

STRATEGIC SCRUTINY COMMITTEE

Date: Thursday 22 June 2023

Time: 5.30 pm

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

Members are invited to attend the above meeting.

If you have an enquiry regarding any items on this agenda, please contact Sharon Sissons, Democratic Services Officer (Committees) on 01392 265115.

Entry to the Civic Centre can be gained through the rear entrance, located at the back of the Customer Service Centre, Paris Street.

Membership -

Councillors Atkinson (Chair), Mitchell, M (Deputy Chair), Allcock, Asvachin, Branston, Ketchin, Knott, Leadbetter, Lights, Moore, D, Read, Snow, Vizard and Williams

Agenda

1 Apologies

2 Minutes

(Pages 5 -
18)

To approve and sign the minutes of the Strategic Scrutiny Committee held on 16 March 2023.

3 Declaration 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 - Exclusion of Press and Public

It is considered that the Committee would be unlikely to exclude the press and public during the consideration of the items on this agenda, but if it should wish to do so, then the following resolution should be passed:

"**RESOLVED** that, under Section 100A (4) of the Local Government Act 1972, the press and public be excluded from the meeting for the particular item(s) of business on the grounds that it (they) involve the likely disclosure of exempt information as defined in the relevant paragraph(s) of Part 1, of Schedule 12A of the Act."

5 Questions from Members of the Public Under Standing Order No.19

Details of questions should be notified to the Democratic Services Manager via the committee.services@exeter.gov.uk email by 10.00am at least three working days prior to the meeting. For this meeting any questions must be submitted by 10.00am on Monday 19 June 2023.

For details about how to speak at Committee, please click the following link - <https://exeter.gov.uk/council-and-democracy/councillors-and-meetings/public-speaking-at-meetings/overview/>

6 Questions from Members of the Council Under Standing Order No.20

To receive questions from Members of the Council to the relevant Portfolio Holders for this Scrutiny Committee. The Portfolio Holders reporting to this Scrutiny Committee are:-

Councillor Bialyk - Leader
Councillor Morse - Portfolio Holder City Development
Councillor Parkhouse - Portfolio Holder Climate and Ecological Crisis
Councillor Wood - Portfolio Holder Leisure Services and Physical Activity
Councillor Wright - Portfolio Holder, Culture and City Centre Strategy

Advance questions from Members relating to the Portfolio Holders above should be notified to the Democratic Services Manager.

7 Portfolio Holder Report (Pages 19 - 20)

To receive the report of the Leader of the Council, Councillor Philip Bialyk.

8 Presentation on the Role of Scrutiny (Pages 21 - 22)

A presentation will be made by the Director Corporate Services.
The current terms of reference for this Scrutiny Committee are attached.

9 Ethical and Low Carbon Advertising (Pages 23 - 34)

To consider the report of the Director.

10 Forward Plan of Business and Scrutiny Work Plan (Pages 35 - 40)

Please see for noting a link to the schedule of future business proposed for the Council which can be viewed on the Council's web site. This on-line document is

a source for Members to raise issues at Scrutiny on forthcoming Executive agenda items:-

<https://exeter.gov.uk/council-and-democracy/councillors-and-meetings/forward-plan-of-executive-decisions/>

Also attached is a draft work plan of future scrutiny items.

Should Members wish to raise issues in respect of future business please notify Sharon Sissons in advance of the meeting.

Date of Next Meeting

The next scheduled meeting of the Strategic Scrutiny Committee will be held on **Thursday 21 September 2023** at 5.30 pm in the Civic Centre.

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STRATEGIC SCRUTINY COMMITTEE

16 March 2023

Present:

Councillor Rob Hannaford (Chair)

Councillors Leadbetter, Allcock, Asvachin, Atkinson, Knott, Mitchell, K, Read and Vizard

Apologies:

Councillors Harvey, Jobson, Moore, J and Oliver

Also present:

Director of Culture, Leisure and Tourism, Director of City Development, Service Lead - Active & Healthy People, Service Lead Net Zero & Business, Assistant Service Lead – Local Plan and Democratic Services Officer (SLS)

In attendance:

Councillor Bialyk –	Leader
Councillor Parkhouse –	Portfolio Holder Leisure Services and Physical Activity
Councillor Wood –	Portfolio Holder Climate Change
Councillor D. Moore –	Attending for Minute 43 under Standing Order 20
Councillor M. Mitchell –	Attending for Minute 45 under Standing Order 44

40 **Minutes**

The minutes of the meeting held on 19 January 2023 were taken as read, approved and signed by the Chair as correct.

41 **Declaration of Interest**

No declarations of interest were made by Members.

42 **Questions from Members of the Public Under Standing Order No.19**

In accordance with Standing Order No.19, the following question had been submitted by a member of the public, Mr Cleasby and was circulated in advance to Members of the Committee. Councillor Wood, Portfolio Holder Climate Change attended the meeting and gave the following response as set out in italics below:-

Will the Council please set out how it sees the future role of Exeter City Futures?

Answer

The two secondments to Exeter City Futures of the Chief Executive & Growth Director and Director for City Transformation have come to an end. As a result, it was the right time to reflect on the work undertaken by the City Council to support the Net Zero Exeter 2030 Plan. A review was being undertaken on the City Council's involvement in, and the future of Exeter City Futures in overseeing the Net Zero Exeter 2030 Plan. Once the review has concluded, a report would be brought to the Executive. The work continued to reduce the City Council's carbon emissions, which was the subject of a report on the agenda of this meeting.

Supplementary Question and Answer.

Mr Cleasby sought further information on the timetable for the conclusion of the review.

The Portfolio Holder Climate Change stated that it was anticipated the initial work would come forward soon.

43 Questions from Members of the Council Under Standing Order No.20

In accordance with Standing Order No.20, the following questions were submitted by Councillor D. Moore in relation to the Portfolios of Councillor Parkhouse and the Leader. The questions were circulated to Members of the Committee. The responses of the Portfolio Holders were set out in italics below:-

Question from Councillor D Moore to the Portfolio Holder for Leisure & Physical Activity (Councillor Parkhouse)

Question

Why, when we are all supposed to be more inclusive of everyone in society, do I as a disabled person, have to travel outside Exeter to other towns and cities if I want to attend a "Disabled Only" swimming session?"

In support of the question, Councillor Moore advised that she had asked the question on behalf of a resident who had visited St Sidwell's Point. She was aware that the resident had met with the Manager to discuss his experience "that there were a large number of disabled people in and around Exeter who would like to swim in the city pools but who would feel anxious, overwhelmed and even fearful of attending a public swim simply because the environment could be very busy and noisy at times. Additionally, people feel very conspicuous when they have to use a hoist or enter and exit the pool with assistance. The whole experience can very often trigger feelings of overwhelming anxiety, whereas in a "Disabled Only" swimming session the environment is much calmer, quieter and people don't feel judged or threatened when they are swimming with like-minded people."

Answer

St Sidwell's Point has been designed from the beginning to be fully inclusive and not segregate users at certain times, based on ability. The facilities included fully accessible changing places and rooms, toilets and wheelchair lifts and steps into the pool, were all part of the many ways where the facility had gone above and beyond. The leisure team have listened to charities along the way for both the design of the building and facilitation of users.

Where there are other disabilities every effort was made to work to individual circumstances where practically possible. The staff have worked with users, who may feel anxious or had special requirements to adapt the service. The Centre Manager has worked with families on a one to one basis.

Supplementary Question and Answer

Councillor Moore asked if the service would be willing to work with the residents to improve their confidence whilst at St Sidwell's Point.

The Portfolio Holder referred to the competing use of the facilities, but the team would follow up the request.

Question from Councillor D Moore –to the Leader of thr Council (Councillor Bialyk)

Question

Please can the Portfolio Holder provide and update on the repair of the Riverside Leisure Centre roof?

