those voting in favour must represent a majority of the total rateable value of all the businesses voting.

A postal ballot will be held. The ballot papers will be sent to all those eligible to vote on or before 2 February 2015. They must be returned by 5pm on 2 March 2015 (Ballot Day). The result will be announced within a week of Ballot Day.

If the BID proposal is approved by ballot it will operate for five years from within 6 months of the ballot until the equivalent date in 2020. Invoices will be sent to businesses within 6 months of the ballot date, For the scheme to continue beyond 2020 a renewal ballot will have to be held to mandate a second term.

Terms and Conditions

The BID levy will raise approximately £480,000 for each year of the BID period which will equal £2.4m over 5 years. A fixed levy of 1% of the 2010 rateable value will be charged on all business-rated premises (hereditaments) with a rateable value of £7,500 and above, as listed on the Non-Domestic Rating List (as at 1 April 2010) that are located within the BID area. This percentage cannot be varied without a specific Alteration Ballot of all businesses within the BID area.

The BID levy will be payable by the liable party. In the case of vacant premises, the liability rests with the landlord or rate payer. There will be no adjustments during the year to reflect changes in the liable party. Where a property is taken out of rating, the BID levy will be due up to the day before the effective date of the removal of the premises from the Rating List. In the case of new businesses opening in the BID area, the BID levy will become payable by the occupier when the premises is entered onto the Non-Domestic Rating list.

There will be no reduction to the BID levy for Exemptions' Relief or discounts prescribed in the Non-Domestic Rating (Collections and Enforcement) Regulations 1989 made under the Local Government Finance Act (1989). Unoccupied and part-occupied premises, charities or not-for-profit organisations in the BID area will be liable for the full levy.

The annual amount payable for a chargeable period (BID year) will be due in one payment within the payment period specified on the invoice.

THE RULES...

Financial Arrangements for the Collection of the BID Monies

Following a positive vote, all business premises within the BID area will be sent an annual invoice equivalent to 1% of the rateable value within 6 months of the BID ballot day, and each year thereafter on 5th April for the duration of the BID (5 years). Exeter City Council will be responsible for invoicing and collecting the BID levy from every BID levy payer in the Exeter BID area. That money will be ring-fenced and passed to the Exeter BID Company for the exclusive use of delivering the Exeter BID.

Exeter City Council is obliged to use the same powers of enforcement to recover the BID levy as for Business Rates payment. Non-payment could result in court action being taken. The BID levy will be payable by the liable party.

Baseline Services

The Exeter BID Company and the statutory providers will sign Operations Agreements, which will set out in detail the obligations on each party for the collection and management of this fund. This agreement will be available on request.

Exeter BID projects will be additional to any services delivered by Exeter City Council as at April 2015. A baseline agreement setting out current service delivery will be available on request.

The Exeter BID Company will regularly monitor and review services currently delivered by the public sector in the BID area without the agreement of the BID board. These organisations (and its agencies or contractors), will not be permitted to use the services of the BID to replace or subsidise the current standards of performance for all their existing services including:-

- Environmental health – removal of illegal graffiti
- Hot wash & extra cleaning
- City Centre promotion
- City Centre events
- Trade waste
- CCTV
- Public conveniences
- Business education & regulation (“Scores on the Doors” now introduced)
- Trees & landscaping
- Car parks
- Highways maintenance (Devon County Council)
- City Centre policing team (Devon & Cornwall Constabulary)
-

Performance Measures

The BID will be fully transparent and accountable to those who pay. We will measure the performance of the city through:

- Customer satisfaction surveys
- Crime statistics
- Media coverage
- Website hits & social media tracking
- Footfall counts

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The Management of the BID will be held to account through:

- Annual business surveys
- The BID Annual Review, Report and Accounts
- An AGM - open to all BID levy payers

What are other BIDs doing?

SWANSEA BID

Increasing - Car Parking & Transportation

One of the central remits of Swansea BID is to deliver better car parking and transportation offers which are aimed at increasing shopper and visitor numbers within the City Centre. Our £3 for 3 hours at NCP car parks offer has been used by over **250,000** vehicles over the year. With the 'Easy as 1-2-3 Tariff' now cemented into place, statistics illustrate that over **150,000** shoppers/visitors are staying over an hour, increasing dwell time in the City Centre when compared to last year.

The Swansea BID Seasonal and Daily Saver Card numbers continue to grow in usage amongst City Centre workers saving (on average) £7.50 per day, per person. With over **250** workers now using the car parking offers that are facilitated by Swansea BID, savings of over **£1,500** per day are being made coupled with the discounted seasonal ticket providing a **50%** discount to BID Members.

LINCOLN BID

EVENTS AND PROMOTIONS

Our programme of events is extensive and ranges throughout the year and across the City Centre. With 17 public spaces and 365 days a year to fill, we do our best to create a lively street scene and fill the streets with activity and events to give the City Centre a buzz and atmosphere.

Lincoln BID has an agreement with the City Council to manage key public spaces within the City Centre and we also provide a "one-stop-shop" for people wishing to carry out events and activities.

One highlight of the year is our festive Ice Rink on City Square which attracted over 25,000 skaters. We also invest in summer carnivals, regular markets, busking and street entertainment.

The cultural events that we support include Lincoln Jazz Festival, Comedy Festival and the Lincoln Dance Festival.

