

SCRUTINY COMMITTEE - ECONOMY

Date: Thursday 10 September 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 Sharon Sissons, Democratic Services Officer (Committees) on 01392 265115 or email sharon.sissons@exeter.gov.uk

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

Membership -

Councillors Brimble (Chair), Lyons (Deputy Chair), Branston, Brock, Bull, Crew, Harvey, Henson, Prowse, Robson, Vizard, Wardle and Williams

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 June 2015.

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

It is considered that the Committee would be unlikely to exclude the press and public during consideration of any of the items on the agenda but, if it should wish

to do so, the following resolution should be passed:-

RECOMMENDED that, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the consideration of the particular item(s) on the grounds that it (they) involve(s) the likely disclosure of exempt information as defined in the relevant paragraphs of Part I, Schedule 12A of the Act.

5 **Questions from the Public Under Standing Order 19**

A period of up to 15 minutes will be set aside to deal with questions to the Committee from members of the public.

Details of questions should be notified to the Corporate Manager Democratic and Civic Support at least three working days prior to the meeting. Further information and a copy of the procedure are available from Democratic Services (Committees) 01392 265115 and also on the Council web site.

<http://www.exeter.gov.uk/scrutinyquestions>

6 **Questions from Members of the Council Under Standing Order 20**

To receive questions from Members of the Council to appropriate Portfolio Holders.

7 **Request Made Under Standing Order 18 - Highways Coordination**

Councillor Shiel has requested that an item be placed on the agenda in the following terms as he was concerned about the coordination of roadworks taking place in the city, amidst concerns over disruption and consideration for local residents or businesses.

Highways Officers from Devon County Council will be in attendance to respond.

8 **Canal and River Trust Presentation**

James Lazarus and Aiden Johnson-Hugill will attend to make a presentation from the Canal and River Trust organisation.

9 **Portfolio Holder Statements 2015/16**

Councillor R Sutton (Portfolio Holder for City Development) and Councillor R Denham (Portfolio Holder for Economy and Culture) will present their respective work programmes and take questions.

(Pages 5 -
8)

MATTERS FOR CONSIDERATION BY THE EXECUTIVE

10 Exeter City Futures Transforming Exeter Through Data

To receive a presentation from Andromeda Capital and to consider the report of the Chief Executive & Growth Director. (Pages 9 - 16)

MATTERS FOR DISCUSSION

11 Budget Monitoring (First Quarter)

To consider the report of the Assistant Director Finance. (Pages 17 - 26)

12 Exeter Business Improvement District Update

To consider the report of the Economy and Tourism Manager. (Pages 27 - 34)

13 Rugby World Cup Update 2015

To receive a verbal update on the Rugby World Cup by the Economy and Tourism Manager.

MATTERS FOR INFORMATION

14 Exeter Commercial Property Register

To consider the report of the Senior Economy and Tourism Officer and Economy and Tourism Manager. (Pages 35 - 44)

15 Tourism Facilities Services (Performance Monitoring)

To consider the report of the Visitor Facility Officer and Events Facilities and Markets Manager. (Pages 45 - 54)

16 Legacy Leisure Minutes

To receive the minutes of the Legacy Leisure Working Group minutes. (Pages 55 - 58)

17 Exeter Highways and Traffic Orders Committee Minutes

To receive the minutes of Devon County Council's Exeter Highways and Traffic Order Committee held on 28th July 2015 for information. (Pages 59 - 62)

Date of Next Meeting

The next **Scrutiny Committee - Economy** will be held on Thursday 12 November 2015 at 5.30 pm

Future Business

The schedule of future business proposed for this Scrutiny Committee and other Committees of the Council can be viewed on the following link to the Council's website:

<http://www.exeter.gov.uk/forwardplan>

Councillors can view a hard copy of the schedule in the Members Room.

Individual reports on this agenda can be produced in large print on request to Democratic Services (Committees) on 01392 265107.

Find out more about Exeter City Council by looking at our website <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 265107 for further information.

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SCRUTINY COMMITTEE (ECONOMY)

10 September 2015

Portfolio Holder Priorities 2015/16

Priorities for all Portfolio Holders are included for information.

Members will note that some Portfolio Holders report to a different scrutiny committee and are unable to take questions at all committees.

Progress will be regularly monitored against each of these priorities and an update report will be presented back to this committee in January 2016.

Portfolio Holder for City Development: Councillor Rachel Sutton

Our plans for 2015/16

1. Continue to work towards low carbon initiatives including district heating schemes at Monkerton, City Centre and SW Exeter and sustainable travel proposals including railway station provision and improvements, park and ride and delivery of footpath/cycle networks
2. Progress the carbon reduction initiative programme and explore the concept of Exeter as a City Lab that pioneers technology and innovative use of data
3. Submit a Development Delivery Plan to the government and start work on a longer-term planning and infrastructure strategy for Greater Exeter
4. Negotiate local labour/contractor agreements as part of new planning commitments
5. Progress delivery of IKEA, Princesshay Leisure and the leisure complex and address issue posed by retail proposals in the Honiton Road corridor and at M5 Junction 27
6. Ensure council consents are in place to deliver the Exe Flood Prevention Scheme
7. Work with the University of Exeter to provide appropriate student accommodation
8. Establish the business case for the creation of a new Housing Development Company

Portfolio Holder for Economy and Culture: Councillor Rosie Denham

Our plans for 2015/16

1. Enhance the knowledge economy with particular emphasis on the Innovation Exeter initiative to raise the profile of the area for inward investment and to address skills development
2. Deliver a successful Rugby World Cup 2015
3. Procure an operator for the new leisure complex
4. Work with the Business Improvement District (BID) Board to progress the City Centre Strategy
5. Optimise tourism activities
6. Look at alternative governance arrangements of the RAMM
7. Adopt a new Parking Strategy and develop the Parking Action Plan
8. Replace the Pay on Foot barrier and ticketing systems in Mary Arches Street and Guildhall car parks

9. Develop a new Waterways Partnership for Exeter to steer the future of Exeter's waterways

Portfolio Holder for Health and Place: Councillor Keith Owen

Our plans for 2015/16

1. Address antisocial behaviour by introducing a Public Spaces Protection Order
2. Increase the recycling rate from 34% to 35%
3. Improve cleansing of the city centre and implement new ways of keeping the city looking good
4. Work with Devon County Council to tackle the issue of weeds and highway verges
5. Review management of the Exe Estuary Harbour
6. Support Exwick Sports Hub by transferring the playing fields to Exeter College
7. Renew the Gambling Policy
8. Reduce the carbon footprint of our vehicles by 3%
9. Consider an evening trade waste collection service

Portfolio Holder for Enabling Services: Councillor Ollie Pearson

Our plans for 2015/16

1. Improve procurement arrangements
2. Maximise income opportunities from the Civic Centre and Guildhall
3. Enable customers to self-serve via digital services
4. Progress the development agreement for the Princesshay Leisure scheme at the Bus and Coach Station site
5. Implement the recommendations in relation to the ward boundary changes for Exeter
6. Prepare a Corporate Asset Management Plan
7. Deliver a robust health and safety compliance regime for corporate property
8. Roll out the Renewables Investment Programme
9. Progress the Council's aim to be a energy-neutral Council

Portfolio Holder for Customer Access: Councillor Heather Morris

Our plans for 2015/16

1. Publish a Homelessness Strategy to ensure efficient and effective management of homelessness
2. Work with partners to deliver joint programmes, including Targeted Families, Integrated Care Exeter and Exeter Community Hub
3. Improve standards in the private rented sector
4. Prepare for further changes to local welfare including the Local Council Tax Scheme
5. Help customers with their financial challenges by continuing to work with Job Centre Plus, providing money management and debt advice and facilitating a Credit Union
6. Revise the Council's policy for the allocation of social housing

7. Work with partners to tackle rough sleeping, within current resources

Portfolio Holder for Housing Revenue Account: Councillor Rob Hannaford

Our plans for 2015/16

1. Agree a new Housing Strategy 2015-2020
2. Improve standards in our social housing stock
3. Improve the management of our housing assets and achieve greater value for money from housing contracts
4. Examine alternative options for communicating with and engaging council tenants

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REPORT TO: SCRUTINY COMMITTEE ECONOMY and EXECUTIVE
Date of Meeting: 10 September and 15 September 2015
Report of: Chief Executive and Growth Director
Title: Exeter City Futures – Transforming Exeter Through Data

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive

1 What is the report about?

- 1.1 To provide an overview of initial plans and direction of travel for Exeter City Futures. This is an ambitious, long-term vision of how to transform Exeter into a sustainable city of the future through the use of pioneering technology and data analytics. In the process, Exeter may become recognised as a model for others and enhance its reputation as a leader in this field. Whilst looking to address the transportation, energy, and health related challenges facing the city, it is intended that this programme will contribute to the broad-based Innovation Exeter economic development programme promoting business growth, increased investment and creating higher paid employment.
- 1.2 To provide an outline of the Exeter bid for the Innovate UK 'Internet of Things' demonstrator city competition with details on how this links up with the overall Exeter City Futures vision.
- 1.3 To provide an outline of the communication plan for Exeter City Futures including details of initial engagement with the local population.

2 Recommendations:

- 2.1 Scrutiny Committee – Economy support and request Executive to endorse:-
 - 1) Exeter City Futures as a vehicle for better understanding and addressing the transportation, energy and health challenges and opportunities facing the city;
 - 2) the Exeter bid for the 'Internet of Things' demonstrator city competition; and
 - 3) the communications framework outlined in this report to begin engagement with the Exeter population about the overarching ambition of Exeter City Futures. This framework includes an initial public engagement programme.

3 Reasons for the recommendation:

- 3.1 Exeter has been successful as a driver of economic activity in the South West but it can not become complacent about needing to continue to pursue a programme of economic and housing growth in order to maintain and improve the quality of life and opportunities for those who depend on it. There are inevitable challenges and exciting opportunities facing the city and now, more than ever, we have at our disposal innovative technologies that enable us to understand these issues, in micro and macro detail, how they interrelate and the technologies that will enable us to

address them to the advantage of the city. Exeter City Futures aims to provide an ambitious vision and a clear focus for the future, which makes use of pioneering technologies to diagnose and solve the issues facing the city.

3.2 The focus of Exeter City Futures` can be defined briefly in the three following statements:

- Make Exeter smarter
Focusing on a combination of pioneering technology and intelligent analytics, Exeter will have a better view of where it currently stands and what problems it is facing.
- Make Exeter more sustainable
Using the insights generated from a smarter Exeter, a number of solutions and initiatives can be introduced that will ensure both the economic and environmental sustainability of the city.
- Make Exeter more successful
Ultimately, these solutions would make a significant contribution to Exeter being even more successful with a thriving knowledge economy, a protected natural environment and a better quality of life for its residents.

4 What are resource implications including non-financial resources:

- 4.1 This project is a joint endeavour by Andromeda Capital, Exeter City Council, and Devon County Council. Andromeda Capita is an Exeter-based company that invests in businesses and projects that foster social, environmental and economic prosperity. This includes investing in renewable energy, improving educational standards and encouraging a carbon-neutral society.
- 4.2 Andromeda Capital is co-ordinating a bid for Innovate UK's Internet of Things (IoT) demonstrator city fund. The winning city is given an award of up to £10 million to fund core activities pertaining to the Internet of Things. As part of this bid, private sector partners have been invited to participate. Further details on the IoT demonstrator bid can be found in section 11 of this report. This bid does not require any financial input from the council. Potential resources for Exeter City Futures will be identified and referred to members when the detail of the programme is known.
- 4.3 In addition to this core group, specialist agencies have been engaged, as potential partners, whose skills and resources are most suited to the nature of this project. It is anticipated that, as the project develops, it will attract multiple additional public and private sector partners. It is our expectation that a project of this scale and ambition will be an attractive proposition to businesses and enterprises outside of Exeter, and that initial investment in the region will reap great economic rewards for the city.

5 Section 151 Officer comments:

- 5.1 There are no financial implications contained in this report. Any future funding requirements will be considered at the relevant time.

6 What are the legal aspects?

- 6.1 It is clear that this report is intended to appraise Members of the work being undertaken with Andromeda. Clearly the detail of the bid, the relationship between the parties, the detail of the public consultation etc are yet to be finalised and no doubt will be the subject of a further report to the Executive. Given that, any legal

issues which may arise are yet to be identified.

7 Monitoring Officer's comments:

7.1 Please see comments on the legal implications set out above.

8 Background:

8.1 Exeter City Futures is an ambitious, large scale and long-term programme for change. This report is designed to give an overview of the planning and initial stages of this process and will give a sense of the planned direction of travel. This background section will provide more information on decisions that have been made and actions that have already been taken.

9 Key areas of focus:

9.1 The first key decision that has been made is the identification of key areas of focus that will sit under the Exeter City Futures vision. The specific projects that will sit under these areas of focus are yet to be finalised and there will be a collaborative process between all stakeholders in the way these projects are created and implemented. Critically, any major project that will have an impact on the residents of Exeter will go through the normal public consultation process before any action is taken.

Key areas of focus and initial example project ideas can be found below:

9.1.1 Network technology & data analytics

To enable Exeter City Futures to become a reality, Exeter will need to become a national leader recognised internationally in network technology and data analytics. This will require data capture tools and meters, innovative partners, new data centres and novel ways of manipulating the datasets that already exist. When used effectively, the data that will become available will allow us to understand and foresee the problems that Exeter faces and the best way to approach solutions. This will build on the wealth of data analytics expertise that already exists in the city.

Example project(s):

- *Relevant partners to introduce more data capture tools in the city of Exeter to provide the valuable data points that Exeter City Futures will need to succeed.*

9.1.2 Preserving natural resources

Preserving natural resources would be one of the main areas of focus for Exeter City Futures with a view to being environmentally sustainable. Energy would be a key part of this, as the use of technology and data analytics can have a transformative impact on the efficient production, storage, transportation and consumption of energy. This area of focus would also cover the efficient use of water and the minimisation of waste, both of which are also well suited to technological innovations. Exeter has the means to do a better job of preserving its natural resources and Exeter City Futures will ensure this becomes a reality.

Example project(s):

- *A combination of smart meters and a new analytics data centre allow for the optimal use of current energy sources with a particular focus on maximising renewable energy utilisation.*

- *Other examples: Water meters, innovative ways of using waste/recycling data, modern ways of building (e.g. Passivhaus), retrofitting existing buildings, increased solar energy resource, new energy storage solutions.*

9.1.3 Transport and mobility

Transport is another key focus area for Exeter City Futures. The use of modern technology and data analytics can dramatically improve the efficiency of the way people and vehicles move around a city. This approach to transport has the potential to reduce congestion, reduce journey times, improve air quality, make people healthier and lower environmental impact.