Answer

Elected Members have approved a £2 million capital repairs budget for leisure from April. Immediate repairs and priorities will be worked through by officers, including an updated condition survey and coordination from the Corporate Property Unit. Work on the roof of the Isca Centre would commence as soon as was practically possible and as a priority. With regards to Riverside, Exeter City Council had applied for over £6 million in funding to address both Net Zero, increased energy costs and repair issues for the roofs of both the Riverside Leisure Centre and the Royal Albert Memorial Museum. The matter would be discussed by officers next week.

Supplementary Question and Answer

Councillor Moore commented on water continuing to leak through the roof of the Riverside Leisure Centre and that remained an ongoing repair issue.

The Leader responded and referred to the updated condition survey for the Riverside Leisure Centre and the opportunity to look at making the remedial works as well as achieving funding as part of the work to decarbonise the whole building. It was important to ensure that the public could continue to use the facility.

44 Portfolio Holder Report

Councillor Parkhouse reported on the Leisure & Physical Activity areas of her Portfolio and detailed the issues relating to achieving the Council's published priorities, major ongoing programmes of work, issues impacting delivery, financial performance, budget requirements and potential changes being considered.

The Portfolio Holder reported on the following key areas which included:-

- the decision to bring leisure operations in house which had offered a strategic and joined up approach linking with the Council's Live and Move Strategy to deliver activity across the city.
- the teams were working to address pockets of inactivity in the city.
- the teams were working with Devon Wildlife Trust to improve accessibility and signage in both the Valley Parks and the 13 Mile Green Circle.
- the updated Playing Pitch Strategy would protect those green areas of the city. Consultation with over 100 local sports clubs had enabled mapping of pitches to identify current and future use.
- energy price rises had impacted on the leisure sector overall, and whilst not such an issue for St Sidwell's Point (SSP), there would be an impact on the other five sites in the city.
- the national shortage of swimming instructors and lifeguards was exacerbated in Exeter as many staff were university students who left the city during the busier holiday periods.
- every effort was being made to ensure the changes in staffing levels had minimal impact on the customer experience with the high quality service was maintained and managed within budget.

- a concessionary offer similar to the former X Card may be considered.
- the Council's Net Zero team had submitted an application to the Decarbonisation Fund in respect of the Riverside Leisure Centre and the Isca Centre, and were awaiting the outcome of the bid.
- well being programmes such as 'This Girl Can' had offered free sessions at the Wonford Leisure Centre for women and girls living in Wonford; a NHS Staff well-being programme tailored to the shift patterns of the workforce was immediately oversubscribed, and a new 12 week well-being programme will be open to the wider population to encourage more activity.

The Portfolio Holder responded to the following questions from Members:-

- the crèche had a significant cost implication, despite there being no similar provision in the city and all options were considered.
The Director advised that the original modelling for the crèche was based on the expectation of a maximum of 2,000 sessions, but even at capacity, the running cost of £45 a session was unsustainable.
- a request would be made to the Service Lead Active and Healthy People to contact ward councillors for St David's around increasing activity levels in areas of deprivation to discuss initiatives.
- following discussions with the Director, the technology used at a small data centre at Exmouth pool would be discussed at a meeting with the Net Zero team.
- Northbrook Pool was a fantastic asset, but managing the opening hours with limited staffing capacity posed some challenges. A trial of different opening hours would take place at the end of March, and the May half term to identify the needs of the local community.

The Director responded to the following questions from Members:-

- bringing the leisure service in house, had certainly resulted in more control and a better service for the customer.
- rather than focusing only on using social media for marketing, push notifications, direct email marketing, the team on site and word of mouth were all used.
- the pilots for social prescribing courses had worked well. A member of staff in a social prescribing role had been employed.
- SSP could be offered as a venue through Visit Exeter and Visit Conference Exeter, but there had to be a balance of the facilities for all users.
- two local authorities nearby had continued to outsource their leisure provision and had a higher price point.
- consultation to deliver the staff and structural changes was still taking place..
- work was taking place with sports science students at Exeter College to help overcome some challenges with recruitment, but there was still a wider recruitment issue across the country.
- the energy was purchased in bulk with the support of the Council's Procurement Officer to attract a better rate, but they were aware of the LGA National Energy Category strategy.
- the Pyramids site had been sold, with the disposal from the asset coming to the Council.

The Portfolio Holder responded to advance questions received from Councillor Jobson, which were asked by Councillor Leadbetter in her absence. The responses were set out in italics below:-

Leisure membership

1. Was the target of 10,000 memberships based on the amount required to pay staff costs, running costs, maintenance and repair and interest/capital payments on the debt incurred?

The 10,000 figure quoted was an internal sales target for all six sites. It was based on competitor analysis and potential use on a single price membership (£25 for all sites) where casual use was allowed, there was no joining fee or exit fee. When the leisure service was brought in house a sector expert had been working with officers to review the wet side and dry facilities, and commercial activity. The teams work to targets in all areas. Annual membership was just one part of income to the leisure service across the six sites. Income also includes casual use, room hire, pool hire, food and beverage sales. The target was based on what membership it was thought the facilities could attract given the different dynamics. There was not a one size fits all across the six sites.

2. If not, what no of memberships at current rates is required to pay such costs?

Income was not just from monthly memberships. It was hard to model for a price rise, some people stop coming, so this also needs to be included. For the leisure service to be operationally cost neutral you would need to increase all income streams to cover the £2 million leisure currently requires – if there was no attrition the membership would be £50 to £100 to reach a break-even point even with the 10,000 membership numbers.

3. It is understood that in excess of 12,000 memberships was achieved in the first year, in view of the recently imposed increased membership charges how short was this number of memberships from achieving a break even position?

The leisure service including SSP was still in its first year so the final position was not yet known. There are no joining or exit fees or contract so membership numbers varied from month to month and the trends and patterns have not yet been established. Only part of the income comes from monthly memberships. All centres require a subsidy given the way the service was designed to provide access to people at an affordable price, in-house staffing and the huge increases in energy costs.

In response to a further question on membership numbers, whilst there had been some attrition, the figures had levelled as other members had stayed for the spa facilities.

Potential changes to services/provisions being considered

1. If the crèche closes at St Sidwell's Point what assessment has been undertaken of the impact of that closure on a potential loss of memberships

Officers had looked at the use of the crèche and modelled different variations of loss against probability. The crèche was a unique service but there had been a high level of subsidy required.

2. What assessment has been undertaken as to whether the increase in Membership subscriptions will likely result in a reduction in the number of membership subscriptions.

Modelling had been done and considered the impact of the cost of living increase on people's disposable income and the fact that Exeter Leisure does not charge a

joining fee or have a minimum contract. The modelling was commercially sensitive.

3. The reports all talk of a £2 million subsidy from Exeter City Council to the Leisure Service – what does this subsidy cover – is it running costs/staff costs etc or the repayment of the debt or both?

The subsidy included all expenditure associated with the service – such as running costs and now increased energy costs, and the high level of staff needed. Repayment of the debt came under another budget line.

The Director added that in terms of bringing the service in house, the cost to the Council may have been less, but the cost to the consumer would be considerably higher.

The Portfolio Holder responded to an additional comment on the previous commitment made for free swimming lessons for children. The Director added that it had been anticipated that a commercial operator would run SSP. The impact of the impact and a shortage of qualified swimming instructors had resulted in a significant backlog and a post pandemic model of free lessons was no longer feasible. The Government was bringing in legislation for compulsory swimming lessons in schools and the Council anticipated working with schools to facilitate this. The Director also responded to a Member's question on subsidies for children in care, and care givers and confirmed that the Portfolio Holder had asked him to look at a model of concessionary membership as part of the service's budgetary work.