EDWARD MOORMAN (& SOPHIE pictured), TRUGS FLORAL DESIGNERS "I believe that Trugs will benefit from the BID by being able to work with my direct business neighbours to spend money directly within the business area I operate in. I have also heard about other BID schemes that have been successful in generating money and income from the scheme which has allowed the whole of the money pot to grow and take on bigger projects, with more money to invest."



- BIDs are run **by business for business**
- BIDs create a real voice for business to influence change
- BIDs enable collective investment to achieve cost saving for businesses big or small
- BIDs can attract match funding to make your investment go further
- BIDs allow us to plan ahead with certainty for the five year BID term
- BIDs are highly democratic and accountable they are agreed by independent ballot
- BIDs put an end to free-loading, all who pay benefit

PATRICK CUNNINGHAM, EXETER PHOENIX

“Increasingly cities are becoming all about their centres and we have a chance to make this one a beacon for the South West.”



Vote **'YES'** for
a new vision
for Exeter City
Centre

Exeter BID
31-32 Southernhay East
Exeter EX1 1NS

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REPORT TO SCRUTINY COMMITTEE ECONOMY AND EXECUTIVE

Date of Meeting: 22 January 2015 and 10 February 2015

Report of: Assistant Director Economy

Title: Rugby World Cup 2015 Update

Is this a Key Decision?

No

* One that affects finances over £1m or significantly affects two or more wards. If this is a key decision then the item must be on the appropriate forward plan of key decisions.

Is this an Executive or Council Function?

Executive

1. What is the report about?

- 1.1 To update Members on the preparation for Exeter being a 'Host City' for the Rugby World Cup tournament taking place between 18 September and 31 October 2015, including work being undertaken to ensure that there is a legacy from the city's involvement.

2. Recommendations:

- 2.1 That Scrutiny Committee Economy comment on and note the contents of the report.
- 2.2 That Executive comment and note the contents of the report.

3. Reasons for the recommendation:

- 3.1 To update Members on progress with preparations for the tournament.

4. What are the resource implications including non financial resources.

- 4.1 The City Council has approved expenditure up to a total of £300,000 to support the city's preparation for and delivery of its responsibilities as a 'Host City' as designated by the International Rugby Board having worked with Exeter Rugby Club Ltd to secure the opportunity for the benefit of the city. This expenditure includes an allocation of £50,000 to support a range of legacy projects which are summarised in the report.
- 4.2 Additional staff time is devoted to the delivery of the programme of activities which will increase as preparation progresses.

5. Section 151 Officer comments:

- 5.1 There are no additional financial implications raised in the report.

6. What are the legal aspects?

- 6.1 The City Council has signed a formal Host City Agreement as the lead body responsible for working with the venue – Sandy Park and for the provision of a Fanzone in the city during the tournament. The content of the agreement was essentially "non negotiable". The details of this have previously been reported to Committee. Other key responsibilities include being responsible for commercial rights protection, activities during the tournament supporting sponsors and the tournament organisers, England Rugby 2015 (ER2015).

7. Monitoring Officer's comments:

This report raises no issues for the Monitoring Officer.

8. Overview:

- 8.1 The Rugby World Cup is the third largest global sporting event and will be hosted in England and Wales from 18 September to 31 October 2015. Exeter has been chosen as one of twelve locations as a Host City. Three games will be played at Sandy Park stadium in the preliminary group stages. As a Host City the Council accepts responsibility for the provision of a Fanzone during the tournament and a number of the activities including supporting Sandy Park on games days.
- 8.2 The city's involvement as a Host City presents a unique opportunity to use this international sporting event to have a lasting impact on the city by promoting it through the world media which will undoubtedly be extensive both in the lead up to and during the tournament. The organisers of the event, based on the experience of past and similar events, expect that over 4 billion people will watch the games at some point during the tournament and that over 500,000 visitors will travel to the UK to watch or be involved in some way. It is intended that there will also be lasting impact, a legacy from the contributions rugby can make to the development of young people.
- 8.3 The City Council and Sandy Park have been working through a steering group overseeing the preparations for the tournament as a Host City and the responsibilities which the venue have to undertake in hosting these games. A number of working groups have been working on key areas of activity including marketing and communication, the Fanzone, commercial rights protection, city dressing, volunteering, transportation and the legacy of the tournament. The working groups report back to the steering group in order to ensure all effort is coordinated.
- 8.4 Effective marketing is important from attracting as many visitors as possible to the city and Fanzone during the tournament but also to take advantage of the scale of promotional activity that will take place nationally and internationally. The city's profile will be given a high level of international exposure providing the opportunity to attract visitors before and after the tournament and to encourage them to stay longer during the period of the three games taking place at Sandy Park. The opportunity to showcase the economic development of the area is also to be a focus of the marketing and business legacy effort. The following points summarise examples of marketing activity in hand:
- 140,000 copies of the 2015 Exeter Official City Guide are due to arrive late December for distribution across the South West. There is a 10-page RWC pull-out within the City Guide and the opportunity to re-print this section of the guide closer to the start of RWC to include up to date information on the Fanzone and Festival of Rugby
 - www.heartofdevon.com/rugbyworldcup is the main call to action for all things RWC. This has been updated and includes lots more information on matches, places to visit, places to stay and things to do in and surrounding Exeter
 - Information has been provided to Visit Devon to include on their website (<http://www.visitdevon.co.uk/inspire-me/rugby-world-cup-2015-in-devon-exeter/>), social media and e-newsletter
 - Work is progressing with Exeter Chiefs to raise the profile of Exeter as a short break rugby destination – targeting away teams and their supporters clubs to stay longer
 - ER2015 has a large web and media presence which continually includes references and information on Exeter
 - A business-led marketing group is working to encourage businesses and local media to work together to get the benefits of hosting three RWC matches in Exeter. Heart Radio,