Example project(s):

- *Using detailed analysis of Exeter traffic data to understand reasons for congestion and the best ways to reduce traffic flow in these key times (e.g. coordinating school and major employer finishing times by a matter of minutes might have a dramatic impact on traffic)*
- *A continued city wide focus on Exeter as a cycling city through an extension of the segregate cycle network, more cycle parking and the provision of “Boris-bike” style electric bikes.*
- *More integrate public transport information with real time departures, smart ticketing and internet based taxi system*
- *Other examples: Increased city charge points for Ultra Low Emission Vehicles (ULEVs)*

9.1.4 Healthcare

Healthcare will be another focus for Exeter City Futures. Technology and data analysis cannot save lives. It can, however, help those who treat our illnesses make faster and more effective assessments, it can create novel ways to solve medical issues and it can help healthy individuals and those at risk of chronic conditions to make smarter choices about their health and care with consequent impact on costs, future quality of life and potential for business creation.

Example project(s): (These may change as there are more pertinent ones under discussion)

- *Provide free activity trackers to the population of Exeter on the understanding that the data will be used by Exeter City Futures to come up with solutions to make Exeter lifestyles more active.*
- *Introduce one of the available video conferencing doctor services to reduce the load for Exeter GP surgeries and to allow those who struggle to get to these surgeries to get have they assessments they need.*

9.1.5 Enterprise and economy

Exeter City Futures will inherently have a beneficial impact on the city's economy. By becoming a leader in this data-driven, technological approach to city transformation, Exeter will attract investment from public and private organisations who want to be a part of the transformation and try out new products and services. In turn, this will bring new organisations to the area creating significant employment opportunities

Example project(s):

- *Incentivise both innovative start-ups and successful businesses working in this space to move to Exeter through reduced business rates and subsidised office space through proposed Innovation Zone under the Innovation Exeter initiative (this would require the support from the Local*

- *Enterprise Partnership)*
- *Work with the business development and support hub based at Exeter Science Park supported by the Innovation Exeter initiative to create a collaborative environment for these companies.*

9.2 When considered together with a clear focus on the Exeter City Futures vision, these interlocking areas of focus will enable Exeter to transform into a sustainable, efficient and effective city and enable the realisation of tangible benefits for residents, workers, businesses and the Exeter region as a whole.

9.3 An initial set of desired outcomes from the project are set out below.

ENVIRONMENT

- Reduction of carbon emissions
- Increase in air quality around Exeter city centre
- Increase in non-fossil fuel energy source use (solar, wind, hydro etc)
- Decrease in total energy use across Exeter businesses and domestic sites
- Decrease in total levels of waste sent to landfill
- Increase in recycling rates in Exeter

ECONOMY

- Increase in economic output of Exeter
- Increased private and public investment in Exeter
- New employment opportunities created/reduction of unemployment rate/quality of employment opportunities generated
- New businesses setting up in Exeter

TRANSPORT

- Less congestion in the city centre
- Improved public transport infrastructure, leading to increased public transport use
- Increased use of public bikes/cycle lanes/cycle bridges
- Decreased combustion-engine private car use
- Increase in electric car uptake

MEDIA

- National and international media coverage

ATTITUDES

- Shift in public perceptions in Exeter of the initiative among our key audiences
- Shift in public perceptions in Exeter of the city among our key audiences
- Shift in public perceptions outside of Exeter among key stakeholder audiences of the initiative and of Exeter

10 Research groups with the Exeter population

10.1 To better understand the appetite of the Exeter population for this project and to shape the direction of the strategy, a number of focus groups have already been conducted to speak to members of the local population about the Exeter City Futures concept. This work has been led by Andromeda.

10.2 The key learnings from this research are as follows:

- Residents feel broadly positive about the project, and most like the idea of being a showcase city, but they need the project to have a demonstrable positive impact on how they live their lives not only in the future, but also in the here and now.
- They see how it will positively impact the future of Exeter, but also recognise the potential disruption to their everyday lives that a project of this nature could cause
- They feel passionately that a project of this nature should respond to their needs and help produce the change they want to see in Exeter.
- They emphasise how much they want to be included to collaborate and consult, and stress the importance of education and promotion if the project is going to succeed.
- They outlined a number of Exeter City Futures suitable problems such as the transport system and problems with traffic.

As this project is likely to have a significant impact on the lives of those living and working in Exeter, it is vital that they feel both supportive and keen to actively participate in making it a success. The learning from the research has been built into the recommended approach to communications, further detailed in item 9 of this report.

11 Internet of Things demonstrator city bid

11.1 The first Exeter City Futures project is a bid for the Department for Culture, Media and Sport's 'Internet of Things' demonstrator city competition.

11.2 The Department for Culture, Media and Sport (DCMS) has announced it is to invest up to £10 million in a single collaborative Research and Development project to demonstrate the capability of the Internet of Things (IoT) in a city region. This competition (delivered by Innovate UK on behalf of DCMS) is part of a wider £40 million government investment in IoT announced in March 2015.

11.3 The aim of this demonstrator is to show how the large-scale deployment of IoT – where everyday objects are connected to a network in order to share their data – can benefit citizens by offering environmental improvements, economic opportunities, and more efficient and effective delivery of services such as transport, healthcare and energy.

11.4 Projects must be collaborative and led by a local authority or local enterprise partnership (or an equivalent body outside England). Projects should involve at least one local authority, one local enterprise partnership and several businesses. DCMS expect to fund one project of mainly industrial research. Local authorities, public bodies, third sector organisations and academic institutions could receive up to 100% of their eligible project costs (up to a maximum of 30% of total project costs), small businesses 70%, medium- sized businesses 60% and large businesses 50%. The maximum grant available is £10 million, and we expect the project to run for up to two years.

11.5 This is a two-stage competition that opens for applicants on 13 July 2015. The

deadline for registration is at noon on 23 September 2015 and the deadline for applications is at noon on 30 September 2015.

- 11.6 The competition is an ideal match for Exeter City Futures because the ‘Internet of Things’ goes hand in hand with pioneering technology and advanced data analytics. In today’s connected world, the pioneering technology discussed for Exeter City Futures will need to be connected and the vast amount of data created by such an ‘Internet of Things’ will need advanced analytics to be useful.
- 11.7 Exeter as a city is also well suited to the IoT competition for a number of reasons:
- Exeter is ideally sized
As a city it is big enough to be relevant yet small enough to see city-wide deployment within a £10m initial budget
 - Regional growth is a key priority for the current government
The current government is keen to ensure economic development outside of London. The South West is one such area and Exeter is the logical place to invest in the South West as it is already the definitive economic hub for the region.
 - Exeter and the SW is looking for an area of focus to drive innovation
Exeter and the South West are looking to shift towards a knowledge economy, increase innovation and drive investment in the region. Focusing on IoT alongside data analytics will give these ambitions a focus that will increase the pace of change.
- 11.8 Work on the bid has already commenced and a website (www.exeter-iot.co.uk) has been built to act as a focal point for all activity. As the bid requires a consortium of partners, Andromeda Capital are leading the way in contacting potentially interested parties to develop a competitive and compatible mixture of organisations to focus on the key areas of focus mentioned above.

12 Exeter City Futures communications and engagement framework

- 12.1 The next step for Exeter City Futures is to begin communicating about the project with key stakeholders. This is a complex process and clarity on what is being communicated is necessary. At this stage, a framework for communications is being finalised to cover the period from pre- launch (September 2015) through to launch (April 2016). This framework will:
- Identify key audiences
 - Understand their needs from the project
 - Involve talks with stakeholders from Exeter business and the public/third sector
 - Set out the initial messages and channel strategy (e.g. web site)
 - Cover local and national media engagement
 - Devise a public-facing brand
 - Set out arrangements for public engagement to run from beginning of the Rugby World Cup

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

- 13.1 The programme along with the intentions of the Innovation Exeter initiative will directly contribute to a number of the key ambitions and programmes in the Corporate Plan.

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

- 14.1 Some of the marketing and promotional activity is to be implemented in collaboration with the business community, working together with key stakeholders, regulatory authorities and agencies to ensure a consistent message is delivered for Exeter. Risks remain in the ability and capacity of important contributory organisations to give sufficient time and resource.
- 14.2 Additionally, it is anticipated that, because data and analytics forms such a cornerstone of this project, data protection and privacy are key areas that should be investigated in more detail. The priority of Exeter City Futures would be that data collection is undertaken in a sensitive and secure fashion, and that said data is then protected in accordance with ICO and EU data protection regulation.

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?

- 15.1 At its core, this project is intended to improve the quality of life and wellbeing of residents of Exeter, bringing economic prosperity and innovation to the region and safeguarding Exeter's future as a sustainable, pioneering city. As such, responding to the needs of Exeter city residents and key stakeholders is vital to ensuring the success of the project, and particular care is being taken to make sure that the project is as inclusive and accessible as possible for vulnerable, marginalised groups, or groups with special needs. Any initiative that does work directly with these groups will take special care to ensure that their needs and circumstances are sufficiently taken into account.

Karime Hassan
Chief Executive & Growth Director

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
DATE OF MEETING: 10 SEPTEMBER 2015
REPORT OF: ASSISTANT DIRECTOR FINANCE
TITLE: BUDGET MONITORING REPORT TO 30 JUNE 2015

Is this a Key Decision?

No

Is this an Executive or Council Function?

Council

1. What is the report about?

This report advises Members of any material differences to the revised budget in respect of the Economy Services revenue and capital budgets.

Potential areas of budgetary risk are also highlighted in this report, so that Members are aware that certain budgets have been identified as being vulnerable to factors beyond the control of the Council, which may result in potential deviations from budget, and are therefore subject to close monitoring by officers.

2. Recommendations:

That Members of Scrutiny Committee – Economy note the content of this report in order to be satisfied that prudent steps are being taken to address the key areas of budgetary pressure highlighted in this report.

3. Reasons for the recommendation:

Local authorities have a statutory duty to set and monitor their budgets during the year and to take any actions necessary because of potential overspending or potential shortfalls in income. Members are therefore presented with a quarterly financial update in respect of Economy Services.

4. What are the resource implications including non financial resources

The financial resources required to deliver Economy Services during 2015/16 are set out in the body of this report.

5. Section 151 Officer comments:

This report has been prepared on behalf of the Section 151 Officer to set out the projected financial position of Economy Services as at 31 March 2016.

6. What are the legal aspects?

Part 2 of the Local Government Act 2003 provides the legislative framework for the process of setting and managing budgets. In particular, Section 28 of the 2003 Act requires local authorities to monitor their budgets during the financial year.

7. Monitoring Officer's comments:

This report raises no issues for the Monitoring Officer.

8. Report Details:

Economy Services Budget Monitoring to 30 June 2015

8.1 Key Variations from Budget

The current forecast suggests that net expenditure for this committee will decrease from the revised budget by a total of £103,040 after transfers from reserves and revenue

contributions to capital, as detailed in Appendix 1. This represents a variation of 13.1% from the revised budget. This includes supplementary budget of £637,460 already agreed by Council.

8.2 The significant variations by management are:

MU Code	Management Unit	Over / (Underspend)	Detail
83A1	Estates Services	45,000	<ul style="list-style-type: none"> • Non Domestic Rates expenditure expected to exceed the budget. • Income from South Street anticipated to be less than budget
83A4	Economic Development	45,610	<ul style="list-style-type: none"> • Following the secondment of the Assistant Director Economy on 1 July 2015, his pay costs will be charged entirely to this unit. This will result in salary savings in the services which previously bore his costs, partially offset by honoraria paid to the acting managers. • The unit has an apprentice for which there is no budget; however there are savings elsewhere in the Council where apprentices are no longer employed. • These additional costs are partially offset by a net saving following the deletion of the City Centre Management service.
83B5	Planning Services	96,730	<ul style="list-style-type: none"> • Additional consultant fees, partly offset by transfer from Local Development Framework reserve. • Recharge from Environmental Health for work carried out expected to exceed budget.
83B9	Markets & Halls	(45,620)	<ul style="list-style-type: none"> • Additional income is anticipated from car storage and lettings at the Livestock Centre. • Utility costs at the Corn Exchange are expected to be less than the estimates. • Non Domestic Rates expenditure expected to be less than the budget.
83C3	Contracted Sports Facilities	(220,000)	<ul style="list-style-type: none"> • As a result of the sports facilities contractor acquiring charitable status, the income receivable under the contract will increase. • The estimated contribution required from the Council for utility costs is expected to be excessive, leading to a cost saving.

9. Capital Budget Monitoring to 30 June 2015

To advise members of the financial performance in respect of the 2015/16 Economy Capital Programme.

9.1 Revisions to the Economy Capital Programme

The 2015/16 Capital Programme, including commitments brought forward from 2014/15 is £3,650,880 and was last reported to Scrutiny Committee – Resources on 1 July 2015. There have been no revisions to the programme since that date.

9.2 Performance

The current Economy Capital Programme is detailed in Appendix 2. The appendix shows a total spend of £139,687 in 2015/16 with £1,101,870 of the programme potentially accelerated from 2016/17.

9.3 Capital Variances from Budget

The main variances and issues concerning expenditure in 2015/16 are:

Scheme	Estimated Overspend / (Underspend) £	Reason
Countess Wear Community Centre (Grant Towards Build)	(68,580)	These overspends and underspends reflect the changes outlined to the New Homes Bonus and Grants Panel on 25 June and subsequently approved by Council on 28 July 2015
Wear United	(50,000)	
Countess Wear – Village Hall	75,000	
Beacon Heath Martial Arts & Boxing Club – New Roof	21,805	

9.4 Capital Budgets Deferred to 2016/17

Schemes which have been identified as being wholly or partly deferred to 2016/17 and beyond are:

Scheme	Revised 15/16 Budget £	Budget to be Deferred £	Reason
Northbrook Flood Alleviation Scheme	498,130	498,130	Awaiting further information from the Environment Agency
Leisure Complex – Build Project	0	(1,600,000)	The capital budget was profiled to commence in 2016/17, however it is now proposed to accelerate this project and commence the capital spend this financial year.

9.5 Achievements

The following scheme has been completed during the first quarter of 2015/16:

Paris Street Roundabout Landscaping & Sculptural Swift Tower

The swift tower forms part of the Exeter Wild City project an initiative between Exeter City Council and Devon Wildlife Trust which aims to help wildlife thrive in the city and help people connect to nature on their doorstep. The tower project has been developed working closely with the RSPB.

The eight metre high tower has been constructed as a centre piece for the newly landscaped Paris Street Roundabout. Its sculptural form provides a series of nest holes for use by swifts. It is hoped that in coming years the tower will provide bespoke city centre housing for swifts, although experience from towers provided elsewhere in Europe suggests that it may take a few years before the birds fully take up residence.