Members noted the report.

45 **St. Sidwell's Point Project Contractual Arrangements**

The Director Culture, Leisure and Tourism presented the report, which followed a request from Councillor M. Mitchell and colleagues in the Progressive Group who sought further information on the contractual arrangements of the construction of St Sidwell's Point (SSP) in terms of any lessons to be learnt from managing such a large scale project.

Councillor M. Mitchell attended the meeting under Standing Order 44 and thanked officers for the excellent and detailed report, and wished to put the request for consideration in context. Following the experiences of the project, he proposed a Member Task and Finish Group to consider how as a local authority such large capital programmes could be managed effectively. He said that as Members they were mindful of ensuring accountability and matters of governance and he suggested a Task and Finish Group may offer the opportunity to consider a wide range of issues, including the structure of business plans, variability of costs, ensuring value for money, and managing any delays in the timetable.

The Director introduced Justin Pickford, who project managed and provided technical expertise throughout the entire period. He had worked with an exceptional external team working to a budgeted and resourced process. He noted the comments made and suggested that when the Wonford Health and Wellbeing Centre came forward, he would welcome any opportunity to incorporate the learning from SSP into that project.

Members made the following comments:-

- that such projects should be left to the appointed project manager.

- although being mindful of Member and officer time and commitments to convene a Task and Finish Group, the Member welcomed the opportunity to scrutinise the project.
- a Task and Finish Group would offer further guidance for any future projects.
- that some aspects of discussion of the management of future projects could be picked up in the work of the Exeter Development Fund Task and Finish Group.

Councillor M. Mitchell proposed a Task and Finish Group, which was seconded by Councillor Read and following a vote, the proposal was lost.

The Leader welcomed the report and reflected on the timetable, having chaired the cross party Leisure Complex and Programme Board, which oversaw the evolution of the project and which reported such to the Executive and Council.

Justin Pickford set out the key issues of the project as detailed in the report. He had worked on the scheme since its inception, with the appropriate level of professional support and specialist skills having been engaged, using standard industry recognised documentation to ensure there was no misunderstanding around the duties, roles and responsibilities. He highlighted four extraordinary changes within the contract which had been subsequently addressed:-

- the Section 278 highways works were far more extensive than originally anticipated, with resultant costs being higher than envisaged;
- the original building cladding material, although compliant with all building regulation was changed following the Grenfell fire;
- the Operator fit out works costs exceeded the allocated budget following the decision to bring the operator back in-house; and
- the effects of Covid 19 on the timetable, which had resulted in a separate settlement for the scheme.

He responded to a Member's question relating to the highway works and that in future, arrangements for the Highways Authority to carry out trial work beforehand would be suggested. There was recognition that it was important to ensure the right team and level of support was in place.

Councillor M. Mitchell thanked Mr Pickford for an excellent and informative report, but he suggested that it covered the project management aspects, rather than touching on Exeter City Council accountability and governance matters. He would be satisfied by an approach being made to the Exeter Development Fund Task and Finish Group to consider contractual and projects management issues as part of the consideration of future projects.

Strategic Scrutiny Committee noted the report and supported further discussion of project management be made at a future meeting of the Exeter Development Fund Task and Finish Group.

46 **Live and Move Programme Update**

The Service Lead Active and Healthy People presented the report which provided an update for Members on work undertaken and planned under the Live and Move Strategy, across Exeter and Cranbrook, with the aim of increasing health inequality and physical activity. The report also provided an opportunity to highlight the Council's programme of work around physical activity and well-being in local communities as well as an update on the Sport England delivery pilot. The Strategy targeted 12 locations across the city, supporting those communities that suffer from

the poorest health outcomes and the highest level of inactivity across the city. The three specific outcomes were to:-

- increase everyday physical activity
- increase walking and cycling use, and
- physical activity to improve community connectivity.

The team were about to oversee an Active Lives survey for 2023 which Sport England used to obtain a tangible benchmark. A review of the 2022 survey had already helped identify the levels of physical activity of residents in the priority locations. The Service Lead Active and Healthy People would share the survey results, but he wished to highlight three significant things that they noted from last year's survey:-

- Exeter had a stronger bounce back from Covid, with good levels of physical activity, testament to the investment made with local partners such as Exeter City Community Trust.
- the narrowing of the gender gap in terms of more women and girls being physically active in Exeter than the national average. Campaigns such as 'This Girl Can' had helped to raise activity levels.
- investment in a local charity had resulted in an increase physical activity rates in the city's culturally diverse communities using the Wonford Sports Centre.

Other areas of note included:-

- field work for the next Active Lives survey would be launched shortly.
- the Council will be invited to submit an application to secure a long term place partnership with Sport England later this year. Their investment and support would enable the Strategy to extend beyond the 2025 date to continue until 2030.
- a report to create a Wonford Community Wellbeing Hub with a proposed design and future management model would be presented to a future Executive and Council meeting.
- work was due to take place in Newtown on a low traffic neighbourhood project with local consultation on a design for the public realm and walking and cycling infrastructure as well as creating a new outdoor community space.
- a new 12 week well-being and social prescribing programme working with the NHS, for more vulnerable residents to have opportunity to connect and access the facilities with a broader programme than just relating to physical long term conditions.
- consultation by Devon County Council relating to the local walking and cycling offer to increase those activities through relatively low cost infrastructure projects.
- work on the Green Circle had improved signage, and access with a digital app to track the route, as well as looking at ways to improving ownership of local sections.

The Service Lead Active and Healthy People responded to the following Members' comments:-

- the Live and Move team have been involved throughout the development of the LCWIP (the Local Cycling and Walking Infrastructure Plan) with colleagues from Planning and will make a formal response to the consultation. The Assistant Service Lead (Local Plan) advised that his team had worked with Devon County Council in preparing the LCWIP. It was an important transport policy document for the city, and may help to inform the routes and future development and the

location of some of the suggested priority routes. He made an offer to summarise comments received by a Member from the public, to capture those in the City Council's response.

- funding for the current Sport England Programme runs out in 2025, but it is anticipated that the Sport England delivery pilot will run into a longer term partnership, with bids being made up to 2030.
- the live surveys offered a wealth of data and information, and included a profile of age, gender, and levels of disability across the wards, which he was happy to share with Members
- applications could be made for placed based funding to offer a targeted resource to support programmes or develop ideas and activity coming through the community builders and community physical activity organisers.
- referencing activity levels the criteria for fairly active was 30 to a 150 minutes exercise and active levels were more than 150 minutes a week. The team will continue to invest in those areas of the city that identified will make a difference to the mainstream activity levels of the population across the whole of Exeter.

The Director stated that he had no further information on the Water Lane site, but the basic principles on active design and walking in terms of the Liveable Exeter sites would be adhered to. He invited Members to pass on any comments to the City Development and Live and Move teams.

The Chair thanked Officers for the report and proposed a further recommendation to support the aspirations for long term funding with Sport England.

Strategic Scrutiny Committee noted the following:-

- (1) progress made against the strategy, and its contribution towards key priorities in the City Council's Corporate Plan;
- (2) an update on progress be made to Strategic Scrutiny twice a year; and
- (3) support for the aspirations for long term funding with Sport England.

47 **Exeter Plan: Outline Draft consultation: Initial reporting**

The Director introduced the report and referred to the extensive and inclusive public consultation in respect of the draft Local Plan. He thanked the Assistant Service Lead (Local Plan) and his team for their hard work in preparing for the consultation and their presence at a series of roadshows held throughout the city. The responses and level of engagement have created a good level of baseline data and the team were already preparing to commence the next consultation in October.