Radio Exe, Express & Echo and Archant Media are working together to pull together a media package for businesses to buy into

- Exeter and the Heart of Devon Tourism Partnership have paid into the internationally targeted Visit England rugby campaign
- Paddington Bear recently visited Exeter for the weekend, ending his time at Exeter Chiefs match. Lots of social media engagement and businesses inviting him to stay/visit their premises raised the city's profile

8.5 The International Rugby Board (IRB) and the Rugby Football Union (RFU) have set out an objective to secure a rugby legacy from the tournament. At the level of the Host City, Exeter is collaborating with the wider South West RFU organisation and are setting out to find ways of benefiting a range of people and organisations in a wide variety of ways.

8.6 Progress with these areas of activity and the specific responsibilities in being a Host City are set out below.

Provision of Fanzone

8.7 As Host City the City Council is committed to and has detailed plans for the provision of a Fanzone during the tournament with the minimum capacity of 5,000 showing agreed matches over a minimum of 10 days, including a big screen, a dedicated space in which RWCL licensees may stage activities, a stage area and an area for food and drink suppliers. The Fanzone is being considered for other activities on days when no tournament matches are played.

8.8 Preparation for the Fanzone is progressing well, summarised as follows:

- Layout planned of Northernhay Gardens to have large stage and screen, bar(s) and food concessions to achieve licensed capacity of 6,000 people
- Draft Risk Assessment, draft Event Management Plan written for initial approval by Exeter Steering group and Safety Advisory Group before deadline by ER2015 at end of March
- Infrastructure Fanzone legacy: with Parks/Open Spaces installation of permanent drinking water tap in Northernhay and demounting of gate railings at Northernhay Place, levelling of ground will help pave the way for the installation of a small permanent side gate (both the latter require listed planning or Section 1 consent); potential contribution to permanent CCTV camera to be installed on Boots in Bailey St facing up to Northernhay Place (this is a regular trouble spot at weekends)
- The availability of the site has been promoted to a number of event promoters and organisations for both Fanzone and 'non-Fanzone' days in order to take advantage of the structures which will be in place and to develop a exciting programme of activity over the period of the tournament which may also produce additional income to offset costs

City Dressing

8.9 The City Council is responsible for arranging for the necessary infrastructure to be in place to display the relevant signage, banners, flags and other 'look and feel' (e.g. flagpoles, hanging frames etc) together with all the necessary licences, consents and permissions. The City Council is working with the County Council over the provision and funding of the lamppost banner fittings and the use of the variable message signs. ER2015 is responsible for the provision of all signage, banners, flags and other 'look and feel' for display. A city centre retailer is leading a working group aiming to add to the atmosphere and welcome of the city centre during the tournament.

Commercial Rights Protection

- 8.10 The City Council is responsible for ensuring that the Fanzone and the area around Sandy park are free from unauthorised promotional material and selling of related goods at all times during the tournament. The Environmental Health Manager has been leading a multi-agency working group on this activity.

Transport Management Support

- 8.11 Officers at Devon County Council are working with ER2015 to make sure there will be an adequate commercial public transport service in terms of quality, efficiency and timing to enable team supporters and spectators to attend open training sessions and matches including the following:
- provision of park and ride schemes;
 - provision of vehicle and cycle parking;
 - way-finding and event signage;
 - temporary road closures;
 - stewarding and traffic wardens;
 - Police liaison including Team/VIP Police escorts

The County Council has accepted the responsibility of conducting this area of work and is coordinated with other preparations for RWC by the overview steering group.

Volunteers Support

- 8.12 City Council officers have been heavily involved in relation to ER2015's volunteer programme including promoting ER2015's volunteer programme within the city; assisting with the identification and operation of a recruitment centre within the city; and working with ER2015 to integrate the volunteer programme with other volunteering programmes in the city. Some 40 volunteers are being included to help with the Fanzone activities and another 300 will be involved in supporting the matches at Sandy Park and around the city centre and at key city gathering points during the tournament.

City Council officers are also working with the marketing sub-group to create a team of Rugby/City Ambassadors, known as '#TryExeter Ambassadors', who will be people from each organisation in the city spreading the word and the excitement for RWC between now and the tournament, to promote the Fanzone, the three matches, travel arrangements and Festival of Rugby events.