In addition to the tower, the roundabout has also been planted so that it will provide people and wildlife with a stunning summer display of wildflowers. Flowers including poppies and cornflowers will give a splash of colour to the roundabout and help to feed important pollinating insects such as bumblebees and butterflies.

The tower has been funded by the construction of the nearby Jury's Inn hotel and from housing development. No money was spent from Exeter City Council's budget. Devon Wildlife Trust has also contributed to the scheme. Whilst providing a purpose designed nest tower for swifts the sculptural form meets a requirement of the funding for an artwork in this locality.

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

Economy Service budgets contribute to 3 key purposes, as set out in the Corporate Plan; keep me/my environment safe and healthy, keep place looking good, help me find somewhere to live.

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

Areas of budgetary risk are highlighted in this report. The key areas of budgetary risks within Economy Services are attached as Appendix 3, for reference.

12. 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

13. Are there any other options?

No

David Hodgson
Assistant Director Finance

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

Background papers used in compiling this report:

None

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

**SCRUTINY COMMITTEE - ECONOMY
BUDGET MONITORING**

APRIL 2015 TO JUNE 2015

ACTUAL TO DATE			CODE	YEAR END FORECAST		
PROFILED BUDGET	ACTUAL TO DATE	VARIANCE TO DATE		APPROVED BUDGET	CURRENT OUTTURN FORECAST	FORECAST VARIANCE
£	£	£		£	£	£
(1,614,468)	(1,446,133)	168,336	83A1	(2,483,380)	(2,438,380)	45,000
10,239	995	(9,244)	83A2	44,090	44,090	0
(1,362,104)	(1,408,488)	(46,384)	83A3	(5,265,710)	(5,273,210)	(7,500)
156,142	139,595	(16,547)	83A4	851,180	896,790	45,610
45,300	44,729	(571)	83A5	196,750	198,870	2,120
127,094	126,477	(617)	83A6	398,460	398,460	0
(2,082)	(5,878)	(3,796)	83A8	43,000	43,000	0
(9,401)	(80,544)	(71,143)	83A9	43,980	43,980	0
2,262	(29,831)	(32,093)	83B1	52,040	52,040	0
(10,367)	47,831	58,197	83B4	0	0	0
125,558	(53,711)	(179,270)	83B5	763,390	860,120	96,730
13,200	426	(12,774)	83B6	107,190	107,190	0
0	4,450	4,450	83B7	0	4,450	4,450
7,500	10,362	2,862	83B8	30,000	30,000	0
(68,015)	(306,673)	(238,658)	83B9	(372,210)	(417,830)	(45,620)
2,800	(25,948)	(28,748)	83C1	61,770	61,770	0
651,683	643,806	(7,877)	83C2	2,348,530	2,351,030	2,500
224,533	149,590	(74,943)	83C3	1,480,400	1,260,400	(220,000)
(44,313)	(41,140)	3,173	83C4	(4,260)	5,240	9,500
82,393	144,846	62,453	83C5	334,490	334,490	0
1,065,247	1,010,202	(55,045)	83PRAE	2,157,000	2,150,620	(6,380)
				0		
(596,799)	(1,075,036)	(478,237)		786,710	713,120	(73,590)
			NET EXPENDITURE			

VARIANCES ON TRANSFERS TO / (FROM) EARMARKED RESERVES

83A5 - Local Development Framework	(10,000)
83B7 - AFU Archives & Boxing	(4,450)
83C2 - Museum Service	(15,000)

REVENUE CONTRIBUTION TO CAPITAL

OVERALL FORECAST EXPENDITURE FOR THE YEAR AFTER MOVEMENTS TO/FROM RESERVES	683,670
REVISED BUDGETS	786,710
ADJUSTED OUTTURN VARIANCE	(103,040)

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CAPITAL MONITORING TO 30 JUNE 2015

	2015/16 Capital Programme	2015/16 Spend to 30 June	2015/16 Forecast Spend	2015/16 Budget to be Carried Forward to 2016/17 and Beyond	2015/16 Programme Variances (Under)/Over
	£	£	£	£	£
ECONOMY					
KEEP PLACE LOOKING GOOD					
Exhibition Way Bridge Maintenance	39,980	400	39,980		
Canal Bank Repairs & Strengthening	1,060		1,060		
Northbrook Flood Alleviation Scheme	498,130			498,130	
National Cycle Network	4,500	4,500	4,500		
Repair to Turf Lock Gates	145,320		145,320		
Repair Canal Bank at M5	60,000		60,000		
Cathedral Yard - Replace Street Lighting	20,000		20,000		
Replace Car Park Ticket Machines	200,000		200,000		
Coin Counting Equipment	26,340		26,340		
Phoenix - Replace Air Conditioning Units	30,000		30,000		
PROVIDE GREAT THINGS FOR ME TO SEE & DO					
Replace Running Track at Exeter Arena	205,720		205,720		
Sports Facilities Refurbishment	67,000	3,487	67,000		
RAMM Development	382,380		382,380		
Passenger Lift at RAMM	45,000		45,000		
RAMM Shop	68,000		68,000		
Storage of Archives	21,020		21,020		
Livestock Market Electrical Distribution Boards	12,650		12,650		
Livestock Centre Roof Replacement	1,250,000		1,250,000		
City Centre Enhancements - TV Screens	40,000		40,000		

CAPITAL MONITORING TO 30 JUNE 2015

	2015/16 Capital Programme	2015/16 Spend to 30 June	2015/16 Forecast Spend	2015/16 Budget to be Carried Forward to 2016/17 and Beyond	2015/16 Programme Variances (Under)/Over
	£	£	£	£	£
DELIVER GOOD DEVELOPMENT					
Newcourt Community Hall (S106)	10,000	130	10,000		
Newtown Community Centre	50,000		50,000		
Countess Wear Community Centre (Grant Towards Build)	68,580				(68,580)
Newcourt Community Association Centre	36,240		36,240		
Devonshire Place (Landscaping)	13,690	5,710	13,690		
Alphington Village Hall (Repairs & Extension)	50,000		50,000		
St Sidwells Community Centre	40,000	11,720	40,000		
Newtown Community Centre (2nd Grant)	49,000		49,000		
Wear United	50,000				(50,000)
Exeter Gymnastics Club	40,000	40,000	40,000		
Countess Wear - Village Hall			75,000		75,000
Beacon Heath Martial Arts & Boxing Club - New Roof			21,805		21,805
City Centre Enhancements	8,260	177	8,260		
Paris Street Roundabout Landscaping & Sculptural Swift Tower	24,840	6,513	24,840		
Heavitree Environmental Improvements	22,880		22,880		
Ibstock Environmental Improvements	3,240		3,240		
Local Energy Network	67,050	67,050	67,050		
Leisure Complex - Build Project			1,600,000	(1,600,000)	
ECONOMY TOTAL	3,650,880	139,687	4,730,975	(1,101,870)	(21,775)

AREAS OF BUDGETARY RISK

The table below identifies areas that have been identified as a budgetary risk within the Economy Services revenue and capital budgets.

The revenue budget areas of risk are:

Budget Title	Approved Budget	Risk
Revenue: Estates Services	(£2,438,380)	<p>The income budget in respect of the council's property portfolio is in the region of £3.5m. A void allowance is included in the budget to cover any shortfall of income for the unoccupied properties. However if properties remain void for a long period, there is a risk that the income budget may not be achieved.</p> <p>In addition, if properties remain void for a long period the Non Domestic Rates liability falls on the council.</p>
Revenue: Car Parking	(£5,625,710)	<p>The fee income budget for car parking is £5.6m; figures to date indicate that this should be achieved.</p> <p>However, a 2% shortfall in income would mean a shortfall of £112k against the budget.</p>
Revenue: Planning Services	763,390	<p>There has been a number of planning decisions which have been appealed. This has resulted in a need for external consultancy advice.</p> <p>To date £21k has been spent with an additional £50k anticipated for ongoing appeals. There is a risk that further expenditure, over and above the £70k, will be required.</p>
Revenue: Markets & Halls	(£372,210)	<p>In recent years, the Markets and Halls service has achieved higher net income than estimated. The income estimates for 2015/16 were increased from £1.45m to £1.58m, and the outturn for 2014/15 exceeded those estimates. However, some sources of income cannot be guaranteed to continue at current or historical levels so there is a risk that the income budget may not be achieved.</p>

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REPORT TO: Scrutiny Committee – Economy
Date of Meeting: 10 September 2015
Report of: Victoria Hatfield, Economy & Tourism Manager
Title: Exeter Business Improvement District Update

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive

1. What is the report about?

- 1.1 The report updates Members on the Exeter Business Improvement District (BID) and developments with the company since the previous committee report in January 2015.

2. Recommendations

- 2.1 That Scrutiny Committee Economy note and comment on the programme of activity within the Exeter BID Company Business Plan in section 10 of this committee report.

3. Reasons for the recommendation

- 3.1 It is important to maintain an open and honest working relationship with the Exeter BID Company and to have a two way conversation regarding the implementation and delivery of the Business Plan to maintain our competitive advantage over other major towns and cities within the South West.
- 3.2 It is also important to work together and to provide a focus for a concerted effort to face up to challenges and to secure sufficient resource to be able to take appropriate action to increase the number of visitors to and investment in the city.

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

- 4.1 The City Council contributed £25,000 towards the £50,000 costs for the preparation of the Business Plan and the holding of the ballot. The remaining balance has been met by funds from the business community within the city.
- 4.2 The City Council's annual liability for the additional levy payment will be approximately £21,000. Provision has been made within relevant budgets to meet the additional BID levy cost.
- 4.3 There was a cost to Exeter City Council for holding the BID ballot and there is an ongoing cost of the raising of invoices for the BID levy; these costs will be paid by the Exeter BID Company.

5. Section 151 Officer comments:

- 5.1 As the billing authority Exeter City Council will collect the BID levy income on behalf of the Exeter BID Company. The Council will be reimbursed the costs of collection and any bad debts from the BID levy. In accordance with BID regulations, a BID Revenue Account will be maintained in order to separately

identify and monitor net BID levy receipts payable to the Exeter BID Company.

- 5.2 The additional BID levy liabilities relating to city centre premises occupied by the Council will be factored into the Council's annual budgets over the 5 year period.

6. What are the legal aspects?

- 6.1 None identified.

7. Monitoring officer Comments:

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

8. Background

- 8.1 Members supported the development of a BID for Exeter city centre; previously back in 2011 which was unsuccessful and in 2015. Appendix 1 illustrates the streets located within the BID levy area, which contains 641 businesses.
- 8.2 Following a positive vote in spring 2015, all business premises within the BID area were sent an invoice representing 1% of their rateable value. The BID levy will generate in excess of £480,000 per annum totalling £2.4 million over the five year period of the BID. The vote saw 61% of eligible businesses voting in favour and 65% of rateable value businesses voting in favour. Overall turnout of the 641 businesses was 44%.
- 8.3 Exeter City Council is responsible for invoicing and collecting the BID levy, with the income raised being passed to the Exeter BID Company for the exclusive use of delivering the business plan. Exeter City Council is obliged to use the same powers of enforcement to recover the BID levy as for normal Business Rates payment. Non-payment could result in court action being taken.
- 8.4 An 'Operating Agreement' in relation to the administration of the BID Levy has been drafted by Legal Services and sent to the BID Company for signing, covering the duration of the BID (five years). This agreement sets out in detail the obligations on each party for the collection and management of the BID levy.

9. Exeter BID Company

- 9.1 The Exeter BID Company is a company limited by guarantee with the responsibility for implementing the business plan, ensuring that projects are delivered on time, on budget and to the highest standards.
- 9.2 Since the successful BID vote, the original directors of the company had to stand down, to be replaced by representatives nominated and elected by and from the BID levy payers. New board members have been appointed, with one vacancy remaining representing Guildhall & Lower High Street. This vacancy closed on 10 August, with the successful candidate being announced on 12 August. The BID board comprises of the following:
- seven area representatives from the retail sector

- two representatives from the hospitality sector
- one senior representative from both Devon County and Exeter City Council
- one representative from Exeter Chamber of Commerce

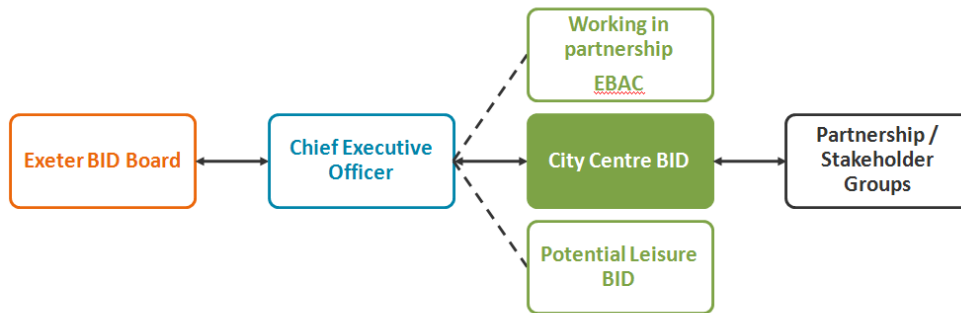
9.3 A full list of Exeter BID Company board directors is as follows, with Wayne Pearce being nominated and voted in as Chair:

Name	Business	Representing
Wayne Pearce	Princesshay	Princesshay & Chair
Stephen Auty	Specsavers	High Street
Patrick Cunningham	Exeter Phoenix	Hospitality
David Goodchild	Cavern Club	Hospitality
John-Paul Hedge	Express & Echo	Gandy Street, Harlequins & Queen Street
Mattie Richardson	Bunyip Bead and Buttons	Fore Street
Helen Scholes	Stagecoach South West	Paris Street & Sidwell Street
Ben Barlaba	The LXS Centre Stage	South Street & North Street
Cllr Rosie Denham	Exeter City Council	Exeter City Council
Steve Campion	Exeter College	Exeter Chamber of Commerce
Alasdair Cameron	Exeter Cathedral	Cathedral Green, Cathedral Yard, Cathedral Close & High Street (Cathedral side)
Cllr Andrew Leadbetter	Devon County Council	Devon County Council
Vacant	TBC	Guildhall & Lower High Street

9.4 The Exeter BID Board is responsible for recruiting a Chief Executive for the duration of the BID – 5 years. This role is crucial to the coordination of BID activity, the delivery of the Business Plan and exploring opportunities for cooperating with initiatives outside the area that will enhance the viability of the City offer. Craig Bulley was appointed and started work in this role Monday 27 July 2015. Craig was Town Centre Manager at Barnstaple for over 10 years and holds the position of Club Chairman and Development Manager at Barnstaple Rugby Football Club.