The Assistant Service Lead (Local Plan) provided an overview of the consultation carried out on the outline draft Exeter plan last autumn. A report would be presented to the Executive next month summarising the consultation which looked at 28 policies and sites. The team had made a significant effort over the 12 weeks extended consultation period. There had been a higher profile and digital presence, with a new engagement platform, 15 exhibitions as well as direct engagement with students from the University of Exeter and Exeter College as well as a number of community groups, press releases, banners, posters, digital screens, and an advertising campaign on Council vehicles being used.

There had been good levels of engagement with 1,500 individual respondents having provided more than 3,400 individual responses on a policy, site or issue; 700 comments were received as a result of a quick survey and more than 15,000 hits were made on the City Council's web site. More than 1,000 people attended the

exhibitions providing an opportunity for the team to engage with the community in some depth.

The key issues drawn from the consultation included:-

- Tackling climate change;
- Supporting development that would reduce the need to travel, and
- Providing good quality homes.

In general terms, over 50% of comments made were positive with clear support for brownfield development over green field sites as an overarching strategy. There was also support for other policies including the protection of valley parks, improvement of digital communication, particularly in relation to new development, and ensuring green infrastructure. There was no correlation between the scale of the 29 sites proposed and the number of responses.

Further detail on policy on a site by site basis would be published in the full consultation document, but the consultation undertaken had offered a good basis to move forward for the next draft of the Exeter Plan and future engagement.

The Assistant Service Lead (Local Plan) responded to the following Members' comments:-

- apart from the top three issues raised during the consultation, specific detail and statistics from the consultation would be included in the forthcoming report to the Executive.
- the quick survey on the development strategy resulted in a range of comments on a site by site basis which could explain why there was, in some cases, considerable local activity on particular sites and the team would take such comments on board.

Members welcomed the report with many comments including:-

- an appreciation of the effort made to engage with the public at a number of levels and with a more creative approach.
- affordable homes for local people, as well as quality homes were needed.
- turnout at the Beacon Centre roadshow was low and the Member hoped that such areas would be encouraged to participate in further consultation. The Member went on to comment on the demographic of respondents and suggested that younger people age groups had been less engaged in the consultation and if there were any plans to carry out consultation in schools, as the Plan would cover the generation that will inherit the city.
- whilst further detailed information from the forthcoming Executive report was awaited, a Member supported any opportunity to engage with the younger population.
- the consultation had noted the importance of having a safe and secure place to live, but capturing the comments of those with less of a voice should be recognised.
- there could be a greater level of engagement when larger developments were taking place, with consistent themes raised in relation to student accommodation, scale, design, affordability or the impact on services and infrastructure. The Member suggested there may be benefits in carrying out a similar consultation on a much smaller scale in such cases.

The Director appreciated the suggestion as it was important to be aware of local views and how to respond to a Local Plan. The next stage of the consultation will

pose a challenge, but will continue to shape the Plan to ensure it was effective and meaningful.

The Portfolio Holder City Development commented on the relatively low numbers from the consultation in Beacon Heath and would welcome looking at other ways to specifically engage groups within the community, as well as school students. The efforts to reach over 1,053 respondents should be congratulated and she was aware that the team continued to find ways to develop the consultation opportunities even further.

Strategic Scrutiny Committee noted the summary of the outline draft Exeter Plan consultation.

48 **Working Towards Net Zero - Exeter City Council's Corporate Carbon Reduction Plan**

The Service Lead Net Zero and Business presented an update on the work of the Net Zero Team, and delivery of the City Council's Carbon Reduction Plan. The updated Plan included a mix of measures set out in the Council's Corporate Carbon Footprint Report produced in 2022, and actions in progress across all services to achieve a Net Zero Council. A summary of recent projects successfully delivered was also included within the report. The team were currently developing a separate methodology for the action plan to show low, medium and high priorities, which would give an emphasis of what action was needed to be undertaken as an immediate priority.

It should be acknowledged that delivery of the premise of Net Zero by 2030 for the City Council remained challenging. The Net Zero team continued to look at ways to create capacity, and they anticipated carrying out an exercise involving further research on the resources needed to deliver that for the City Council

The report highlighted some of the major projects of the team which included:-

- the completion of the Water Lane Smart Grid Project ;
- two members of staff have been delivering Carbon Literacy training across the City Council. This was an ongoing project, and the Council had already achieved bronze status with further plans to work towards a silver accreditation.
- a range of activity continued to reduce the Council's carbon emissions with the information and data available on a dedicated page on the City Council's web site .
- a review of the environmental accreditation scheme, Green Accord, included a relaunch at a Chamber of Commerce event at the beginning of April.

The Service Lead Net Zero and Business responded to the following Member's comments and questions:-

- she thanked the Member for comments on the attributes of an aerobic digestion plant and whilst there was no proposal to develop a facility, such as the one in the East Devon District Council area, it was not to say that such a facility could not be built in the future.
- an officer Task and Finish Group relating to procurement has been established to see how data relating to contracts could be collected. She would ask the Net Zero Project Manager to offer a more detailed response in relation to Scope 1, 2 and 3 emissions and whether the connected and partnership companies were covered.

- the team were working to establish a costed plan for delivering Net Zero and she anticipated further detail would be available at the next meeting of the Strategic Scrutiny Committee in June.

The Portfolio Holder Climate Change welcomed the detailed report including the various projects and activity being carried out by the Net Zero team. He responded to a Member's question on sourcing information and data and referred to the Council's web site as referenced earlier in the meeting and a suggestion of a more visual aid, a virtual thermometer to chart the Council's progress in this regard.

Strategic Scrutiny Committee noted the following:-

- (1) an acknowledgment that progress made but of the scale of the challenge that remained;
- (2) the Carbon Reduction Plan, which was an evolving document, to be reviewed on a six monthly basis, to monitor progress, identify change and evaluate actions needed to deliver Net Zero; and
- (3) that in order to deliver Net Zero by 2030 will require an increase in capacity, financial investment and operational resource, both internally and from government at a national level. An investment Plan to establish recourses required had been added to the Carbon Reduction Plan.

49 **Progress Report Shared Prosperity Fund - Update 2**

The Service Lead Net Zero and Business presented the report, and provided a second update on the Shared Prosperity Fund (UKSPF) through from the Department for Levelling Up Housing & Communities (DLUHC). The City Council finally received confirmation of the Exeter Investment Plan in January 2023, with the Year One allocation made earlier this month, in March. To help facilitate this work, a Project Manager would be appointed on a temporary basis for two years to deliver various activities including the Exeter's Investment Fund.

Projects of note from the 2022/23 Investment Plan included a Design out Crime project, with the replacement of old analogue CCTV cameras in the city centre and the City Council's car parks, and the introduction of body worn cameras for the Council's enforcement teams; and a feasibility study in relation to the formation of the Exeter Passivehaus Training Academy would be commissioned early April.

The Service Lead Net Zero and Business referred to the revised Exeter Investment Plan attached to the report at Appendix 1 and highlighted a number of projects for 2023/24, commencing in April.

The following responses were given to Members' questions:-

- an activity in Year 2, would develop an Innovation Hub located within the city, working with the University of Exeter to undertake research specifically around climate change and Net Zero.
- the completion of carbon impact assessment on projects, was more of a policy requirement of the City Council rather than UKSPF.

The Portfolio Holder Climate Change also responded to a Member's comment on the lower level of funding through the UKSPF as opposed to the European Union (EU). He cited the example of the grant given to build the £3.5 million solar farm and battery storage facility at Water Lane, which was part European Regional Development Fund (ERDF) funded.

Strategic Scrutiny Committee noted the following:-

- (1) progress to deliver the Shared Prosperity Fund (UKSPF) in Exeter which had been limited;
- (2) slight adjustment of the interventions, to address delays in delivery; and
- (3) the Service Lead for Net Zero and Business would provide an update to Strategic Scrutiny Committee every six months on the delivery and management of UKSPF, the next update being at the meeting on 21 September 2023.