Legacy Activities

- 8.13 The City Council is playing a very active leadership role in stimulating and where necessary coordinating the following:
- Tag festival taken place at Crealy Park working with E&E/Radio Exe/ECC to deliver a tournament to over 500 children in the Exeter and surrounding areas involving commercial sponsors and first time collaborative media working
 - Development of participation of more women in rugby resulting in the formation of the Exonians ladies team who have played in their first tournament and came third, now awaiting South West league approval
 - Sport and well-being festival plans for 2015 underway. 5000 plus visitors attended the event in 2014 and an increase of 380 participant sign-ups received on the day
 - Programme to support confidence building and work preparation activities for disadvantaged young people

- Exeter Hawks Wheelchair rugby team launched and will begin to play in league games from March 2015. This will incorporate after school sessions from 11-16 year olds (currently 13 registered) and a community session for 11-adult. Funding from Sport England
- Distributing 'MY First Rugby Ball' book to all Reception/yr1&2 pupils in Exeter schools. To include a CPD teachers' programme/assemblies package/interactive web development and links with local rugby clubs and schools to run tots programmes. Book aims to adopt the values and morals of rugby into an academic environment whilst increasing interest in the game of rugby and overall multi-skills
- Two Economic Business Benefits Conferences have taken place, bringing together all of the key players in business/industry as well as City Centre independents to encourage opportunities and engagement with business/inward investment/tourism/increased visitor stay etc. The emphasis is on businesses 'doing it for themselves'. Several sub groups now up and running working on the various areas of discussion – marketing, city dressing, transport etc. All to support main steering group activity
- RAMM to launch a Photographic exhibition project working with local rugby clubs and promoting via a strong social media presence
- Housing Conference planned to address deprivation and look at ways the community can engage in projects to encourage Healthy & Active Lifestyles. Working to Health and Well Being Board agenda of being most active City in the South West by 2018. Promotion through our housing stock
- Cash for Communities: £10,000 to be launched in January 2015 through Express & Echo to city community groups to bid for grants from Legacy fund based on detailed criteria
- Healthy Lifestyle Initiative in partnership with DCC Public Health, Create a Lifestyle initiative linked to RWC2015, includes walking groups and pop-up cooking

Staff Time

- 8.13 In addition to the City Council's revenue allocated primarily to the Fanzone and legacy activity, the City Council and members of the steering group are allocating increasing levels of staff time to delivering Exeter as a successful Host City.

The opportunity for commercial activities to raise additional funding to offset the costs of the Fanzone are being pursued. There are limitations within the Host City Agreement to such commercial activity where it might challenge the promotion activity and rights of the main sponsors.

9. How does the decision contribute to the Council's Corporate Plan?

Involvement in Rugby World Cup is enabling the Council to work with Sandy Park and other organisations to make a significant contribution towards the stated priority of running a successful event aiming to bring wider economic and social benefits to the city and the region.

10. What risks are there and how can they be reduced?

The Steering Group is aware of the risks relating to transport, crowd management, safety and security relating to a number of aspects of the tournament at and near to the venue and in the city centre. Desk-top exercises to simulate and discuss mitigation to risks and problems are being planned in for February onwards and up to the event.

11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

The breadth of legacy and other activities being planned will have extensive impact on these groups as listed and described in the report.

12. Are there any other options?

None at this point.

Richard Ball, Assistant Director Economy

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

Contact for enquires: Sharon Sissons, Democratic Services (Committees), Room 2.3
01392 265275

REPORT TO: SCRUTINY ECONOMY COMMITTEE
Date of Meeting: 22 January 2015
REPORT TO: EXECUTIVE
Date of Meeting: 27 January 2015
Report of: Economy & Tourism Manager
Title: Annual Review of Support for Small Businesses

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive Function.

1. What is the report about?

- 1.1 To update Scrutiny Economy Committee as to the progress made in supporting businesses through Exeter Business Support and the Exeter Pop Up Shop.
- 1.2 To update Scrutiny Economy Committee on the progress made in renewing the contract for this service.

2. Recommendations:

- 2.1 That Scrutiny Committee supports the City Council in continuing to fund business support for embryonic, new and existing businesses to provide opportunities for individuals to secure the means of improving their financial position and promoting job creation, at a cost of £42,000.
- 2.2 Officers within Economy be authorised to negotiate a service level agreement for 2015 – 2016, following a contract advertisement, for the continued delivery of services outlined in this report under the banner of Exeter Business Support.

3. Reasons for the recommendation:

- 3.1 To ensure that there is fit for purpose business support, advice and guidance for the residents of the city to gain free advice and guidance on setting up a new business, and improving the prospects of an existing business. Without a dedicated support, business start-up and survival rates could fall in Exeter.

4. What are the resource implications including non financial resources:

- 4.1 £42,000 per annum and officer time to manage the contract.

5. Section 151 Officer comments:

- 5.1 The £42,000, set out in section 4.1, is already contained within the Economy budget and there are therefore no additional financial commitments for the Council are contained within this report.

6. What are the legal aspects?

- 6.1 Please refer to section 11.2 for legal aspects.

7. Monitoring officer Comments

- 7.1 The Economy team must have in place a clear and transparent Policy to determine how each application for funding will be dealt with and this Policy must include the minimum criteria necessary in order to qualify to apply for such financial support.