9.5 The Exeter BID Chief Executive will be the first point of contact for day-to-day enquiries relating to the management of the city. He 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.

9.6 The illustration below shows the structure and flow of the Exeter BID Company:



9.7 The performance of Exeter BID, the delivery of projects and its impact on the city centre will be monitored through a number of measures (but not exclusive to):

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

9.8 The management of Exeter BID will be held to account through:

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

10. Exeter BID Projects

10.1 The Business Plan included baseline statements covering existing services provided by Exeter City Council, Devon County Council and other organisations responsible for services and activities in the city centre. The Business Plan includes proposals to enhance these services funded by the BID levy. BID projects and services will be new or in addition to current services provided and will not be a replacement for them.

10.2 Through consultation with businesses located within the BID area, the business plan was developed and broken down into three themes, as highlighted below.

10.2.1 - Marketing & Events:

Spread the Word

- 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

Exciting Exeter

- Introduce a programme of high-profile events throughout the year, tailored to a theme or area of the city
- Employ an Exeter Welcome Team – a team of uniformed wardens who will act as the city's eyes and ears on the street and welcome and direct Exeter's customers to find those hidden gems as well as the retail core
- Coordinate marketing and promotion of all events and activities
- Provide Christmas lights throughout the BID area
- Co-ordinate Christmas promotions and events in the weeks leading up to Christmas to build footfall atmosphere and excitement in the city
- Take advantage of the Exeter Food Festival and Rugby World Cup links to BID area - 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
- Introduce an 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 the independent retail sector in the city

10.2.2 – Welcome and Safe:

Getting into town and finding your way around

- Introduce a 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 to recruit and retain the best people
- Consider introducing a car parking discount scheme for staff in the BID area. The BID Team 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
- Consider introducing 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
- Introduce a way-marking scheme – 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

- 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

Safe and Secure

- Establish Purple Flag status within Exeter– 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

- Continue to support Exeter Business Against Crime (EBAC) initiative – 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. 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

10.2.3 – Looking After Business:

Better communication

- Establish regular networking meetings – Exeter BID will facilitate networking meetings for streets and areas in the BID area so information and good practice can be shared with colleagues
- The BID Welcome Team will be a first point of contact on the streets

Cutting your costs

- Work to introduce a 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
- Work to introduce a waste cardboard initiative — the BID will look to build a scheme to collect waste cardboard for recycling to save businesses commercial waste costs
- Establish an energy saving and cost reduction scheme – the BID will work with established agents in the business of cost saving reductions for energy bills
- Research digital High Street and other training opportunities – to ensure that Exeter businesses can compete on digital platforms
- Provide Welcome Host training for employees in the BID area
- Encourage the adoption of footfall counters to measure success. The BID will install additional cameras to encourage investment, provide evidence of its success and to support its activities

10.3 The Arts & Festivals and Economy & Tourism teams have been in discussions with Exeter BID to develop and implement plans for Rugby World Cup 2015 relating to installing additional official and unofficial (handmade yarn bombing & bunting) city dressing within the BID area, providing street entertainment for match days and the promotion of the city leading up to, during and post Rugby World Cup 2015.

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

11.1 The Exeter BID Company is a very important partner with the City Council in aiming to improve the economic health of the city centre, to attract more visitors and investment within the city centre supporting employment and the quality of the city centre for the benefit of residents.

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

12.1 The key risk to the BID company is that some businesses will not pay the BID levy. The BID company will then incur legal costs to collect the levy. It is imperative that the newly appointed board directors and BID Chief Executive communicates with all businesses on what projects are being rolled out and the outcomes of these projects.

13. 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?

13.1 The successful BID vote will encourage 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 the Exeter BID Business Plan.

14. Are there any other options?

14.1 Due to the successful BID vote, there are no other options.

Victoria Hatfield, Economy & Tourism Manager

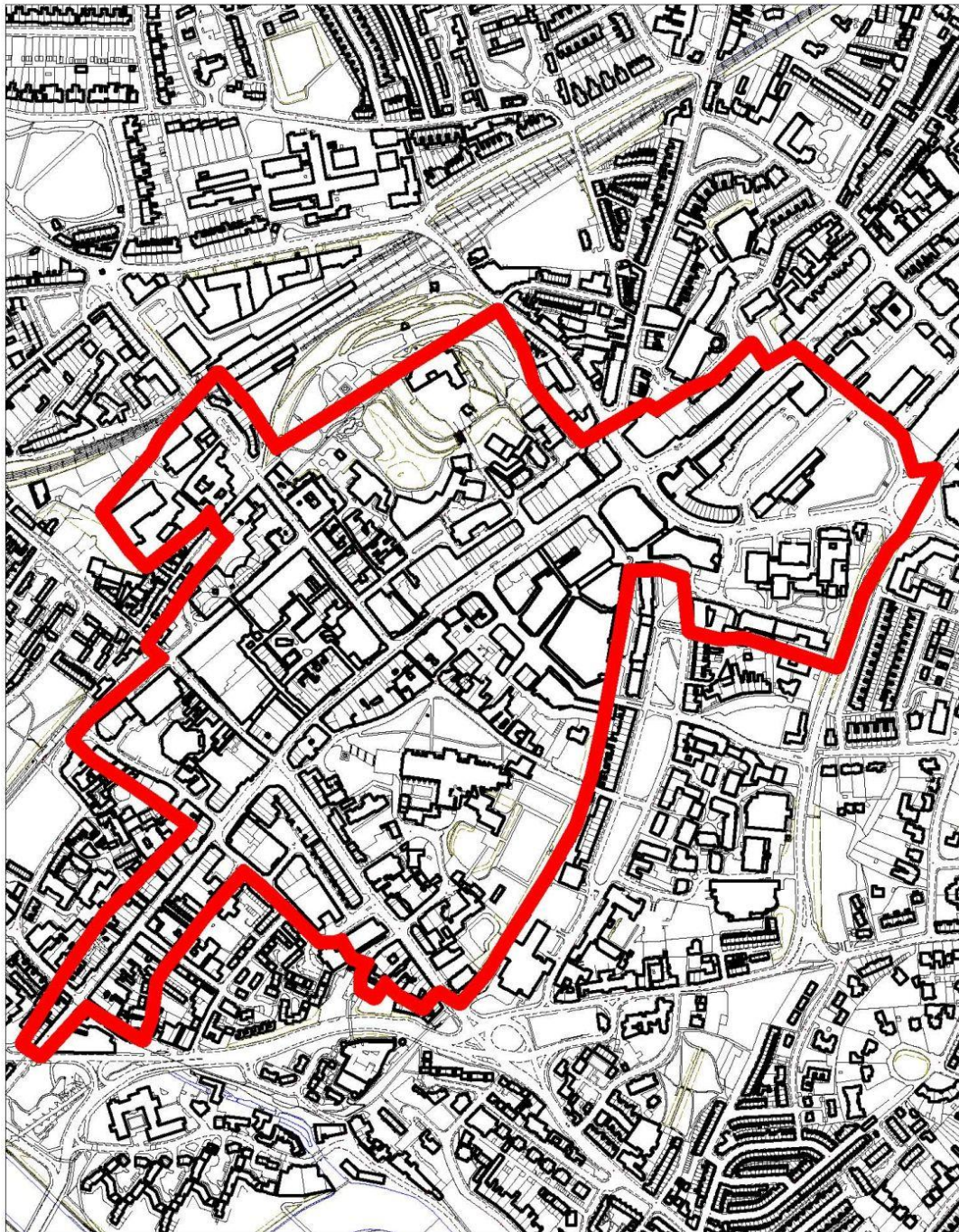
Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

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

APPENDIX 1 - Exeter BID levy area



↑ Exeter Bid Area 2014

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Exeter City Council, Civic Centre, Paris Street, Exeter, EX1 1NN

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REPORT TO: SCRUTINY COMMITTEE – ECONOMY
Date of Meeting: Scrutiny Committee Economy – 10 September 2015
Report of: Maureen Gori-de-Murden, Senior Economy & Tourism Officer
Title: Exeter Commercial Property Register

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive

1. What is the report about?

- 1.1 To report on Exeter City Council's handling of investment and relocation enquiries during the previous 12 months and enhancements being made to the Exeter Commercial Property Register.
- 1.2 To update members on progress made in improving the toolkit available to attract and respond to business relocation and inward investment enquiries.
- 1.3 To report on considerations being made to expand the service to cover East Devon, Mid Devon and Teignbridge (Exeter & the Heart of Devon) local authority areas with financial and staffing contributions being made by each local authority.

2. Recommendations:

- 2.1 That Scrutiny notes and comments on progress made with the Exeter Commercial Property Register and the City Council's role in dealing with investment and relocation enquiries
- 2.2 The intention is to expand the area covered by the existing Commercial Property Register and business relocation service to cover Exeter & the Heart of Devon.

3. Reasons for the recommendation:

- 3.1 To inform members of the progress and success made with the Commercial Property Register, in dealing with investment and business relocation enquiries.

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

- 4.1 The Senior Economy & Tourism Officer manages and coordinates the Commercial Property Register and business relocation service for Exeter.
- 4.2 A small number of other staff within the Economy & Tourism unit assist, and or lead on some aspects of work within this committee report.
- 4.3 The Commercial Property Register has been developed with the potential to be expanded to cover a larger area, on the condition of a financial contribution from partners. .

5. Section 151 Officer comments:

- 5.1 There are no financial issues to raise on the basis that the costs of expanding the Exeter Commercial Property Register to cover East Devon, Mid Devon and Teignbridge will be met by the respective local authorities.

6. What are the legal aspects?

- 6.1 Please see Monitoring officer comments below.

7. Monitoring officer Comments:

- 7.1 Legal Services have not been asked to consider how the financial position between the parties is to be governed. It would appear that no consideration has been given as to whether this proposal might adversely impact on the Council in terms of liability. For example, have we ensured Exeter City Council officers have sufficient professional Indemnity cover?

8. Background

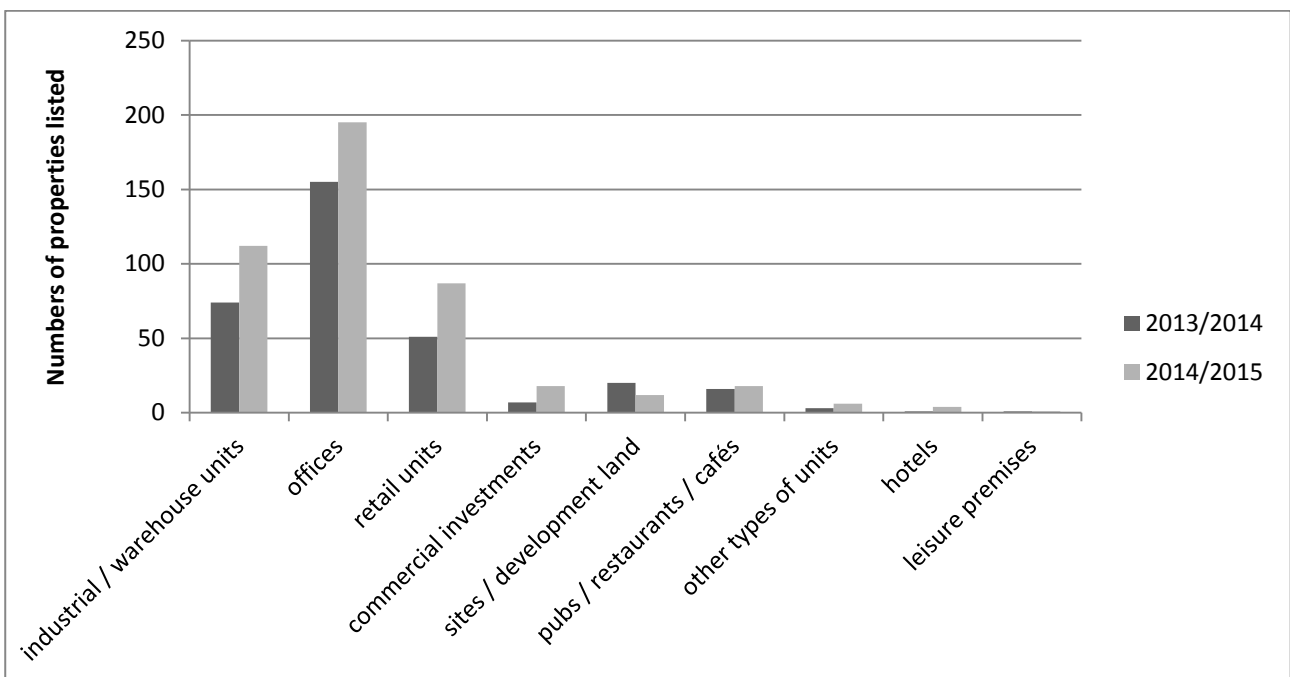
- 8.1 Exeter City Council provides a Commercial Property Register accessible through www.exeter.gov.uk/property which is an unbiased advice service to businesses looking to relocate to Exeter or expand their existing business in the city, and approximately a 3 mile radius. Research into the users of the service confirms that it is seen as a confidential and trusted source of information. The Commercial Property Register is a one stop shop with up to date information on available vacant properties and sites, saving them time in searching, but also an extensive range of essential data about premises costs, the workforce, education, housing, leisure and transportation access.
- 8.2 In 1999 Exeter City Council created a basic database of vacant properties and sites for organisations registering an interest to relocate in Exeter, securing new accommodation or investing in the city, replacing a basic paper based system. In 2002 the Commercial Property Register and enquiries database were converted to enable it to be viewed and browsed online through www.exeter.gov.uk/property. Exeter City Council was the first Council in the country to have an online Commercial Property Register on its website.
- 8.3 In 2004 the service was expanded to cover the East Devon, Mid Devon and Teignbridge local authority areas under the banner of the Exeter & Heart of Devon Economic Partnership. In 2011 the Commercial Property Register was contracted to an outside company. Following numerous problems and poor results over a two year period, the contract was terminated and the Commercial Property Register brought back in-house March 2014. During this period of time, neighbouring local authorities ceased funding the Commercial Property Register, going forward it only focused on the Exeter area.
- 8.4 Working with IT Services (now Strata) a new and much improved Commercial Property Register covering Exeter was launched mid-May 2014. Map-based searches, which were missing from the contracted-out version, were reintroduced and improved, and are proving very popular with users. A mobile version has also been launched enabling smartphone and tablet users to search for property around them while they are out and about
- 8.5 Our neighbouring local authorities have seen their relocation enquiries disappear and business relocations reduce. The Senior Economy & Tourism Officer is in discussions with senior management and officers with a view to resurrecting the EHOD Commercial Property Register and business relocation service, on the condition they contribute financially and provide a staffing resource.
- 8.6 The Commercial Property Register is part of a broader “tool kit” to provide businesses with a bespoke service for those wishing to relocate to, or expand in, Exeter. The key aim is to provide a coordinated and proactive approach to support and encourage business investment and location in the local economy – a one stop shop approach. The Economy & Tourism unit works closely and confidentially with commercial agents and properties within and surrounding the city.