50 **Forward Plan of Business and Forward Work Plan**

The Chair advised that the Scrutiny Programme Board would be considering the work plan of future business for Scrutiny.

Members noted the Forward Plan and draft Scrutiny Work Plan.

The meeting commenced at 5.30 pm and closed at 8.50 pm

Chair

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REPORT TO STRATEGIC SCRUTINY COMMITTEE

Date of Meeting: 22nd June 2023

PORTFOLIO HOLDER'S REPORT TO SCRUTINY COMMITTEE

COUNCILLOR PHIL BIALYK, LEADER

1. Issues relating to achieving the Council's published priorities
<p>One Exeter - Since the appointment of the new Chief Executive there has been a shift in focus to deliver on the strategic priority of 'Leading a Well-Run Council'. This will focus on the core functions of the council and transformational work identified through the One Exeter programme. Going forward, the programme will be structured around the six pillars of Leading a Well-Run Council:</p> <ul style="list-style-type: none"> • A balanced budget • Good governance • Value-for-money services • Customer-focussed services • Supported and developed staff and members • Well-managed assets <p>Over the next three months, an Improvement Plan will be developed around these six pillars and the Strategic Management Board will be accountable for the delivery of the plan.</p>
<p>Digital Customer Service Strategy – a draft strategy is nearing completion, which outlines our plans for excelling at customer and digital service and ensuring that customer needs guide how services are developed and delivered. This draft strategy will be going to public and partner consultation over the summer with a report back to Executive and Council in November. To improve our understanding of customer needs, we are working with external experts to learn how to utilise existing customer data and address any gaps in our understanding of our customers. This will allow us to ensure that service design, across all channels, takes into account the varied needs and experiences of users, including those who may face barriers to using digital services. With a director now taking a lead on digital and ICT we are working more collaboratively with partner councils and Strata and the full role out of Microsoft 365 has now begun. This is a critical foundation for modernising our ICT systems.</p>
<p>Medium Term Financial Plan (MTFP) – A full update will be reported to Executive on 27th June 2023.</p>
<p>Embedding Net Zero in all services, planning and activity – The council has achieved Bronze Status through the Carbon Literacy Project, with 105 officers and councillors attending training, resulting in 46 achieving their Carbon Literacy Certificate. Net Zero Ambassadors meet on a regular basis to share learning & best practice on reducing carbon emissions within their own service and across the council. The Green Accord has re-launched to support Procurement and services in reducing their carbon emissions.</p>
<p>Exeter City Living - The shareholder representative has instigated a review of ECL with a view to sharing the outcome with members in the summer and bringing forward any appropriate proposals for consideration thereafter.</p>
<p>Exeter City Futures - The Exeter City Futures Board has resolved that the time is right for the Net Zero Exeter 2030 Plan to move to delivery by the founding partners collaborating to create a greener, healthier future for local communities. The Exeter City Futures Community Interest Company will close at the end of June and the goals will be delivered through the strategies of Exeter City Council, Devon County Council, the University of Exeter, Exeter College and the Royal Devon University Healthcare NHS Foundation Trust.</p>

Exeter Development Fund – Southgate has been identified as a ‘flagship’ project and a stage 2 feasibility study is being commissioned. Consultants are developing a full business case.

Liveable Exeter - Six Liveable Exeter principles have been developed as tools to deliver outcomes of the Exeter Vision 2040. These principles are embedded in the draft Exeter Plan, which also identifies the 8 strategic Liveable Exeter sites where the majority of new homes will be built. Each of the principles are being developed into a design code for Water Lane as a pilot project. Work is continuing to progress each Liveable Exeter site as part of the Exeter Plan.

2. Update or commentary on any major ongoing programmes of work

Corporate Plan – A review of the priorities and actions in the Corporate Plan will commence in July.

Risk management – The Strategic Management Board has completed a review of the council’s Risk Management Process to assess priorities in the corporate plan and ensure that appropriate risk mitigation is in place. A report will be presented to the next Executive and Audit & Governance committees which will outline the new process with an updated Corporate Risk Register being presented to members for agreement in September.

Devolution and the County Deal – In March, the Levelling Up Minister Dehenna Davidson gave written confirmation that the Government wishes to agree a landmark Devolution Deal with Devon, Plymouth and Torbay local government partners by the end of this calendar year, 2023. Joint work with the Department for Levelling Up, Housing and Communities to finalise a draft Deal for formal consideration and approval by local authority partners is continuing. A members briefing on the Devolution Deal is being arranged.

Shared Prosperity Fund – Year one has focused on ‘Designing out Crime’, replacing old analogue CCTV cameras for the city centre and the purchase or body-worn Cameras for officers engaged in enforcement. Confirmation of year two allocation awaited from Government.

Community Infrastructure Levy (CIL) - Following consultation, The CIL Examination will be held on 4th July for one day. When concluded, the new Charging Schedule can be implemented in the second half of 2023.

3. Issues that may impact : services delivery/financial performance/future budget requirements

Economic outlook – An update will be included in the Medium Term Financial Plan report to Executive in June.

4. Potential changes to services/provisions being considered

Council structure - The Local Government Association has completed its Decision Making Accountability review, which has assessed how and where decisions are made across the council and how this might be improved. The findings will inform the design of a new organisational structure.

5. Other matters the Portfolio Holder wishes to raise with the Scrutiny Committee

Cost of living support given in 2022-23 - An extension to the Household Support Fund enabled the Council to give over £360k in support between 1 April 2022 and 30 September 2022 to low income households struggling with the increased costs of essential goods and services. A further £363k in funding was provided from October 2022 and directed to low income households. 44,061 households (£6.6m) have been supported through the Government’s Energy Bills Rebate. 1,452 households (£187,179) were supported through an additional discretionary scheme.

Terms of Reference for Scrutiny

Membership

The membership of all committees is determined by the Council at its Annual Meeting. The membership may be varied during the year only with the consent of the Council.

Scrutiny Functions & procedures

Scrutiny Functions

1. The aims of the Scrutiny process are to:-

- add value to Council business and decision-making;
- hold the Executive to account;
- monitor the budget and performance of services;
- assist the Council in the development of policy and review the effectiveness of the implementation of Council policy;
- review relevant central government policy development and legislation to assess the impact on the City and make recommendations to Executive.

Scrutiny Programme Board (“SPB”)

2. The purpose of the Scrutiny Programme Board is to manage scrutiny in a way that ensures the functions of overview and scrutiny are fairly balanced across all aspects of the Council’s work, with a view to improving services, reducing inequalities and improving outcomes for the people of Exeter. The Scrutiny Programme Board will meet on a bi-annual basis.

Role of the Scrutiny Programme Board:-

- To set priorities for the annual scrutiny work programme;
- To ensure that work is allocated fairly across the two scrutiny committees and reflects all aspects of the Council’s work by providing oversight and direction to the committees’ work programmes;
- To ensure corporate and cross cutting business is dealt with by the relevant committees;
- To review performance against the relevant corporate priorities and inform work programmes as appropriate;
- To receive for information, and oversee implementation of, recommendations made by each of the two Scrutiny Committees;
- To plan and oversee implementation of the process for annual Budget Scrutiny;
- To produce an annual scrutiny report to Council (in conjunction with the scrutiny committees);
- To review national best practice and guidance in relation to scrutiny and recommend any changes to the way scrutiny is undertaken as a result.

Membership:-

The Scrutiny Programme Board will consist of one member nominated by the Leader (who shall not be a member of the Executive) together with the Chairs and Deputy Chairs of each of the two scrutiny committees.

Chair - the Chair of the Board will be from the group in administration.

Deputy Chair - the Deputy-Chair will be from the main opposition group.