8. Background

- 8.1 In January 2014 Economy Scrutiny Committee received a report on the City Council's funding of free professional advice and guidance to support the start up and early survival of small businesses and social enterprises in Exeter.
- 8.2 In order to sustain Exeter's economic strength, particularly as public sector employment declines and average wage levels remain low, it is important to encourage and support new business start ups to create new and better employment opportunities, and assist small businesses which are struggling.
- 8.3 Exeter Business Support is currently managed by Peninsula Innovations Limited (PIL), who are responsible for the management of the University of Exeter's Innovation Centre.
- 8.4 The contract providing social enterprise support through the Fruit Tree for Business ceased at the end of June 2014. This type of business support was picked up by PIL in July.
- 8.5 The range of advice offered by Exeter Business Support has the main benefit of ensuring expertise is available in the city across a wide spectrum of business needs which encompasses support for pre-starts, start-ups, and existing businesses; from privately owned entities to social enterprises, co-operatives, and mutuals and spans smaller 'traditional' to innovative/high growth businesses. The City Council funded element is aimed primarily at the smaller more traditional end of the spectrum, plus social enterprises. The Innovation Centre focuses on the more technically specialised business proposals.
- 8.6 As part of the City Council's contribution towards business support a range of other activity is also provided directly or in partnership with other organisations. These include:
- information for businesses on the City Council's website including the on-line Exeter Commercial Property Register
 - the Exeter Business Centre (Marsh Barton)
 - the retail shops leased by the Estate Services
 - partnership activities with the Exeter and the Heart of Devon Employment and Skills Board
 - Heart of the South West Local Enterprise Partnership business support through the Plymouth City Deal
- 8.7 Provision across Exeter for pre-start business support is largely provided by fee charging providers. Some individuals:
- find the duration of support insufficient or the nature of it unsuitable
 - their business start up needs not being addressed
 - lack sufficient income to afford even a modest fee to pay for business support

8.8 The local and national landscape of business support provision continues to change which becomes very confusing to referral agencies and clients. Provision of business support services by other organisations in Exeter has been summarised within Appendix 1.

9. Exeter Business Support

9.1 Services funded by the City Council and offered under the banner of Exeter Business Support deliver a range of intensive one to one support and are dependent on the client need, and includes the following:

- business viability evaluation
- business health check & recovery strategies to assist with finance and cash flow
- detailed financial analysis to help prepare strategies for survival
- marketing review, helping to develop strategies for growth
- provide detailed feedback on clients' draft submissions to various agencies and potential funders
- advice on changes to business structure, e.g. from sole trader to limited company
- independent business assessments for clients facing change
- provide reports for management on suggested priorities and remedial actions

9.2 A range of marketing material has been developed to promote Exeter Business Support, primarily to people who live and work in Exeter:

- 1000 Exeter business support leaflets printed and distributed to business centre, banks and organisations across the city where businesses may seek advice
- Regular business support tweets from the Twitter account @ExeBusSupport
- Updated copy on the City Council website www.exeter.gov.uk/support
- Pull up banner to promote Exeter Business Support has been used at business 2 business and networking events

9.3 The table below summarises the outputs secured from City Council funding over the previous 4 years through the contract with PIL:

Outputs secured from Council funding for business support	Apr 2011 – Mar 2012	Apr 2012 – Mar 2013	Apr 2013 – Mar 2014	Apr 2014 – Nov 2014	Target 2015 – 2016
Traditional businesses supported					
Pre-start businesses assisted	159	121	146	96	130
Small businesses assisted to start-up	45	22	26	14	35
Existing small businesses supported	51	33	29	21	35
Number of new businesses set up	49	36	40	30	40
Number of jobs created	49FTE	41FTE	48	37	60FTE
Male	25	27	27	27	n/a
Female	18	14	21	10	n/a
Participants at workshops	224	207	136	0	200

10. Exeter Pop-Up shop

- 10.1 Due to the low level of vacant units and the demand for and cost of leasing prime retail units within the city, it is difficult for a new small start up retail business to set up in the city. A number of Exeter Business Support clients (and non clients) expressed an interest in opening up a retail unit within the city.
- 10.2 'Exeter Pop-Up' was created to assist clients of Exeter Business Support to open a retail unit. A number of vacant properties from the City Council's estate portfolio have been occupied through the 'Exeter Pop-Up' scheme.
- 10.3 For businesses to use the 'Exeter Pop-Up' shop the following conditions are applied:
- A business must be a registered client of Exeter Business Support
 - The minimum rental period will be one month, with a maximum tenure of 3 months. No return for 3 months
 - The rent will be an all inclusive cost
 - Start up businesses must submit a 12 month business plan and forecast with their application before approval can be agreed
 - All applicants for an Exeter Pop Up space must be a resident in or near Exeter, proof of residency will be required
 - No charities, institutions or good cause organisations are able to apply for an Exeter Pop Up space
 - Up to 4 businesses are allowed to trade within the 'Exeter Pop-Up' shop, with basic costs being covered through rent collected.
- 10.4 The Exeter Pop Up shop has been operating in four units in South Street since September 2014 with 6 start-up businesses taking space. They range from a clothing retailer to a gallery and café. One business is now strong enough to trade commercially and have rented space on Fore Street. It is too early to know whether the remaining will become permanent retailers. To date, the Exeter Pop Up shop has created 4 jobs.