9 Exeter Commercial Property Register

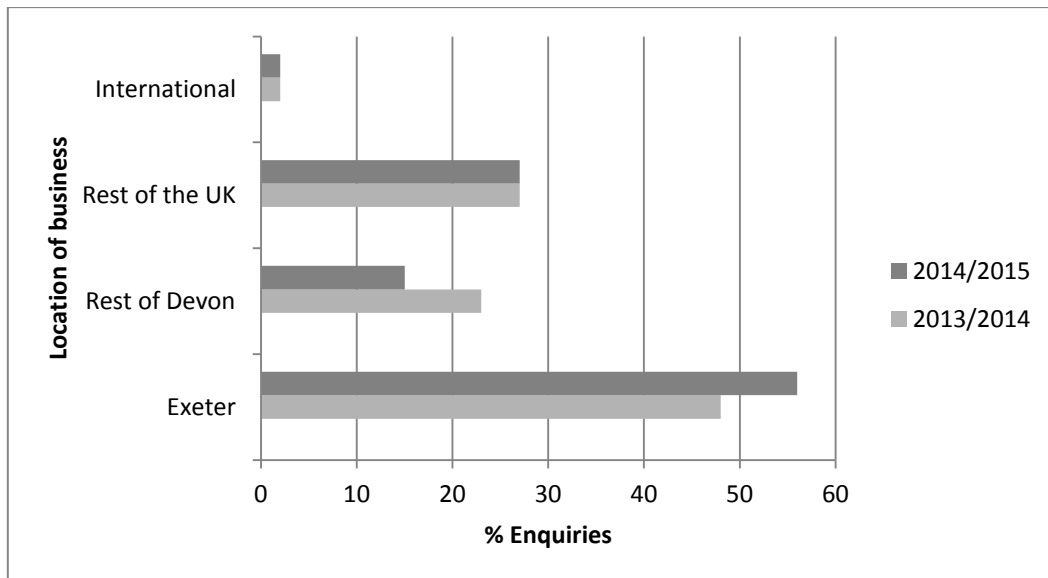
- 9.1 Over the past ten years the Commercial Property Register has grown from strength to strength with a wide range of commercial agents working with the City Council. They use the system to provide an additional vehicle to promote vacant properties. Local, regional,

national and international businesses use the system to browse for vacant properties in Exeter on one website.

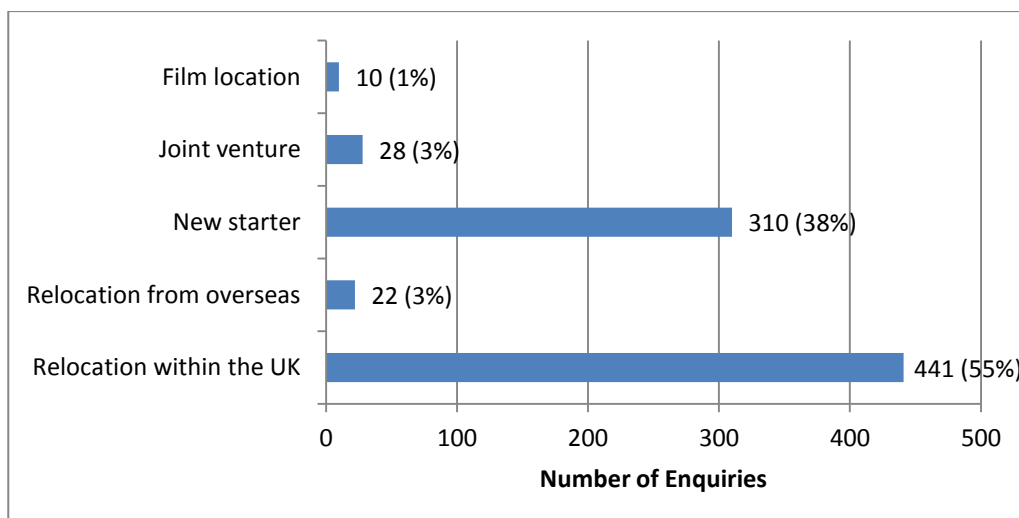
- 9.2 Today, 52 commercial agents update the Commercial Property Register, with new properties being uploaded on a daily basis. If expanded to cover the wider EHOD area, approximately 200 agents will update the Commercial Property Register. Our neighbouring local authorities have indicated they will contribute staff resources to enable this to happen.
- 9.3 Commercial agents have access to the back office of the Commercial Property Register to upload vacant properties. An email reminder is sent to commercial agents every month to check properties listed and update as necessary. Statistics on the number of page views and downloads are included within these emails, which the agents find particularly useful. An information sharing network has been established between the Economy & Tourism unit and the commercial property agents based in and around Exeter. This has worked well in dealing with and providing a rapid response for property related investment enquiries. The number of enquiries passed on by commercial agents to the Economy & Tourism unit continues to grow as the relationship with them has been built on trust and confidentiality.
- 9.4 In July 2015 79% of users of the Commercial Property Register viewed it through a desktop, while 21% used the mobile version. Regarding recent changes, feedback from users and commercial agents has been very positive. The Commercial Property Register captures data on all registered users and all searches carried out by these users, with a comprehensive reporting system having been developed to analyse this data.
- 9.5 As of August 2015, there are 453 vacant properties listed on the Commercial Property Register, of which 433 are properties and 20 are sites. This compares to 328 vacant properties, for the same period last year. If the Commercial Property Register were to be expanded to cover EHOD, approx 900 properties would be listed on the website giving the site an even higher profile with search engines.
- 9.6 Each vacant property listed on the Commercial Property Register is categorised for ease of use, as shown in the table below. The number of industrial, office, retail and commercial investments registered on the Commercial Property Register have all seen an increase in the number of properties listed over the previous 12 months.



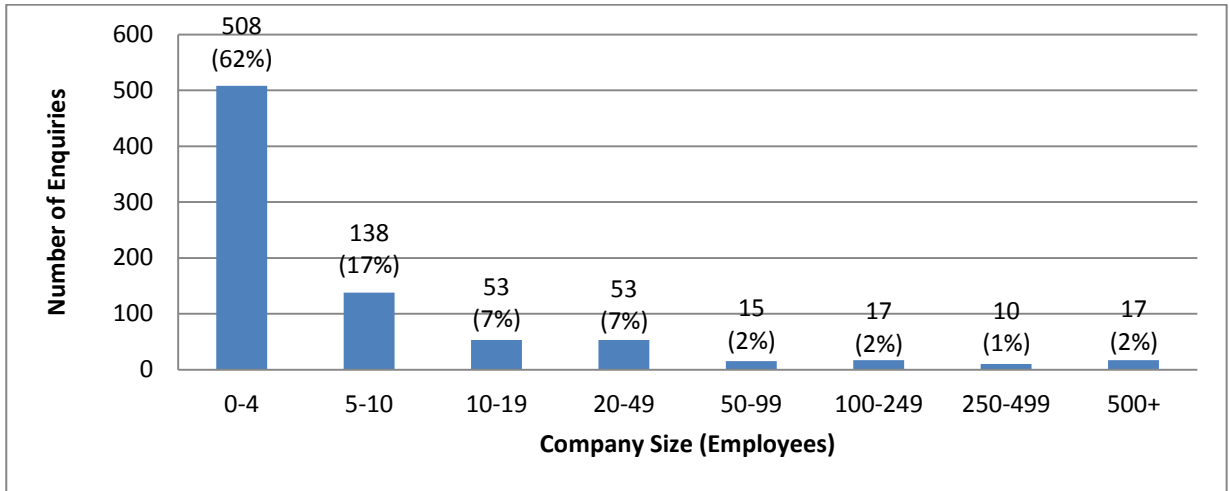
- 10.1 The table in Appendix 1 shows the number of enquiries received through the Commercial Property Register since 2007, a steady increase since the recession. In recent months, the server in which the Commercial Property Register sits on has received a number of cyber attacks, resulting in no enquiries being received. No data has been compromised, but it has been necessary to take the Commercial Property Register website down a number of times, which has impacted on the number enquiries received. In the 12 months leading up to 31 July 2015, 811 new relocation enquiries were received by the Economy & Tourism unit, compared to 1,033 during the same period in the previous year. Exeter is one of the few councils in the South West seeing such a healthy number of relocation and investment enquiries.
- 10.2 When we drill down into where a business is located that is looking for a vacant property in the city, the majority of businesses are located within Exeter but a significant number are from outside Devon.



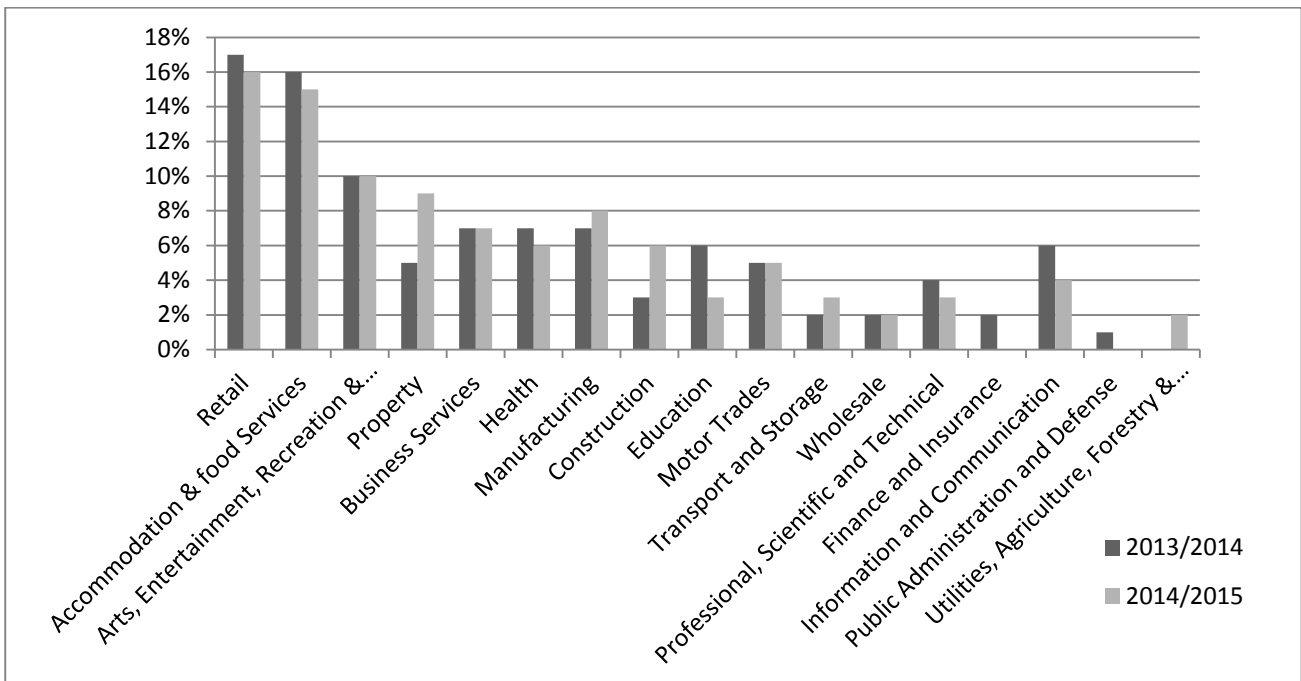
- 10.3 The vast majority of users of the Commercial Property Register (55%) are relocating companies, either based in Exeter or further afield. Of the 441 that were looking to relocate within the UK, only 30 stated that it was for consolidation reasons.



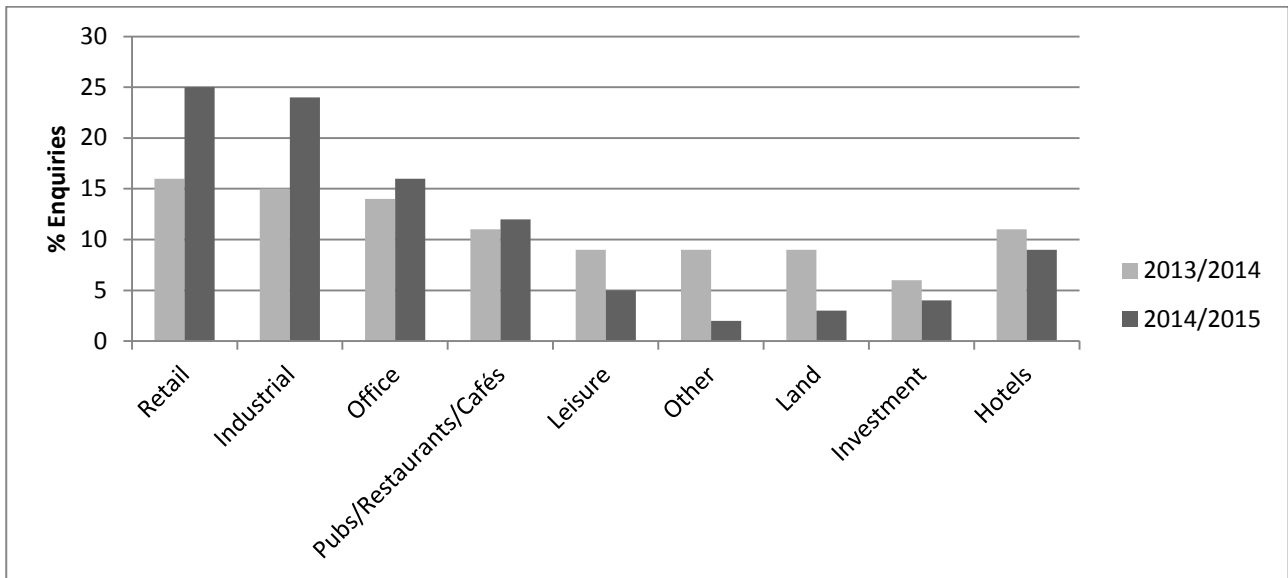
10.4 Analysis can be carried out on the size of the companies that have registered to use the Commercial Property Register. The table below shows the employee size of the companies that have registered – over the previous 12 months. This links very closely with the type of businesses that relocate to Exeter – in terms of employee size.



10.5 The table below show the types of businesses searching for vacant properties on the Commercial Property Register in the previous 12 months, comparing to the same period the previous year. We have seen increases in property, construction, transport and utilities.