Role of the Scrutiny Committees

The relevant scrutiny committee will:

- hear call-ins, Councillor's call for action and petitions;
- approve the creation of time limited working groups for issues within its remit;
- monitor performance against the relevant corporate priorities;
- receive finance and performance reports;
- agree recommendations to Executive, Council and partner organisations;
- agree appointments of co-opted representatives;
- monitor the forward plan;
- review new and developing legislation to assess its impact on the city;
- consider and introduce schemes to involve the public in developing policy;
- work with national, regional and local organisations to promote the interest of local people.

Strategic Scrutiny Committee

Responsibility for

- Relevant policies in the Exeter Plan
- Corporate Health & Safety
- Response to Central Government's Policy Making
- Climate change and sustainability
- Council wide/strategic matters
- Hear call-ins relevant to the role of the committee

Partnership links

- Growth Board
- Joint Committee for Heart of the South West
- Heart of the South West Local Enterprise Partnership

Membership - There are fourteen members of the Committee including the Chair and Vice Chair. None shall be members of the Executive Committee.

Chair - The Chair will be nominated and elected at full council and will be a member of the Scrutiny Management Board.

Deputy Chair - The Deputy Chair will be nominated and elected at full council

Urgent Decisions - The Chair with relevant responsibilities will be consulted on urgent decisions to be made.

(Amended March 2020)

REPORT TO / STRATEGIC SCRUTINY COMMITTEE

Date of Meeting: June 22nd 2023

Report of: Jon-Paul Hedge, Director

Title: Ethical and Low Carbon Advertising

Is this a Key Decision?

No

Is this an Executive or Council Function?

N/A

1. What is the report about?

1.1 A Motion was presented at Council by Councillor Sparling in April 2023 regarding ethical and low carbon advertising. This report looks at the Motion, existing advertising arrangements, and potential options moving forward. A second report to be presented to Members in the autumn will look into planning aspects of the Ethical Advertising Framework.

2. Recommendations:

2.1 That Members comment on the revisions proposed in the current Ethical Advertising Framework circulated with this report in the light of the Motion, against existing policies/framework and work of officers.

2.2 That matters relating to planning policy will be acknowledged in the updated Ethical Advertising Framework are brought back to Strategic Scrutiny Committee in September for further scrutiny.

2.3 That any cost or resource implications recommended are clearly outlined.

2.4 That recommendations from the meeting of this Scrutiny Committee and the one in September are combined and brought to Executive and Council along with an updated Ethical Advertising Framework for approval.

2.5 That the updated Ethical Advertising Framework be brought to Executive and Council are in place for the advertising under the control of Exeter City Council, not existing external contracts with third parties (such as Clear Channel)

3. Reasons for the recommendation:

3.1 The Ethical and Low Carbon Advertising Policy Motion was referred by Council to the Strategic Scrutiny Committee for a report, to be brought back to Council in due course, but stated:

This Council notes:

- That it is possible for local authorities to implement advertising policies against specific products if they consider them to be harmful to the amenity of an area. This Council notes that the Greater London Authority (GLA), which controls Transport for

London (TFL) property, was able to enact a Healthier Food Advertising Policy in 2018 prohibiting High Fat, Sugar or Salt (HFSS) food advertising on TFL property.

- That the continued paid promotion of activities or products that are potentially harmful to mental or physical health or the environment, such as junk food, gambling, alcohol or high carbon products (including cars, fossil fuel companies and airlines and airports), are very common across a variety of out-of-home advertising media
- That statistical evidence shows how exposure to advertising increases consumption of advertised goods and services and, where these are carbon intensive, higher consumption takes us further away from Net Zero. However, a ban on advertising for unhealthy food across the Transport for London network resulted in a drop in household purchases of unhealthy food and drink, preventing 100,000 obesity cases with an expected saving to the NHS of £200 million
- That advertising prohibitions and restrictions already exist regarding all tobacco products and e-cigarettes, guns and offensive weapons, breath testing and products designed to mask the effects of alcohol, 'pyramid schemes', as well as other rules regarding marketing to children, HFSS products, medical and health claims, religion, financial products.
- That many advertising companies are switching to digital boards that allows them to sell many more advertising slots, however, these digital boards consume huge amounts of unnecessary energy. A double-sided digital bus stop advertising screen uses four times the electricity of an average British home whilst a digital billboard can use eleven times the energy of an average British home (<https://adfreecities.org.uk/2019/11/the-electricity-cost-of-digital-adverts>)
- The bright illumination of digital billboards at night has a detrimental effect on local wildlife, in direct opposition to the Ecological Emergency declared by this Council
- That the purpose of advertising is to stimulate demand for goods and services, most of which are national and international brands, not local businesses, with limited benefits to the local economy
- That some advertising content undermines the Council's objectives regarding air pollution and sustainable consumption. For example: petrol and diesel car adverts (especially for Sports Utility Vehicles) undermine air quality objectives, airline advertising undermines carbon emission targets and whilst this Council is not the local health authority, HFSS products undermine the health of Exeter's residents
- That banning advertising for certain products is not the same as banning the products themselves

This Council Resolves:

- To develop and implement an Ethical Advertising Policy as part of the council's planning policies, to apply to bus stops, billboards and advertising spaces within the jurisdiction of the local planning area and embed this within the Local Plan. This policy would then be used to set targets, expectations or restrictions on all advertising in the city that interacts with the Council's objectives on public health, air pollution, climate change and more sustainable consumption and to ascertain which companies and products the Council wishes to associate itself with and support, including local businesses, and ban harmful products, companies or services from being advertised on council owned land, in our communications, or from sponsoring council organised events.
- To review any Advertising Concession Agreements to investigate the possibility of amending the current set of prohibitions and restrictions to include products and services that contribute to climate change and air pollution. Should this not be possible, to begin work on a new agreement for when any such agreements are next renewed
- To adopt a presumption against planning permission for all new digital advertising screens in the City due to the high energy use of these technologies.

- Embed these low carbon advertising principles within the Local Plan, including the requirement to switch off of digital screens at night
- Write to the Secretary of State for Digital, Culture, Media and Sport, asking for a ban on such forms of unethical advertising nationally
- Write to the Secretary of State for Levelling up, Housing and Communities asking for reforms to Planning Guidance on outdoor advertising to take into account the unique problems with energy-intensive digital billboards

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

4.1 Exeter City Council has clear financial targets for advertising within existing budgets. Acceptance of advertising is currently checked against ECC's Ethical Advertising Policy. Further restricting this policy would likely mean officers would be unable to reach the budget agreed by elected members. Restricting digital options would further impact revenue.

5. What are the legal aspects?

5.1 The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements are controlled with reference to their effect on amenity and public safety only. There are 3 categories of advertisement consent: (i) Those permitted without requiring either deemed or express consent from the local planning authority; (ii) Those which have deemed consent; and (iii) Those which require the express consent of the local planning authority. Consideration therefore of the further detailed report on planning policy aspects will be necessary to understand the scope of the proposed ethical and low carbon advertising report. Any amendment to local planning policy is likely to have to feature in the new Local Plan and will be subject to consultation and review by a Planning Inspector.

5.2 There are presently contracts in place for both ECC controlled advertising and joint Devon County Council and Exeter City Council advertising.

5.3 Members will also note that there is statutory guidance on advertising, including the Code of Non-Broadcast Advertising and Direct and Promotional Advertising.

6. Report details:

6.1 Exeter City Council currently runs a successful advertising network throughout Exeter, which promotes local businesses and helps stimulate the local economy, as well as providing much needed income to the authority. The Council already has an Ethical Advertising Framework. In preparation for this meeting, officers have revised a new draft which is attached for Members to discuss.