11. Proposals

- 11.1 The level of demand for business advice offered by the City Council and its success in creating and sustaining new businesses and jobs, particularly in the economic climate, warrant its continuation. In the ongoing difficult economic circumstances, self employment or new business formation remains an important option for some individuals to improve their financial position. One to one business support sessions should still be provided for clients.
- 11.2 The Exeter Business Support Contract for 2015/2016 was advertised on the City Council website from the 8 December 2014 – 5 January 2015, followed by interviews on the 13 January. The successful provider will be awarded the contract in February for commencement 1 April 2015. An update will be provided to March Scrutiny Economy Committee.
- 11.3 It is proposed that the following types of small business clients are supported within the new contract going forward:
- pre-starts not supported or eligible for assistance with other providers
 - start-ups (0 – 2 years of age)
 - those which are struggling to survive but have the potential to grow and are unable to afford fees charged by other providers (0 – 5 years of age)

- those with growth potential but are not eligible for the Growth Accelerator programme or cannot afford the fees

12. Future Position

- 12.1 The new contract, which is currently out for quotes, will be awarded April 2015 and will be for one year in length.
- 12.2 During 2015 the contract will be reviewed and consideration given to joint authority working creating a larger fund to provide business support across a wider area for April 2016.

13. How does the decision contribute to the Council's Corporate Plan?

- 13.1 Exeter Business Support contributes to 'Building a stronger sustainable city' and the main purpose of 'Help me run a successful business in Exeter' in promoting the city as a great place to do business and supporting the local economy and creating jobs.

14. What risks are there and how can they be reduced?

- 14.1 Limited risk arising from this activity.

15. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults; economy; safety and the environment?

- 15.1 Business support is provided to residents and businesses of Exeter free of charge regardless of race, age, gender or orientation. Business ownership promotes a more balanced and versatile economy.

16. Are there any other options?

- 16.1 There are a number of options available regarding the provision of business support in Exeter:
- Expand existing business support provision to cover Exeter, East Devon, Teignbridge with pooled contributions from the three local authorities
 - Existing contract to cover Exeter, East Devon and Teignbridge with same level of funding with contributions from the other authorities, reducing the City Councils contribution
 - Exeter to join East Devon and Mid Devon and contribute to BIP, an enterprise agency based in Okehampton providing business support provision
 - Stop provision when the contract comes to an end in March 2016 and provide a signposting service to other providers (in Appendix 1) covering Exeter leaving a gap in the nature of the provision
 - Stop provision completely when existing contract comes to an end in March 2015
- 16.2 Historically Exeter has had below average business start-up and business survival rates. As can be seen in Appendix 1, the majority of business support provision in Exeter is fee paying, which the vast amount of start-ups cannot afford. Without dedicated support, business start-up and survival rates could fall in Exeter.

Maureen Gori de Murden, Senior Economy & Tourism Officer

Richard Ball, Assistant Director Economy

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

Contact for enquires: Sharon Sissons, Democratic Services (Committees), Room 2.3

01392 265275

Summary of Business Support Services in Exeter

Appendix 1

Provision of business support in Exeter – type of enterprise assisted								
Provider	Pre- Start	Start-up	Existing	Technology	Hi Growth	Social Enterprise	Co-ops	Social Business/ Entrepreneurs
1. BAS (Chartered Institute of Accountants)	√	√	√	√	√	√	√	√
Notes and limitations to the service	Initial free business advice session from a member of ICAEW; charges are dependent upon the individual accountant.							
2. Business West	√	√	√	√	√	√	√	√
Notes and limitations to the service	<p>The programme started in April 2012, and is a 3 year programme part-funded by the Regional Growth Fund, ending in March 2015.</p> <p>Monthly Ready for Business pre-start workshops are held in Exeter free of charge; a free business diagnostic is offered for all attendees to work out how viable their business idea is and to see if the programme might be supportive for them in getting started and securing funding. Follow up courses are charged for.</p>							

Provision of business support in Exeter – type of enterprise assisted								
Provider	Pre- Start	Start-up	Existing	Technology	Hi Growth	Social Enterprise	Co-ops	Social Business/ Entrepreneurs
3. Exeter Business Support	√	√	√	√	√	√	√	√
Notes and limitations to the service	Unique provider of services to all clients regardless of status - job clubs/enterprise clubs being run successfully by the business advisor							
4. Peninsula Innovations Ltd (PIL)	√	√	√	√	√	√		√
Notes and limitations to the service	Service only available to high growth potential companies through the Innovation Centre, ExIST, or to University student entrepreneurs							
5. PRIME	√	√						
Notes and limitations to the service	Support for people aged 50 years and over. Currently, support is principally provided via on-line information on PRIME's website if they are eligible for support and have registered – see www.prime.org.uk .							

Provision of business support in Exeter – type of enterprise assisted								
Provider	Pre- Start	Start-up	Existing	Technology	Hi Growth	Social Enterprise	Co-ops	Social Business/ Entrepreneurs
6. Growth Accelerator		√	√	√	√			
Notes and limitations to the service	<p>The service provides no free support. To be eligible for support there must be high growth potential (20% growth). The offer is up to 7 days worth of business coaching supported by a programme of workshops and master classes. The investment for companies who wish to participate ranges from £600 for a business with up to 9 employees, £1,500 for a business with 10-49 staff, to £3,000 for a business with 50-249 staff.</p> <p>Each coaching intervention could last anywhere between 4 – 12 months depending on the needs of the business and their schedule. Leadership and management funding (up to £2,000 of match funded support for each person on the senior management team), an Intellectual Property (IP) Audit and a discounted membership with the Institute of Directors is part of the coaching offer. Several of these companies have already taken advantage of the IP Audit (worth £3,000) and the Leadership & Management support.</p> <p>Growth Accelerator works alongside other business support providers including UK Trade & Investment (UKTI) and the Manufacturing Advisory Service (MAS). If the business is not looking to achieve high growth then Growth Accelerator programme cannot support them. In those cases, the service looks to refer them to other providers who may be able to help them.</p>							