10.6 When analysing the Commercial Property Register, we can monitor what type of vacant property someone is searching for, as shown below. Historically, retail has always been the most popular searched for vacant property. The chart below shows a shift over the previous 12 months to more retail and industrial enquiries. This has been confirmed by local agents who have seen a strengthening in these sectors.



10.7 The majority of online traffic to the Commercial Property Register is coming from www.exeter.gov.uk/property which shows how popular and important the City Council website is for driving traffic to the Commercial Property Register. Traffic to the main website has been dropping over the last 12 months. It is hoped that the redesigned website being launched in the autumn will rectify this.

10.8 The back office reporting system generates weekly reports which are sent to Business Rates to assist in the timely collection of Business Rates. Reports are also generated for City Development to assist with responses to proposed planning applications and to ensure there is sufficient supply of vacant properties to meet demand.

10.9 As a result of businesses using the Commercial Property register, in the previous 12 months (July 2014 – July 2015) 25 companies were successfully assisted to relocate or remain in Exeter, creating and safeguarding 224 jobs. The time taken for enquiries, particularly larger ones to come to a conclusion, often takes a long period of time. The recent and most notable example is IKEA, who are still planning to open a new store in Exeter. The Economy & Tourism unit, along with City Development and other parts of the City Council have been working with IKEA since 1999.

10.10 The Economy & Tourism unit are currently dealing with a number of business relocation enquiries, below is just a sample:

- A Dutch research & development company is looking to set up its HQ in Exeter, initially creating 15-20 jobs and looking to expand rapidly to 40 jobs.
- A London based technology company is looking to open a satellite office in Exeter for 6 development staff and considering relocating their main office to the city centre.
- A distribution company looking for a site for a 200,000sq ft+ distribution centre with good road links.

10.10.1 In terms of an update on the companies mentioned in last year's report:

- The South African, Barkermad Ltd has successfully relocated their sales office to Exeter and will be attending the Growth Marketing Task & Finish Group in September to share their experiences of relocating to Exeter.
- Gamma Solutions continue to flourish following their relocation to the Innovation Centre in Exeter and state that the move "was the best thing to have ever happened to Gamma". They have outgrown their current premises and are looking to move to larger premises shortly.

10.11 As previously mentioned, the Commercial Property Register is part of a tool kit to promote Exeter as a desirable place for inward investment and business relocations. It is an integral part of an interlinked programme of activities to promote the city and provide effective response mechanisms to interested parties. The main elements are:-

10.11.1 Invest in Exeter Promotional video

The promotional video was launched November 2014 and has since received over 8,800 views on You Tube. The promotional video has also been translated into Spanish, Chinese and Portuguese. The video has recently been edited to create a number of much shorter 30 second videos.

The video is available for councillors and staff to use for presentations and when attending conferences and exhibitions to promote Exeter. The video has been edited for tourism promotion purposes in the run up to Rugby World Cup 2015.

10.11.2 Exeter Image Library

In 2014 the Economy & Tourism unit appointed Tony Cobley to develop an extensive image library on Exeter, specifically related on inward investment and business relocations. These new images have been used extensively within the new prospectus and website. Images have been shared with local commercial agents, local and national press, Invest in Devon and Heart of the South West Enterprise Agency to assist in the promotion of Exeter. New images will be commissioned over the following 12 months.

10.11.3 Exeter Inward Investment Prospectus

The Exeter prospectus has been designed in a folder format to ensure it is flexible in its content showcasing Exeter for inward investment and business relocation enquiries. The prospectus is being distributed at relevant conferences, events and exhibitions, and to key industry leaders and journalists.

10.11.4 Website

The promotional website www.investinexeter.co.uk is the main call to action, with prominent links to the Exeter Commercial Property Register. The site has been up and running since May 2014 with new content being added daily, including business related Exeter news stories and success stories. This website sits within the main City Council's website, but having its own URL address. It is currently being reviewed as part of the overall review of the main City Council website and will be re0launched autumn 2015 with a new look and feel, incorporating a new responsive design.

10.11.5 PR

February 2015, the Economy & Tourism unit commissioned KOR Communications to manage activity to raise the awareness and change the perception of Exeter to local, regional and national journalists and media. Campaign activities will run throughout the year to December 2015. A key event managed by KOR Communications, was the 'A Glimpse into Exeter's Future' that took place in early June 2015. This was the first public event to take place in the newly-opened Exeter

Science Park Centre. With a prestigious guest speaker, futurologist Dr Ian Pearson, this event attracted a good deal of media interest. More importantly, it established and in some cases re-established good working relationships with neighbouring local authorities and organisations. The event was funded by the Heart of the SW Local Enterprise Partnership (HotSW LEP).

10.11.6 **Twitter**

The @InvestInExeter Twitter account now has 1,120 followers (up from 750 six months ago). This social media channel is used to celebrate good news stories such as new businesses relocating to or within the city, research and city developments. This is to ensure that there is a consistent positive message about Exeter's growing economy.

11 Future Position

11.1 As previously mentioned, discussions are taking place with a view to resurrect the EHOD Commercial Property Register and business relocation service, covering Exeter, East Devon, Teignbridge and Mid Devon. Additional funding and staff resources have been requested from our partners in order to have the service up and running as quickly as possible.

11.2 The Economy & Tourism unit will continue to work closely with, but not limited to, Exeter Science Park, Invest in Devon and the Heart of the South West Local Enterprise Agency to promote Exeter for inward investment and business relocations.

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

12.1 The Exeter Commercial Property Register contributes to 'Building a stronger sustainable city' and the main purpose of help me run a successful business.

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

13.1 Legal advice and a SLA will be drawn up to reduce the risk to the City Council from expanding the Commercial Property Register to cover East Devon, Mid Devon and Teignbridge.

14 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?

14.1 The Commercial Property Register and promoting the city for inward investment encourages businesses to relocate to, or expand in, Exeter. This creates new and safe guards existing jobs within Exeter, providing employment opportunities for residents from all communities in the city.

15 Are there any other options?

15.1 The option to outsource the Commercial Property Register was taken in 2011, but was brought back in-house as the service provided was inferior and did not provide the full range of what could be provided from an in-house system. This option of outsourcing will not be looked into.

15.2 There is the option to stay as we are and only cover the Exeter area. We have found that the number of people using the service and relocating to the area has reduced. Expanding into our neighbouring local authority areas will greatly assist in the promotion of the area for inward investment and business relocations.

15.3 The option to close down the Commercial Property Register will be seen as a huge step back in the assistance and promotion of Exeter for inward investment and business

relocations. It could result in a reduction in the level of investment in Exeter and potentially some businesses relocating elsewhere, resulting in redundancies.

Maureen Gori-de-Murden, Senior Economy & Tourism Officer

Victoria Hatfield, Economy & Tourism Manager

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

Background papers used in compiling this report:

None

Contact for enquiries:

Democratic Services (Committees), Room 2.3, (01392) 26115

APPENDIX 1

Table: Number of enquiries through the Commercial Property Register

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015
Jan	148	146	76	86	44	120	79	99	70
Feb	137	116	72	74	75	191	121	122	68
Mar	147	120	72	88	97	159	80	90	67
Apr	121	125	74	73	49	87	116	*	49
May	125	69	71	59	47	98	120	*94	46
Jun	121	81	61	62	74	43	85	93	62#
Jul	129	73	59	73	44	59	113	72	52#
Aug	108	74	53	71	39	83	89	62	
Sep	112	75	59	75	55	59	96	83	
Oct	116	75	69	72	66	117	115	70	
Nov	112	75	69	75	*61	99	99	81	
Dec	80	39	41	39	89	46	64	29	
Total	1456	1068	776	847	740	1161	1177	895	
<i>Average number of enquiries per month</i>	121	89	65	71	62	97	98	75	59

* Indicates Exeter Commercial Property Register was offline, 14 – 30 November 2011 and 1 April – 13 May 2014.

Indicates Exeter Commercial Property Register server attacked and was taken offline as a precaution.

REPORT TO SCRUTINY COMMITTEE - ECONOMY

Date of Meeting: 10 September 2015

Report of: TOURISM FACILITIES PERFORMANCE REVIEW

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive

1. What is the report about?

To update Members on the performance of the tourism facilities - Exeter Visitor Information & Tickets (EVIT), Underground Passages, Custom House Visitor Centre & Red Coat Guided Tours.

2. Recommendations:

That Scrutiny Committee, Economy notes and comments on the content of the report.

3. Reasons for the recommendation:

This is an annual report to update Members on the performance of these facilities and attractions.

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

Other than existing revenue budgets there are no resource implications.

5. Section 151 Officer comments:

There are no additional financial implications for the Council contained in this report.

6. What are the legal aspects?

None

7. Monitoring Officer's comments:

This report raises no issues to concern the Monitoring Officer

8. BACKGROUND

8.1 The tourism facilities are part of the Facilities & Markets section of Economy. The section also encompasses the Matford Centre, Corn Exchange, Leisure Facilities Contract Management and Markets. The Tourism Facilities are managed by the Visitor Facilities Officer reporting to the Events, Facilities and Markets Manager.

8.2 Much of the work of the tourism facilities crosses over with the Economy & Tourism section. Strong ties exist between the two sections.

8.3 In recent years due to the customer facing nature of the facilities a number of additional tasks have been taken on whilst other areas within the Council (such as the Canal Office and The City Centre Manager) have been affected by restructuring.

8.4 The purpose of the tourism facilities is to assist in the delivery of the Exeter Visitor Strategy and the Council's stated purpose 'to provide great things to do, see and visit'.

9. EXETER VISITOR INFORMATION AND TICKETS (EVIT)

- 9.1 EVIT carries out a number of different functions. Primarily it operates an information service to residents and visitors to the city. The centre also operates a retail function, an accommodation booking service and a box office selling tickets for shows and events in Exeter and the surrounding area.
- 9.2 Other functions include a front line liaison with tourism businesses within the local area including hotels, attractions and places to eat and drink. The staff also assist in the production of the tourism literature produced by Exeter City Council and undertake other occasional/seasonal duties such as providing staffing cover at the Exeter Festival of South West Food & Drink.
- 9.3 Staff at EVIT have, since March 2015, been responsible for administering the booking of the banner sites throughout the City Centre, a role previously carried out by the City Centre Manager.
- 9.4 With the relocation of the canal office administrator into the Civic Centre, staff at EVIT have assisted with selling electricity cards to boat owners and issuing fishing permits.
- 9.5 This autumn EVIT will become one of the key exchange points for the Exeter Pound.
- 9.6 EVIT will act as a key information hub for the Rugby World Cup.
- 9.7 EVIT opens 6 days a week all year round and is staffed with 3.2 full time equivalents.
- 9.8 The role of EVIT and the way it functions has evolved in recent years as people change the way they access information by using websites, emails and by phone. In the recent past there was a downward trend of people visiting the centre allowing the centre staff to devote time to enquiries made by different media. This trend appears to have slowed, probably as a result of the additional functions that the centre has taken on.
- 9.9 The Table below highlights how the centre has handled enquiries in recent years:

	2011/12	2012/13	2013/14	2014/15	Trend*
Number of visitors to EVIT	66,114	55,925	55,250	53,215	-8%
Number of other EVIT users (telephone/emails/letters)	23,650	28,085	32,637	34,741	+17%
Total number of enquiries handled by EVIT staff	89,764	84,010	87,887	87,956	+1%

* Trend - To calculate the trend the result for 2014/15 is compared to the average result over the four year period to show the percentage increase or decrease achieved in 2014/15.

- 9.10 In the current financial year the number of visitors to EVIT (until end of July) was 21,180 representing a 1% increase on the same period year. The number of other centre users was 14,450, a 35% increase on last year. Overall the number of users was 35,630, a 14% increase on last year.
- 9.11 The centre's box office facility activity continues to grow. EVIT acts as a ticket agent for theatres, shows and events throughout the area, including the Northcott Theatre, Corn Exchange, and Theatre Royal. EVIT also sells National Express tickets and coach tour tickets. EVIT gains an income through ticket sales commission. This year EVIT became an agent for 4 more suppliers, including a high profile event at West Point.

Below is a summary of ticket sales and resultant income over the past 5 years.

	2010/11	2011/12	2012/13	2013/14	2014/15	Trend*
Tickets Sold	3,462	4,787	4,327	5,653	4,411	-3%
Value of Sales	£67,000	£99,000	£75,000	£112,000	£113,000	+21%
Clients	13	27	25	25	29	+21%
Commission raised	£1,625	£5,960	£4,286	£5,339	£7,927	+58%

* Trend - To calculate the trend the result for 2014/15 is compared to the average result over the five year period to show the percentage increase or decrease achieved in 2014/15.

- 9.12 This year the Corn Exchange changed their box office system to Spektrix, this system is also used by many theatres in the local area, this will allow EVIT to provide greater flexibility in its ticketing services and afford the opportunity to provide a greater range of tickets for external organisations.
- 9.13 A great emphasis is placed on the need to provide a service of quality. A number of staff attended a special Customer Care training course that was focussed on the RWC. Customer satisfaction surveys carried out in 2014 help demonstrate that a high quality of service is being achieved - see appendix one.
- 9.14 In 2014 the main tourism publication to promote Exeter changed to a guide solely focussed on Exeter (the Visit Exeter Guide). Previously the emphasis was on a broader geographical area. The staff based at EVIT were instrumental in obtaining £23,000 of advertising fees income for this year's guide. Using the experience gained from this and in previous years it is hoped that the staff will be able to improve upon this level of advertising fees for the 2016 guide.
- 9.15 One of the biggest challenges currently facing EVIT is the cost of providing the service. The centre has had its revenue budget reduced by 17% in the past 4 years, from £153,000 in 2010/12 to £127,000 for the current financial year. To operate within this reduced budget (and to maintain the level of service offered) there is an increasing emphasis on targeting increased income.
- 9.16 Income levels from retail sales have remained reasonably constant over the last 3 years. In the current financial year income from retail sales to the end of July is £6,200; this is a 21% increase on the same period last year. A primary reason for this is the sale of RWC merchandise
- 9.17 The Visitor Facilities Officer (VFO) is exploring a number of new initiatives to increase income, these include:
- Consideration of the introduction of booking fees for ticket sales
 - Seek to increase number of venues and events for ticket sales to take advantage of access to the Corn Exchange's Spektrix box office system
 - Introduction of City Centre left luggage facility
 - Development of a Book-a-Bike ahead scheme
 - Joint retail stock purchasing with RAMM, Cathedral and other attractions within the City
 - Development of the Book-a-Bed ahead scheme
 - Realising the income earning opportunities presented by the city centre banner sites.
- 9.18 The VFO will continue to explore opportunities to increase footfall to the centre, the RWC information hub and merchandising will hopefully lead to similar opportunities with Exeter

Chiefs and Exeter City Football Club. Other opportunities include greater use of the paved area outside the centre and to investigate sharing the centre with a third party.