The advertising media available consists of:

- Digital advertising screens
- High Street banners
- City Centre poster sites
- Exeter Citizen (Quarterly newspaper which is distributed to every residential and commercial property within the Exeter boundary)
- Vehicle fleet advertising

- Website

6.2 Exeter City Council and Devon County Council have a contract with Clear Channel to provide advertising in the city outside the main high street. DCC has similar contracts across Devon. ECC receives an annual percentage of revenue from the joint contract along with the provision of bus shelters.

6.3 The exclusions for advertising in this contract are: *“those that contravene British Code of Advertising, are likely to offend those that see them, or are of a political nature calling for the support of a particular viewpoint or action”*.

6.4 Exeter City Council has been expanding its digital advertising and reducing its reliance on printed material.

Digital signage uses energy and contributes to a business’s carbon footprint, however the use has been deemed preferable to the use of printed material. Digital options include energy efficient LED screens, which have long life spans and use much less electricity.

Exeter City Council’s digital advertising screens are all located within enclosed areas. They have the ability to be switched off when not in use.

6.5 The Communications, Culture, Leisure and Tourism department have a financial target of £200,000 for the 2023/24 financial year, with £48,906 already secured. Substantial changes to how Exeter City Council sell and manage its advertising, especially digital and print, could have a detrimental effect on the end of year figure/target which is crucial to helping support Exeter City Council’s front line services. At the moment the draft ethical advertising policy does not require changes to the operational budgets and targets. If additional measures are recommended, the financial resource implications should be listed.

6.6 The proposed revisions of the Ethical Advertising Framework build on the existing policy and is a starting point to take on greater sustainability and ethical procedures without undermining the financial targets set.

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

7.1 The Ethical Advertising Policy contributes to the following Council Corporate Strategic priority of ‘A prosperous local economy’ and a ‘A well run council’.

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

8.1 N/A

9. Equality Act 2010 (The Act)

9.1 No potential impact has been identified on people with protected characteristics as determined by the Act because the report is for noting only.

10. Carbon Footprint (Environmental) Implications:

For recommendation only. Carbon footprint impact would be assessed in the report to Executive/Council.

11. Are there any other options?

11.1 To retain the status quo.

Director Jon-Paul Hedge

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

Background papers used in compiling this report:-

Ethical advertising Policy 2019

Contact for enquires:
Democratic Services (Committees)
Room 4.36
01392 265115

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Exeter City Council's

Ethical Advertising Framework





Exeter City Council will generally accept paid for advertising and sponsorship which does not conflict with the priorities, aims and objectives of our Corporate Plan and whose association will not bring Exeter City Council into disrepute.

■ We will offer advertising opportunities through our channels to generate income for the authority aimed at achieving best value for our residents.

■ As a local authority with specific duties and responsibilities we will have close regard to the type and nature of the advertising that is deemed acceptable.

■ We will not seek to exploit our position to offer advertising at a cost which undercuts locally available market rates.

■ Where we seek a partner to sell advertising opportunities on our behalf this will be subject to a tendered arrangement for a fixed term with regular review.

■ Channel advertising will be regularly reviewed and overly intrusive advertising will be avoided.

■ All advertising channels will managed through the council's advertising portal.

■ This framework provides guidelines for the acceptance of all forms of advertising, both print and electronic.

■ This framework will be reviewed when needed in line with the council's Corporate Plan.

Advertising opportunities & restrictions

Advertising will be subject to the Local Government Publicity Code with specific regard to advertising which is acceptable in the run-up to local or national elections, and to the Financial Services Authority.

All advertising presented must fall within the rules and guidelines laid down by the Advertising Standards Authority and comply with the British Code of Advertising, Sales Promotion and Direct Marketing (full details to be found at www.asa.org.uk)

Exeter City Council will generally accept advertising which does not bring the authority into disrepute or conflict with the council's corporate objectives:

- Tackling congestion and accessibility
- Promoting active and healthy lifestyles
- Building great neighbourhoods



Advertising opportunities & restrictions

The council will ensure that advertising most clearly and closely associated with our activities seeks to complement our aims and objectives, and those of our key partners, and does not create confused, conflicting messages.

We will not accept advertisements which are considered not to comply with the guidelines set down by the Advertisement Standards Authority.

Advertising of foods and drink will be restricted to products and services that either support or are related to healthy behaviours. Healthy behaviours will be determined using current health and wellbeing guidance (www.nhs.uk) and that of our Sport England Local Delivery Pilot.

The council reserves the right to refuse advertising for any reason. For example, goods and services we will not accept includes, but is not limited to:

- High interest lending
 - Tobacco/tobacco products
 - Adult services (sex industry)
 - Weapons or violence
 - Gambling
- Excluding Community Lotteries. I.e. Incentivised giving, PTA's, School Raffles & Community Fates.
- Alcohol
- Excluding the promotion of events within the Greater Exeter area.
- Fast food
 - Personal injury claim companies

In addition we will not accept advertising which is designed to promote a particular political party.

We reserve the right to remove advertising at short notice should the subject matter be likely to appear insensitive/cause offence, particularly but not exclusively in the light of local or national events.

Disclaimer

All advertising carried on Exeter City Council websites and publications will carry the following disclaimer

“Exeter City Council does not guarantee the accuracy of any description or statement contained in any advertisement within this policy, nor does it endorse any product or service advertised.”

We will display a link to this advertising policy on any page of our website which carries advertising and an email link so that customers with any concerns can raise them promptly with the council.

Advertising opportunities available to the council will be monitored closely and this policy will be updated whenever significant new opportunities present themselves, especially in light of emerging technologies and the updating of the council's Corporate Plan.

Advertising Rates

The advertising rates will be set subject to the specific caveat that as a local authority we will not seek to exploit our position to offer advertising at a cost which undercuts locally available market rates

Advertising with Exeter City Council



BE SEEN EVERYWHERE
IN EXETER



Visit Exeter website banner adverts

Promote your business to 50,000 unique visitors per month online by placing a web banner on www.visitexeter.com – the official tourism website for Exeter.

Banner adverts link directly to your website. Dimensions are 300 x 250 pixels, and can be supplied either as a JPEG or animated GIF.

Please send finished artwork files to: advertising@exeter.gov.uk

Design:
We can provide a complete design and artwork service if required. Please enquire for a quote.

Price per month		
Visit Exeter	Member	Non-member
All pages	£75	£150
Sectional	£50	£100

Dimensions: 300 x 250px
Files: Jpeg or Animated Gif

To find out how to become a Visit Exeter member:
visitexeter@exeter.gov.uk



For information & bookings, please email: advertising@exeter.gov.uk or call 01392 265597



Digital Advertising opportunities: Exeter St David's Station, Exeter Central Station, Exeter Airport & Guildhall Shopping Centre

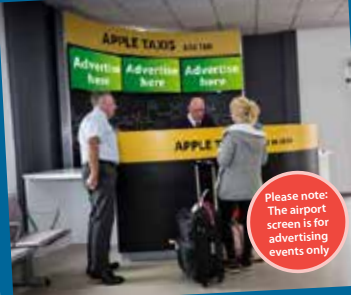
Book a spot on our digital advertising screens at Exeter Central Station, Exeter St David's Station, Guildhall Shopping Centre and Exeter Airport to potentially reach millions per year.

Screens available at:

Exeter St David's Station - 43 inch
Exeter Central Station - 43 inch
Guildhall Shopping Centre - 65 inch
Exeter Airport

Discounts available for advertising for longer periods:
3 months 10% discount
6 months 20% discount
12 months 35% discount

Design:
We can provide a complete design and artwork service if required. Please enquire for a quote.