Provision of business support in Exeter – type of enterprise assisted								
Provider	Pre- Start	Start-up	Existing	Technology	Hi Growth	Social Enterprise	Co-ops	Social Business/ Entrepreneurs
7. Princes Trust	√	√						
Notes/Limitations to Service	For 18-30 year olds only who are currently unemployed.							
8. West Devon BIP	√	√	√	√	√			
Notes and limitations to the service	<p>New Enterprise Allowance (NEA) scheme is now open to anyone signing on for JSA from day one; this includes the financial support to start up). Support duration: mentor support for NEA clients while they complete their business plan and ongoing mentor support once trading for a further 6 months. Thereafter, no support is free.</p> <p>Fees are charged post 6 month mentoring support for NEA clients; Advice 6 x 1hr sessions £400; Business Planning course 5 days @ £2,500</p>							
9. Thrive Business Hubs								
Notes and limitations to the service	Being launched at Dean Clarke House in the coming months – details yet to be released							

Provision of business support in Exeter – type of enterprise assisted								
Provider	Pre- Start	Start-up	Existing	Technology	Hi Growth	Social Enterprise	Co-ops	Social Business/ Entrepreneurs
10. Women’s Development Unlimited	√	√	√			√	√	√
Notes and limitations to the service	Range of courses of personal development / business coaching for women. The only funding they have to deliver services in Exeter is “Fast Track for Growth”.							
11. Local Enterprise Partnership								
Notes and limitations to the service	Not a delivery organisation but has priority sectors (Marine, Advanced Manufacturing, Social Enterprise) that it is looking to support in the future							
12. GAIN	√	√	√	√	√	√	√	√
Notes and limitations to the service	Provide coordination and signposting / referral to all business support activities whether provided by national programmes, regional or local publicly supported projects / private sector.							

Provision of business support in Exeter – type of enterprise assisted								
Provider	Pre- Start	Start-up	Existing	Technology	Hi Growth	Social Enterprise	Co-ops	Social Business/ Entrepreneurs
13. DCC / Enterprising Libraries / Fab Lab	√	√	√					
Notes and limitations to the service	Trained library staff providing very limited business advice and support. Not currently providing support for Exeter because of existing EBS provision – this could be reviewed should EBS provision cease.							
14. Dartington School for Social Enterprise						√	√	√
Notes and limitations to the service	Provides training and opportunities that enable people with entrepreneurial ideas to achieve positive change in their community							
15. Business Doctors Exeter & Devon			√	√	√	√	√	√
Notes and limitations	Business support network helping small and medium sized businesses. Free business health check followed by a paying service.							

Provision of business support in Exeter – type of enterprise assisted								
Provider	Pre- Start	Start-up	Existing	Technology	Hi Growth	Social Enterprise	Co-ops	Social Business/ Entrepreneurs
16. Fruit Tree for Business			√	√	√	√	√	√
Notes and limitations to the service	Provide paying business advice to small businesses, social enterprises and co-operatives.							
17. Thompson Jenner LLP	√	√	√	√	√			
Notes and limitations to the service	Provide free online guides to registered business users. Free initial meeting followed by paying services for business: audit, accountancy, tax, corporate finance, business planning, payroll, IT business solutions and wealth building.							
18. Cartridges Business Hub	√	√	√	√	√	√	√	√
Notes and limitations to the service	Paying, one stop shop for the full range of legal and business support services provided in collaboration with other local businesses: legal, accountancy, HR, business training, finance, banking, insurance, IT, H&S, web design and marketing. Have expressed an interest in providing social enterprise support.							

Provision of business support in Exeter – type of enterprise assisted								
Provider	Pre- Start	Start-up	Existing	Technology	Hi Growth	Social Enterprise	Co-ops	Social Business/ Entrepreneurs
19. IBD Business Advice Group	√	√	√	√	√			
Notes and limitations to the service	Cover business advice for start ups, growing businesses, problems in your business, exiting a business, mentoring. Free initial 2 hour meeting followed by a paying service: £250 for mentoring or £800 for four 2 hour meetings. Business adviser based in Exeter.							

REPORT TO EXECUTIVE

Date of Meeting: 27 January 2015

Report of: Assistant Director Finance

Title: 2015/16 COUNCIL TAX BASE AND NNDR1

Is this a Key Decision?

No

* One that affects finances over £1m or significantly affects two or more wards. If this is a key decision then the item must be on the appropriate forward plan of key decisions.

Is this an Executive or Council Function?

Executive

1. What is the report about?

- 1.1 To set the 2015/16 Council Tax base in accordance with the Local Authorities (Calculation of Tax Base) (England) Regulations 2012.
- 1.2 To seek approval that the Council's estimate of Business Rate Income (NNDR1) for the next financial year and following years is delegated to the Assistant Director Finance.

2. Recommendations:

- 2.1 In accordance with the Local Authorities (Calculation of Tax Base) (England) Regulations 2012, the amount calculated by Exeter City Council as its tax base for the year 2015/16 shall be 34,750.
- 2.1 That the section 151 Officer is delegated responsibility to approve the Council's NNDR1 return by 31 January 2015.