10 EXETER'S UNDERGROUND PASSAGES

10.1 Exeter's Underground Passages is a unique tourist attraction. The centre offers guided tours of Medieval Vaulted passageways that were built to bring a fresh water supply to the city.

10.2 The Underground Passages are registered as an Ancient Scheduled Monument by the Department of Culture, Media and Sport. The City Council has an obligation to maintain the passages and to ensure that they are not allowed to deteriorate.

10.3 As well as the standard tours for visitors; the centre offers tours for groups and a number of special events throughout the year. The special events include:

- Easter Egg Hunts
- Beneath the Blitz
- Witches & Wizards Tours
- Gory Stories & Extreme Gory Stories

A new special event is currently being developed for this Christmas on a Victorian theme but focusing on the fire at the Theatre Royal.

10.4 The centre is open all year round, but has a reduced opening pattern in the winter. The centre is open seven days a week in the peak season (June-September, and school holidays outside this period) and six days a week outside this period. The centre is staffed by 4.2 full time equivalents. The day to day operations at the Underground Passages are co-ordinated by the Underground Passages Supervisor.

10.5 Health and safety at the Underground Passages is paramount and the current staffing levels ensure that the Underground Passages can operate safely.

10.6 The Underground Passages have continued to perform well and the number of visitors and the amount of income earned has improved since re-opening in 2007. The table below shows income and visitors over the last seven financial years (since the passages were re-opened to the public):

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	Trend
Visitors	18,737	18,505	19,854	20,553	19,937	20,688	21,497	+8%
Income	£64,000	£74,000	£67,000	£74,000	£71,000	£81,000	£83,000	+13%
Groups	102	92	86	100	76	100	87	-5%

Trend – To calculate the trend the result for 2014/15 is compared to the average result over the seven year period to show the percentage increase or decrease achieved in 2014/15.

10.7 To date in the current financial year the Underground Passages have welcomed 7,837 visitors (a 5% increase on last year), with a resultant income of £29,350 (a 3% increase on last year).

10.8 The emphasis of service provision at the Underground Passages is one of quality; In 2014 the attraction maintained its accreditation of Visit England's Visitor Attraction Quality Assurance Scheme. In the report from Visit England the assessor states that "*The attraction continues to offer an enjoyable visit; most areas assessed were to good or very good quality standards with some that achieved excellence*".

- 10.9 The Passages were awarded a 'Certificate of Excellence' from Trip Advisor for the first time this year.
- 10.10 In 2014 visitor surveys were undertaken and the results were extremely positive, see appendix one.
- 10.11 A continuing challenge for the Underground Passages will be to reduce operational costs. Over the last years four years the revenue budget has been reduced by 14% from £96,000 in 2010 to £83,000 in 2015. The VFO is investigating ways to increase the number of visitors and so improve income. Initiatives include:
- Development of additional special events
 - Use of attraction for events and functions
 - Improved Group and visitor marketing
 - Joint ticketing with other paid attractions in the City

11 QUAY HOUSE VISITOR CENTRE/CUSTOM HOUSE VISITOR CENTRE

- 11.1 The Quay House had operated as a visitor centre since 1988. The centre provided visitor information, historical interpretation about the Quayside and the Canal, alongside a small retail operation. The centre was open 7 days a week in the peak season (April -October) and at weekends for the rest of the year. It was staffed by 0.9 full time equivalents.
- 11.2 In April 2015 the Quay House Visitor Centre was closed and its replacement was opened in the Custom House. This move was made possible because the Exeter Canal & Quay Trust (ECQT) purchased the long term lease of the Custom House and felt that the building would be better used as a visitor centre.
- 11.3 The funding of a visitor centre is primarily through a grant from ECQT. The grant funding has been in place since 2008 with ECQT providing funds on a rolling three year agreement. The current arrangement was agreed this year and will run until 2018. The running costs of the Custom House Visitor Centre will be higher than those associated with the Quay House, however the additional costs will be meet by ECQT.
- 11.4 The Trust has agreed to provide £50,000 per annum to run the centre. Exeter City Council is providing £5,500 in 2015/16. The grant will be reviewed after a full year's operation when actual costs have been established.
- 11.5 The new centre has been fitted out with a new tourist information office, improved interpretation, museum displays and an audio visual presentation. This was made possible with a £40,000 capital grant from ECQT. In delivery of this project over 90% of the existing Quay House fixtures and fittings were recycled to keep costs to a minimum. It is hoped that in 2-3 years time that in partnership with ECQT that funding can be obtained from the Heritage Lottery for a full refurbishment of the Custom House to take place therefore providing a facility and visitor attraction of regional significance.
- 11.6 The centre acts as a hub for the Quayside area and provides information to visitors, residents and traders in this popular part of the city.

11.7 The table below highlights the Quay Houses performance over the past 5 years:

	2010/11	2011/12	2012/13	2013/14	2014/15	Trend*
Visitor Numbers	22,951	26,423	25,742	24,732	25,131	+1%
Number of group bookings	146	282	230	206	207	-3%
Income	£2,450	£4,150	£3,630	£3,170	£3,570	+5%

Trend - To calculate the trend the result for 2014/15 is compared to the average result over the 5 year period to show the percentage increase or decrease achieved in 2014/15.

11.8 Since opening in April 2015, the new Custom House Visitor Centre has performed well attracting 12,300 visitors to date (a 3% increase on last year's Quay House figures) and obtaining an income of £2,745 (an increase of 81% on last year).

11.9 Income levels have exceeded expectations; there are a number of reasons for this:

- Improved ticketing for events
- Room Hire for functions
- Establishment of pop-up Art/Craft Galleries on which a commission is charged on all sales

The new centre offers a greater opportunity to generate income; the VFO is currently working on a charging structure for the facility.

11.10 Since 2013 the staff based at Quay House/Custom House have been responsible for co-ordinating the booking of the Transit Shed and Piazza Terracina for events. This service is more efficient than it had been in the past and is assisting in generating more vibrancy on the Quay. Last year the total number of bookings were 42 (29 in the Transit Shed and 13 on the Piazza). This year there are currently a total 52 bookings already confirmed (38 in the Transit Shed and 14 on the Piazza). The types of events are varied but include such events as street food markets, Jazz on the Quay and craft markets which are all extremely popular.

11.11 The emphasis of service delivery at the Quay House and now the Custom House is one of quality. Accreditation from the Visit England's Visitor Attraction Quality Assurance scheme will be sought later this year. The key findings of the Quay House Visitor Centre Visitor Satisfaction Survey are highlighted in appendix one.

11.12 A challenge for the Centre in the future is to increase the number of visitors. Recent new developments on the quayside and the increasing number of events taking place at the quayside should attract more visitors to the area as well as encouraging more event organisers to use the area.

11.13 The VFO has been involved with Future of Exeter Quay Task and Finish Group in which members, officers, quayside traders and other interested parties discussed how the product on the Quayside could be enhanced and developed to the benefit of all.

12 RED COAT GUIDED TOURS

12.1 The Red Coat Guided Tour Service provides historic tours of Exeter and operate every day of the year except Christmas Day and Boxing Day.

12.2 The service is delivered by 29 volunteer Red Coat guides, and are co-ordinated by the VFO.

12.3 The service offers a series of free public tours with a summer programme of 29 tours a week (17 different tours) and a winter tour programme of 16 tours a week (14 different tours). Alongside the public tours a group tour service operates, offering a variety of different tours to school groups, language schools, local history groups and twinning visits. A charge is made for the group tours.

12.4 The Service also offers a number of special tours throughout the year, including Spooks & Broomsticks on Halloween, Exeter Blitz on 4 May and involvement in the annual Heritage Open Days event. This year to celebrate the RWC coming to Exeter a special talk 'Sporting Exeter' has been developed which will take place during the period of the RWC.

12.5 The Table below highlights the performance of the service over the past 5 years:

	2010/11	2011/12	2012/13	2013/14	2014/15	Trend*
Visitor Numbers	14,628	15,202	14,048	14,863	13,880	-4%
Income	£7,637	£8,218	£7,531	£8,955	£8,177	0%
Number of Group Bookings	N/A	N/A	148	162	160	0%

Trend = To calculate the trend the result for 2014/15 is compared to the average result over the 5 year period to show the percentage increase or decrease achieved up to 2014/15.

12.6 In the financial year to date the Red Coat tours have attracted 5,500 visitors and have generated £2,700 in income.

12.7 The service is continually developing. This winter a training programme to train a new intake of guides will take place in order to maintain the number of active guides in order that the service can be delivered effectively.

12.8 The guides are very distinctive and are all proud to be ambassadors for the city. The quality of the service was recognised when they were awarded the 'Trip Advisor 2015 Certificate of Excellence'. This prestigious award places the Guided Tours in the top performing 10% of all businesses worldwide (as measured by Trip Advisor). This is the third year in a row that this award has been received.

12.9 In 2014 a visitor satisfaction survey measured visitors' opinions of the service and the results were very encouraging, these can be found at appendix one.

13 REVENUE BUDGETS

13.1 The table below shows how the Tourism Facilities performed overall with respect to financial management in the last financial year:

	EVIT	Underground Passages	Quay House Visitor Centre	Red Coat Guides
Budget (£)	126,610	86,780	3,670	7370
Actual Spend (£)	125,647	74,356	3,861	7118
% Variance	0%	-17%	+5%	-4%

13.2 The only budget that was slightly overspent was that for the Quay House Visitor Centre, however this was only marginally and the centre was operating on a much reduced budget compared to previous years. All other facilities were on target or showed a Nett underspend for the year.

14. HOW DOES THE DECISION CONTRIBUTE TO THE COUNCIL'S CORPORATE PLAN?

14.1 The Tourism facilities contribute to the Council's Corporate Plan by providing great things to do, see and visit. Emphasis is on quality and to enhance the City's cultural offering. As well as providing top quality attractions the facilities help to promote what else is going on in the city from independent attractions to festivals and events

14.2 The Tourism facilities also support the local economy in assisting local businesses to run successfully, through promotion of attractions, places to stay and places to eat

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?

- 15.1 The facilities provide a service that meets the council's commitment to equality and diversity. Information and interpretation is available in different formats and languages. All of the centres are DDA compliant and the Red Coat Guides are able to amend their tour routes should any customers have mobility issues.
- 15.2 EVIT is involved in the Little Shoppers campaign to protect children that may be lost within the shopping centre.
- 15.3 All facilities are signed up to the 'Exeter Businesses against Crime' scheme and are in a position to report anything that may have an impact on the local environment and community safety

16. WHAT RISKS ARE THERE AND HOW CAN THEY BE REDUCED?

- 16.1 The main risk to the service is cost of provision; this report outlines the initiatives being pursued to control costs.

David Adcock – Visitor Facility Officer
David Lewis – Events, Facilities and Markets Manager

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 One

Results from EVIT Visitor Satisfaction Surveys 2014

	Excellent	Good	Neither	Poor	Very Poor
Accessibility & Sign posts	35%	60%	5%	0%	0%
Customer Service	50%	48%	0%	0%	2%
Goods & Services	40%	60%	0%	0%	0%
Overall Impression	55%	40%	3%	0%	0%
Range of Information	58%	37%	5%	0%	0%
Speed of Service	63%	34%	0%	0%	3%

Results based on a sample size of 45 surveys.

These results highlight that over 95% of respondents thought that in all aspects of service delivery the level was good or excellent.

Results from the Underground Passages Visitor Satisfaction Surveys 2014

	Excellent	Good	Neither	Poor	Very Poor
Accessibility & Sign posts	56%	35%	5%	4%	0%
Audio-visual presentation	57%	41%	2%	0%	0%
Customer service	70%	27%	3%	0%	0%
Interactive displays	55%	41%	4%	0%	0%
Interpretation displays	53%	46%	1%	0%	0%
Overall impression	75%	22%	2%	1%	0%
Speed of Service	70%	29%	1%	0%	0%
Tour Underground	80%	17%	2%	1%	0%

Results based on a sample size of 137 surveys.

These results highlight that over 90% of respondents thought that in all aspects of service delivery the level was good or excellent.

Results from Quay House Visitor Centre Visitor Satisfaction Surveys 2014

	Excellent	Good	Neither	Poor	Very Poor
Accessibility & Sign posts	48%	44%	5%	0%	0%
Audio-visual presentation	65%	30%	5%	0%	0%
Customer service	72%	24%	4%	0%	0%
Goods & Services available	33%	63%	4%	0%	0%
Information available	62%	38%	0%	0%	0%
Interpretation displays	53%	47%	0%	0%	0%
Overall Impression	62%	38%	6%	0%	0%
Speed of Service	72%	24%	4%	0%	0%

Results based on a sample size of 28 surveys.

These results although from a relatively small sample size highlight that over 90% of respondents thought that in all aspects of service delivery the level was good or excellent.

Results from Red Coat Guided Tours Visitor Satisfaction Surveys 2014

	Excellent	Good	Neither	Poor	Very Poor
Content of Tour	69%	29%	1%	1%	0%
Customer service	77%	20%	3%	0%	0%
Delivery of Tour	76%	21%	3%	1%	0%
Overall impression	76%	22%	2%	0%	0%
Sign posting	50%	40%	5%	5%	0%
Variety of tours on offer	76%	21%	3%	0%	0%

These results are based on a sample of 97 questionnaires.

The results of the surveys highlight that over 90% of respondents thought that in all aspects of service delivery the level was good or excellent.

LEGACY LEISURE WORKING GROUP

Tuesday 23 June 2015

Present:-

Councillor Morris (Chair)
Councillors Henson, Robson and Brimble

Also Present

Events, Facilities and Markets Manager, Leisure Facilities Manager and Democratic Services Officer (Committees) (SLS)

8

APOLOGIES

Apologies were received from Councillor Denham.

9

LEGACY LEISURE

Jeremy Wright provided a short presentation on the recent change to Legacy Leisure, and their new charitable status, which was an important community development with benefits for both Legacy Leisure and Exeter City Council. The change from Parkwood to Legacy Leisure had taken place over a two week period and staff at Head Office and Centre sites effected the change in a seamless manner. The main changes for the public had been the change of logo, signage and in the staff uniforms. Legacy Leisure would still use Parkwood based activities such as Aqua Zone and Expressions under licence, and they remained part of Parkwood holdings as a standalone operation. He wished to place on record the assistance of Steve Lyons during this period. In response to a comment from Councillor Brimble on the future emphasis of their operation, Jeremy Wright referred to their current contract with the City Council to ensure the core price remained at an acceptable level for their patrons and local community.