Price includes all 4 screens per week		
All 4 screens	Visit Exeter Member	Non-member
10 seconds	£75 + VAT	£100 + VAT

To find out how to become a Visit Exeter member:
visitexeter@exeter.gov.uk

For information & bookings, please email: advertising@exeter.gov.uk or call 01392 265597



EXETER
CITY SERVICES
Delivered by Exeter City Council



Vehicle advertising around the city

Our fleet of vehicles are out and about in Exeter every day, including the city centre, main and side roads, avenues and cul-de-sacs. Advertising on these vehicles creates a moving canvas and is the ideal way to promote your business to residents and the local community.

Prices start from
£500 per year

Design:
We can provide a complete design and artwork service if required. Please enquire for a quote.

Production and installation:
There is a one-off charge per vehicle for the print and application of your advert on a high quality vinyl. Price will vary depending on vehicle.



For information & bookings, please email: advertising@exeter.gov.uk or call 01392 265597



EXETER
CITY SERVICES
Delivered by Exeter City Council



Street banner advertising throughout Exeter city centre

Exeter City Centre attracts thousands of visitors per month and would create a perfect all year round opportunity for unrivalled direct advertising and exposure to shoppers.

We can offer multiple banner locations throughout the city centre with full advertising.

£150 per week - excludes production & installation

Design:
We can provide a complete design and artwork service if required. Please enquire for a quote.

Production and installation:
To be arranged separately.
Please enquire for further information and booking form.



For information & bookings, please email: advertising@exeter.gov.uk or call 01392 265597



EXETER
CITY SERVICES
Delivered by Exeter City Council



Exeter Citizen is our quarterly newspaper

All residents and businesses get a free copy

Design:
We can provide a complete design and artwork service if required. Please enquire for a quote.

Production and installation:
This is included in the fee and is guaranteed for the duration of the agreement.

Citizen	Banner	Quarter page
All pages	COMING SOON	
Sectional		

For information & bookings, please email: advertising@exeter.gov.uk or call 01392 265597

WORK PLAN FOR SCRUTINY ITEMS 2023/2024*Working Draft June 2023*

Item	Strategic Scrutiny Committee	Director	Portfolio Holder	Submitted by	Date Approved by Scrutiny Programme Board
Portfolio Holders Report (Leader confirmed)	22 June 2023			Yearly report	
Presentation on the Role of Scrutiny	22 June 2023	Director Corporate Services (BAK)		Yearly report	
Ethical and Low Carbon Advertising Policy	22 June 2023	Director (JPH)	Portfolio Holder Climate & Ecological Crisis (Cllr Parkhouse)	Notice of Motion by Councillor Sparling Council 18 April 2023	5 June 2023
Portfolio Holders Report Cllr TBC	21 September 2023			Yearly report	
Ethical and Low Carbon Advertising Policy	21 September 2023	Director (JPH and IC)	Portfolio Holder Climate & Ecological Crisis (Cllr Parkhouse)	Notice of Motion by Councillor Sparling Council 18 April 2023 (report to Strategic Scrutiny Committee 22 June 2023)	5 June 2023
Working Towards Net Zero - Exeter City Council's Corporate Carbon Footprint Report and Carbon Reduction Action Plan	21 September 2023	Director Net Zero Exeter & City Management (DB)Service Lead Net Zero & Business (VH)	Portfolio Holder Climate & Ecological Crisis (Cllr Parkhouse)	Report from Strategic Scrutiny Committee 29 September 2022 - half yearly report	
Progress Report Shared Prosperity Fund - Update	21 September 2023	Director Net Zero Exeter & City Management	Portfolio Holder Climate &	Report from Strategic Scrutiny Committee 29	

Item	Strategic Scrutiny Committee	Director	Portfolio Holder	Submitted by	Date Approved by Scrutiny Programme Board
			Ecological Crisis (Cllr Parkhouse)	September 2022 - half yearly	
Live and Move Programme Update	21 September 2023	Director (JP)	Portfolio Holder Leisure & Physical Activity (Cllr Wood)	Report from Strategic Scrutiny Committee 16 March 2023 - half yearly report	
Scrutiny Programme Annual Report	21 September 2023	Director Corporate Services (BAK)		Scrutiny Programme Board -Yearly report	
Portfolio Holders Report (Cllr TBC)	16 November 2023			Yearly report	
Portfolio Holders Report (Cllr TBC)	25 January 2024			Yearly report	
Budget	Combined Strategic Scrutiny and Customer Focus 7 February 2024	Director Finance (DH)		Yearly report	
Portfolio Holders Report (Cllr TBC)	14 March 2024			Yearly report	
Live and Move Programme Update	14 March 2024			Report from Strategic Scrutiny Committee 16 March 2023 half yearly	
Working Towards Net Zero - Exeter City Council's Corporate Carbon Footprint Report and Carbon Reduction Action Plan	14 March 2024	Director Net Zero Exeter & City Management	Portfolio Holder Climate & Ecological Crisis (Cllr Parkhouse)	Report from Strategic Scrutiny Committee 29 September 2022 half yearly report	

Item	Strategic Scrutiny Committee	Director	Portfolio Holder	Submitted by	Date Approved by Scrutiny Programme Board
		(DB)Service Lead Net Zero & Business (VH)			
Progress Report Shared Prosperity Fund - Update	14 March 2024	Director Net Zero Exeter & City Management (DB)Service Lead Net Zero & Business (VH)	Portfolio Holder Climate & Ecological Crisis (Cllr Parkhouse)	Report from Strategic Scrutiny Committee 29 September 2022 half yearly report	

Review findings of the Car Parks Strategy report - *Report to be progressed following further work Date TBC*

Commercialisation Update – *Report currently not going forward*

Annual Scrutiny Programme Report *moved from 22 June to the September Scrutiny Committee meeting.*

Item	Customer Focus Scrutiny Committee	Director	Portfolio Holder	Submitted by	Date Approved by Scrutiny Programme Board
Presentation on the Role of Scrutiny	29 June 2023	Director Corporate Services (BAK)		Yearly report	
(New) Representatives of South West Water, Environment Agency and Natural England to attend meeting	29 June 2023	Director Net Zero Exeter & City Management (DB)	Portfolio Holder Place and City Management (Cllr Williams)	Notice of Motion by Councillor Read Council 21 February 2023	5 June 2023
Portfolio Holders Report (Cllr TBC)	5 October 2023			Yearly report	
Six monthly update on Homelessness Strategy	5 October 2023	Director City Development	Portfolio Holder for Communities & Homelessness Prevention ~ (Cllr Pearce)	Proposed by Councillor Denning – half yearly report	September 2021 Homelessness Strategy approved Executive 7 February 2023 and Council 21 February 2023
Scrutiny Programme Annual Report	5 October 2023	Director Corporate Services (BAK)		Scrutiny Programme Board Yearly report	
Portfolio Holders Report (Cllr TBC)	30 November 2023			Yearly report	
Portfolio Holders Report (Cllr TBC)	1 February 2024			Yearly report	
Recycling and Food Waste Collection	1 February 2024		Portfolio Holder for Place & City Management (Cllr Williams)	Customer Focus Scrutiny Committee 2 February 2023 Annual report	

Item	Customer Focus Scrutiny Committee	Director	Portfolio Holder	Submitted by	Date Approved by Scrutiny Programme Board
Budget	Combined Strategic Scrutiny and Customer Focus 7 February 2024	Director Finance (DH)		Yearly report	
Portfolio Holders Report (Cllr TBC)	28 March 2024				
Six monthly update on Homelessness Strategy	28 March 2024	Director City Development	Portfolio Holder for Communities & Homelessness Prevention ~(Cllr Pearce)	Proposed by Councillor Denning – half yearly report	September 2021 Homelessness Strategy approved Executive 7 February 2023 and Council 21 February 2023

Annual Scrutiny Programme Report - *moved from the 29 June to the 5 October Scrutiny Committee meeting.*

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