3. Reasons for the recommendation:

- 3.1 To ensure that the Council meets its statutory deadline for notifying Precepting Authorities and the Government by 31 January 2015.

4. What are the resource implications including non financial resources.

- 4.1 Both the Council Taxbase and the NNDR1 provide key information used to calculate the overall resources available to the Council, Government and Preceptors in the following financial year.

5. Section 151 Officer comments:

5.1 Approval of the report is a statutory requirement in respect of the Taxbase. There is an increase of 406 Band D equivalent properties compared to the 2014/15 Taxbase.

6. What are the legal aspects?

6.1 The requirement to set the Council Tax base is set out in the Local Authorities (Calculation of Tax Base) (England) Regulations 2012.

7. Monitoring Officer's comments:

7.1 The report raising no issues for the Monitoring Officer.

8. Report details:

8.1 BACKGROUND

8.1.1 In accordance with the requirements of the Local Government Finance Act, 1992, Exeter City Council as a billing authority will be issuing Council Tax bills to occupiers of property in March 2015, effective from 1 April.

8.1.2 As a first step to calculating the Council Tax itself, the City Council is required by legislation to determine a tax base by the 31 January for the following financial year.

8.1.3 Based on a valuation list received from the Valuation Officer, the calculation, in simple terms, involves three steps, namely :

- i. the determination of the number of chargeable dwellings;
- ii. an assessment of disregards, premiums and discounts, and
- iii. the equivalent number of band D properties and a collection rate.

8.1.4 The calculation of the Taxbase now includes the impact of the new Council Tax Support Scheme, which significantly reduces the Council's income from Council Tax but is then offset, in part, by a new Council Tax Support Grant. Additionally a number of technical changes have been made. The Council Tax Support Scheme and Technical Changes were approved by the Executive in December 2012. In order to reflect the increased risk of non-recovery, which may result from the move to Local Council Tax Support, the Collection Rate has been reduced to 97% from 98% last year.

8.2 COUNCIL TAX BASE FOR 2015/16

8.2.1 The Council Tax Base for Exeter is set out in table 8.1 and in Appendix A. It is estimated that the equivalent number of Band D properties (Gross taxbase) for 2015/16 (including the reduction in dwellings owing to the Council Tax Support Scheme) will be 35,825, an increase of 419 over 2014/15.

- 8.2.2 To this figure the estimated collection rate of 97% for the year is applied, which results in a net Council Tax base of 34,750, an increase of 406 over the 2014/15 figure of 34,344.

Table 3.1 – Taxbase 2015/16

Taxbase	2015/16 Gross Taxbase	2015/16 Net Taxbase (97%)
Taxbase to be used in calculating the council tax for 2014/15	35,825	34,750

8.3 BUSINESS RATES RETENTION

- 8.3.1 Under the new Business Rates Retention funding, the Council (as before) has to provide DCLG with an estimate of its Business Rate Income for the forthcoming year. However due to the changes in the funding and the local/central share, DCLG require the estimate (completed on a NNDR1 form) to be compiled and formally submitted by January 31st. The Council must also share this information with Devon County Council and Devon and Somerset Fire and Rescue Service who are also affected. DCLG have stated that, in their view, the decision to approve the NNDR1 can be delegated to the section 151 Officer and this report seeks approval for such delegation as the figures have not yet been calculated (The Council requires an annual software update in order to calculate the NNDR1 form).

9. How does the decision contribute to the Council’s Corporate Plan?

- 9.1 The approval of the Taxbase enables the Council to calculate the budget available for the following financial year.

10. What risks are there and how can they be reduced?

- 10.1 Not applicable.

11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

- 11.1 Not applicable

12. Are there any other options?

- 12.1 Not applicable

Assistant Director Finance

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

Contact for enquires:

Democratic Services (Committees)

Room 2.3

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**EXETER CITY COUNCIL
2015/16 TAX BASE**

	BAND	TOTAL	A relief	A	B	C	D	E	F	G	H
LINE 1	No. OF CHARGEABLE DWELLINGS	49,685	20	9,549	14,006	12,561	7,471	3,597	1,636	819	26
LINE 2	No. OF DISCOUNTS	-10,449	-9	-3,822	-3,398	-2,011	-781	-262	-112	-51	-3
LINE 3	No OF ADDITIONS (TECHNICAL CHANGES)	117	0	25	39	27	15	5	3	3	0
LINE 4	WHOLE No. EQUIVALENT CHARGEABLE DWELLINGS	39,353	11	5,752	10,647	10,577	6,705	3,340	1,527	771	23
LINE 5	FRACTION TO APPLY TO ARRIVE AT BAND D EQUIVALENTS		5/9 ths	6/9 ths	7/9 ths	8/9 ths	1	11/9 ths	13/9 ths	15/9 ths	18/9 ths
LINE 6	BAND D EQUIVALENTS (PER CTB1)	35,848	6	3,835	8,281	9,402	6,705	4,082	2,206	1,285	46
	LESS HARDSHIP RELIEF	-22									
	TOTAL BAND D EQUIVALENTS	35,825									
LINE 7	COLLECTION RATE	97.00%									
LINE 8	EXETER CITY COUNCIL TAX BASE	34,750									

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By virtue of paragraph(s) 1, 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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