10

APPOINTMENT OF CHAIR

Councillor Morris was agreed as Chair.

The Chair suggested that it was appropriate to set the meetings on a more formal footing and hold them at the Civic Centre. It was agreed that they could still be held at the individual sites if there was a significant issue or for the benefit of a new Member. It was agreed it was important to have an annual site visit.

11

TERMS OF REFERENCE - APPOINTMENTS

The Terms of Reference were noted.

12

MINUTES OF MEETING HELD ON 10 FEBRUARY 2015

The minutes of the meeting held on 10 February 2015 was agreed as an accurate record of the meeting.

Customer Analysis

13

CUSTOMER COMMENTS FEEDBACK FEBRUARY - MAY 2015

Steve Lyon circulated an analysis of customer comments made for each of the centres for the period May 2014 to May 2015 which monitored the trend in the quantity and type of comment received. There had been 29 comments respectively in May 2015. The analysis was part of the contract monitoring with comments taken from a number of sources including emails, correspondence, notice boards as well as complaints and compliments. Any comment from the weekly meetings with the Manager on site were also noted and included.

14

CUSTOMER COMMENTS FEEDBACK MAY 2015

Steve Lyon circulated a copy of the detailed customer comments for the month of May 2015, and the format included the response or action taken, under categorised headings of maintenance, health and safety, cleaning and staff and where a compliment had been recorded, on a centre by centre basis. Details of the responses from Legacy Leisure were also included.

Councillor Robson welcomed the increased number of compliments relating to the Wonford Sports Centre. Steve Lyon agreed that there had been a number of positive comments following the recent addition of new body pump equipment there. He provided an update on the infield of Exeter Arena's running track. Jeremy Wright also referred to the capital programme to replace equipment on the sites in Exeter. He also confirmed that following the redecoration at Northbrook Pool, a repair program of the lockers would be taking place, along with the installation of handrails in the changing rooms. Michael Anders also addressed a comment relating to the approach made by a staff member at an induction session at Clifton Hill and confirmed that the staff member had been offered additional training.

15

EXETER ARENA - SERVICE IMPROVEMENT PLAN

Jeremy Wright introduced Michael Anders who had been the Centre Manager at Clifton Hill, but who had now been appointed to manage Exeter Arena. He had already made a welcome impact on the site and staff. Michael referred to the focus on customer care and interaction with customers. Quest had awarded Exeter Arena, an 89% satisfaction rating and he would ensure that Members were updated after a further two day inspection took place in late September/early October. He was currently addressing one of the issues raised through customer comments in relation to the maintenance of equipment. Staff at the Exeter Arena had a clear strategy to deal with this and that included keeping users informed of any issues including maintenance timescales.

He updated Members on their work to develop a community hub through a range of activities by targeting the following groups:-

- Over 50's walking football
- Students
- Parents and toddlers (buggy gymnastics)
- Developing links with South West Athletics and partners in local businesses
- Developing a strategy with schools

They had also been working hard to raise the profile of UK Athletics through regional events organised by the South West Athletics Association and they looked forward to a track and field event in July. They were also due to host an open day

with a full community programme on 31 August with local business support this event.

Michael Anders responded to comments from Cllr Henson on collaborative work with local schools and particularly over future legacy work. Michael Anders referred to Exeter Arena's clear action plan and review monitoring overseen by Quest.

Members thanked Michael for a very comprehensive and positive report.

16 **ANTI-SOCIAL BEHAVIOUR IN THE VICINITY OF RIVERSIDE LEISURE CENTRE**

Councillor Morris referred to the recent instances of antisocial behaviour at the Riverside Leisure Centre and had spoken to the Manager, Simeon Lewery. It was noted that there had been an increased level of antisocial behaviour in the vicinity of the railway arches in the rear car park. Steve Lyons advised that the matter had been discussed at a recent meeting. There were a number of options being pursued including additional security in the short term as well as consideration of some additional gates to the car park. Jeremy Wright agreed they had a duty of care to both their customers and their staff, and although there had not been any incidences to date they appreciated the opportunity to open dialogue in this matter.

Councillor Morris asked to be kept informed.

17 **ANY OTHER BUSINESS**

Jeremy Wright referred to the continuing challenges of the Wonford site and recent contact with local community leaders to discuss how to deal with the young people who gathered around the centre. Michael Anders advised that he had met with the Police who wish to work to look at ways to address concerns. Councillor Robson welcomed the cooperation to provide more opportunities for young people in the area and become involved in sporting activities at little or no cost. Jeremy Wright advised that attempts to continue to fund such a scheme was being pursued and it was important to put in place a longer term sustainability plan.

18 **DATE OF FUTURE MEETINGS**

8 September 2015 – Wonford Sports Centre/Northbrook Golf Course (Terracina Meeting Room)

13 October 2015 – Clifton Hill Sports Centre/Pyramids Swimming Pool (Terracina Meeting Room)

15 December 2015 – Northbrook Swimming Pool (Terracina Meeting Room)

(The meeting commenced at 10.00 am and closed at 11.15 am)

Chair

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EXETER HIGHWAYS AND TRAFFIC ORDERS COMMITTEE

28 July 2015

Present

Devon County Council

Councillors Owen (Chairman), Foggin, Hannan, Hannaford, Hill, Leadbetter, Morse, Prowse and Westlake

Exeter City Council

Councillors Bull and Wardle

Member attending in accordance with Standing Order 25:-

Councillors Packham and Pearson (Exeter City Council)

***110 Election of Chairman and Vice-Chairman**

RESOLVED that Councillor Owen be elected Chairman for the ensuing year and Councillor Morse be elected Vice Chairman for the ensuing year.

***111 Announcements**

The Chairman welcomed Mrs A C Mayes MBE who was attending the meeting in her capacity as a Co-opted Member of the County Council's Standards Committee to observe and monitor compliance with the Council's ethical governance framework.

***112 Minutes**

RESOLVED that the minutes of the meeting held on 16 April 2015 be signed as a correct record.

***113 Bus Services in Exeter**

Mr R Williams, Commercial Director Stagecoach introduced Mr B Dennison recently appointed Managing Director of Stagecoach South West, and Mr Williams spoke at the invitation of the Committee on developments affecting bus services and the network in Exeter since the last meeting as follows:

- the annual fares review resulted in the Day-Rider ticket price being maintained at £3.60 (little change over 11 years) and simplified single fares for short, medium and main routes, including £1 fare from St David's Rail Station to the City Centre and £1 add-on per child
- improved reliability for the Sidmouth and Plymouth services with no impact on frequencies
- route change for the B service which would finish at the Met office and not the EDF site (as a result of new Tithe Barn Link Road)
- launch of new low emission diesel vehicles (with a £2.1 m investment), which were the cleanest in the South West and with passenger Wi Fi
- changes to the E and F services to improve timetable reliability with a less frequent service which would help avoid 'bunching'
- the County Council Public Transport budget reductions had been confirmed which resulted in a smaller impact on services than previously anticipated with: improved University service to St Luke's (contracted by the University), the T services had been enhanced by Stagecoach following the County Council reductions, improved services to the Rydons and the evening P service had been retained
- the new proposed Matford Lane bus Depot by the Park and Ride site had received planning permission from the City Council.

Additionally issues and/or observations identified during the course of discussions, as indicated, included:

- support by members for the child fare scheme, introduction of new buses and new timetabling to reduce 'bunching'
- implications for the Car Boot market as a result of the new Bus Depot in Matford
- the difficulties for drivers in mediating between passengers with disabilities and push chair users despite the public notices/signage indicating priority for passengers with disabilities and the additional training and support provided for drivers in this regard by Stagecoach
- the problem of alleged 'early running' in Whipton in respect of the 9 am bus leaving passengers stranded during school term and Mr Williams undertook to arrange an inspection at the appropriate time during the next school term
- new drop off points in Plymouth when travelling from Exeter
- co-ordination of start and leaving times in Exeter High Street for certain services (H & A for example); Mr Williams explained difficulties in co-ordinating and connecting services
- implications for Stagecoach staff of the move to the new Matford Depot and Mr Williams referred to 'transport to work' planning for its drivers and improved parking provision at the new Depot compared to the current City site; and that new timetabling of services would need to be carried out and that Matford was a better location for routes in and around the City
- the need for relabeling the D services (e.g. D1 and D2) in view of their different routes which Mr Williams undertook to consider
- the need for improved real time information for passengers (akin to the automated systems in Bristol for example) and Mr Williams referred to the development of a new mobile app and improved live information on their Website which was to be launched shortly; and the Chairman indicated that she with officers and other members could discuss this further with Stagecoach looking into available options and cost benefits.

The Chairman thanked Mr Williams for the updates and responses to Members' questions.

***114 Petitions/Parking Policy Reviews**

[An item to be taken under s18 of the Traffic Management Act 2004 relating to any reviews of parking policy sought in line with the Council's Petition Scheme]

[\(https://new.devon.gov.uk/democracy/guide/constitutionparts2-4/part-4-section-7-petition-scheme/\)](https://new.devon.gov.uk/democracy/guide/constitutionparts2-4/part-4-section-7-petition-scheme/).

There was no petition for a parking review from a member of the public.

***115 Zebra Crossing - Okehampton Road**

(Councillor Packham (Exeter City Council)) attended in accordance with Standing Order 25(2) and spoke to this item).

In accordance with Standing Order 23(2) Councillor Hannaford had requested that the Committee consider the need for a pedestrian crossing in Okehampton Street/Road.

The Chairman was presented with a petition from Councillors Packham and Hannaford containing 53 signatures from local residents seeking a zebra crossing on Okehampton Road/Street near the junction with Buller Road. The local members outlined the reasons for a crossing relating to vulnerable pedestrians resident in the area, speed of traffic and access to local shops and amenities.

The Head of Highways, Capital Development and Waste would respond direct to the petition on the issues raised (within 15 days) and indicated that he would submit a report to the next meeting following a pedestrian and traffic survey and assessment of potential loss of local parking.

***116** **Exeter Transport Strategy (Minute *106)**

The Committee considered the report of Head of Planning, Transportation and Environment (PTE/15/43) on progress with delivering the Exeter Transport Strategy as outlined in the Devon and Torbay Local Transport Plan 2011-2026, the changing financial landscape and work with local partners relating to, for example, the cycle strategy, travel to work/school planning with leading employers and schools, development of the Rail Metro system and major transport schemes involving key junction improvements and road widening via the Growth Deal process managed by the Local Enterprise Partnership (LEP).

The Head of Service undertook to review the controlled crossing (for cyclists and pedestrians) times on Bridge Road as a result of local concerns relating to congestion.

It was **MOVED** by Councillor Morse, **SECONDED** by Councillor Owen and

RESOLVED

(a) that Progress on the first 5 years of the Devon and Torbay Local Transport Plan 2011-2026 Exeter Transport Strategy be noted;

(b) that this Committee receive an update on an annual basis following the Transport Strategy Working Group's annual forum with Members and local groups interested in transport.

***117** **Highways Improvement in Local Planning**

In accordance with Standing Order 23(2) Councillor Owen had requested that the Committee consider this matter.

The Head of Planning, Transportation and Environment reported on a proposed new protocol, to be considered by the Devon Local Government Steering Group, whereby members would be notified of all planning applications within their Divisions by their respective Local Planning Authorities.

The Committee noted that in addition to the current protocol where highway officers would consult with local members in respect of proposed developments involving 10 or more dwellings it was open to Members to discuss the impact of any planning application with the County Council's highways officers.

The Head of Service would forward clarification of the protocols directly to members following consideration by the Devon Local Government Steering Group.

***118** **Disabled Parking Bays in Residential Areas**

The Head of Highways, Capital Development and Waste reported on a reference from the Exeter Board asking this Committee to consider broader implications associated with issues relating to disputes between neighbours or landlords/tenants for example and consultation on proposals.

The Head of Service reported that each application for an advisory disabled parking bay in a residential area would be considered on its merits based on the traffic and parking implications and the needs of the applicant only. Based on the small numbers of applications that resulted in disputes it was considered there was no justification to introduce a formal consultation process. If the householder moved the advisory bay would be removed upon notification.

***119** **Update on Parking on Pavements**

In accordance with Standing Order 23(2) Councillor Owen had requested that the Committee consider this matter.

The Head of Highways, Capital Development and Waste reported on a new Bill proceeding through Parliament 'to make provision for the safety, convenience and free movement on pavements of disabled people, older people, people accompanying young children, and other pavement users; to clarify, strengthen and simplify the law relating to parking on pavements in England and Wales; and for connected purposes'. Under this impending legislation it was anticipated exemptions would be allowed where vehicles would be permitted to park on pavements under certain circumstances.

The Head of Service also reported on the County Council's lead in developing 'best practice' policy (in conjunction with the British Parking Association and The Joint Committee of England and Wales for Civil Enforcement of Parking and Traffic Regulation Outside London) with the launch of website information and publication of publicity material and 'notices' for cars about inappropriate parking on pavements.

***120** **Measures to mitigate speeding on Gloucester Road: 20mph signs together with Active Signage (particularly with regard to traffic coming from Redhills on to Gloucester Road)**

(Councillor Pearson (Exeter City Council)) attended in accordance with Standing Order 25(2) and spoke to this item).

In accordance with Standing Order 23(2) Councillor Hannaford had requested that the Committee consider this matter.

The local City and County Councillors reported on the need for improved signage on the Gloucester Road and adjacent roads in view of local concerns relating to excessive speeding.

The Head of Highways, Capital Development and Waste reported on the scope for use of mobile Vehicle Activated Signs (VAS) and undertook to carry out a speed survey and data collection with a view to a referral to the Speed Compliance Action Review Forum (SCARF).

The City Councillor (Cowick) referred to his concern about the location of speed limit signs in Bowhay Lane and Barley Lane and also to the potential use of VAS in this area which the Head of Service also undertook to investigate.

***121** **Actions Taken Under Delegated Powers**

The Committee received the report of the Head of Highways, Capital Development and Waste (HCW/15/59) on actions taken by him in respect of Traffic Orders under delegated powers since the last meeting.

***122** **Dates for Future HATOC Meetings**

Monday, 9 November 2015 at 2.15 pm

Monday, 11 January at 2.15 pm

Please use link below for County Council Calendar of Meetings:

<https://new.devon.gov.uk/democracy/calendar/>

DENOTES DELEGATED MATTER WITH POWER TO ACT

The meeting started at 2.15 pm and finished at 4.40 pm

The Minutes of this Committee are published on the County Council's Website at:-
<http://www.devon.gov.uk/dcc/committee/minqifs.html>