

NORTH DEVON COUNCIL

Minutes of a meeting of the EXECUTIVE held at the Brynsworthy Environment Centre, Barnstaple on Monday 6th November 2017 at 10.00 a.m.

PRESENT: Members:

Councillor Brailey (Leader)

Councillors Barker, R. Cann, Edgell (minutes 68 to 75), Jones, Lane, Luggar, Moores and Yabsley.

Also Present:

Councillors Edmunds, Greenslade, Moore and Roome.

Officers:

Chief Executive, Head of Resources, Head of Corporate and Community, Head of Operational Services, Economic Growth Manager, BIS Manager, Accountancy Manager, Parks Leisure and Culture Officer and Senior Corporate and Community Services Officer (BT).

63 ONE MINUTE'S SILENCE – FORMER COUNCILLOR MICHAEL HARRISON

The Executive stood in silence for one minute in memory of Councillor Michael Harrison who had recently passed away.

64 MINUTES

RESOLVED that the minutes of the meeting held on 2nd October 2017 (circulated previously) be approved as a correct record and signed by the Chairman.

65 LEADER'S ANNOUNCEMENT

(a) North Devon Link Road

The Leader read a statement that “to set the record straight, while there had been a lot talked about and written regarding the North Devon Link Road, we would like to thank the County Council for agreeing to support this project. At North Devon Council we fully support this project and will do all within our power to help and assist in every way we can by identifying funding streams to assist the County with this endeavour.”

66 DECLARATIONS OF INTEREST

There were no declarations of interest announced.

67 ORDER OF AGENDA

RESOLVED that owing to members of public being in attendance that item 12 be considered before item 6 on the agenda.

68 FREEHOLD DISPOSAL DOWN END TOILET BLOCK

The Executive considered a joint report by the Estates Officer and Head of Resources (circulated previously), the options and/or alternatives and other relevant facts set out in the report regarding the freehold disposal of the Down End toilet block at Croyde.

The Head of Resources highlighted the following:

- North Devon Council (NDC) owned the freehold of Down End Public Conveniences which sits within the privately owned Down End Car Park, Croyde as detailed on Appendix 1.
- In March 2012 and 3rd June 2014, the Executive had given delegated power to the Head of Property Services to conclude negotiations for the disposal of the freehold interest in the Down End Public Conveniences to the landowner of the car park.
- The agreed sale price was £12,500 with 30% claw back. The purpose of the disposal was to enable the landowner to construct a building for Croyde Surf Club to lease for a term of 50 years with a rent of £500 per annum.
- On 20th August 2015, the proposed purchaser took over the running of the toilets at their own expense. This was an agreement that could be terminated at any time.
- Since this time, the proposed purchaser had advised that the negotiations with the Surf Club have failed to reach agreement.
- NDC had received a further offer of £50,000 from the same proposed purchaser for the freehold of the public conveniences which was an unconditional offer.
- As the proposed purchaser was the surrounding freeholder and the party holding the user restriction, this put them in the position of “special purchaser”.
- The proposed purchaser had ideas to construct a complex at the top of the car park to include a community facility which would be made available to the Surf Club on an adhoc basis, storage for the surf club, a café, kiosks and new toilets within the development. By not owning the public conveniences they were restricted in what they could achieve.
- An independent valuation which considers the Market Value of Down End public conveniences taking into consideration the restrictive covenant to use as public conveniences had been obtained, which was fairly reflected in the sum of £20,000. Therefore given such opinion of Market Value, the offer of £50,000 was considered to be a good offer from a “special purchaser” and therefore best value.

- By transferring the freehold interest, there would be a guaranteed continuation of the revenue cost saving in running costs to the Council of approximately £10,000 per annum (excluding cleaning and central costs). Works and Recycling would no longer be required to provide staff for cleaning duties and Building Services would no longer be required to oversee maintenance issues. Whilst this did not constitute a direct financial saving, it allowed resources to be deployed elsewhere within the service.
- The recommendation could be amended to include consultation with the Ward Member.

RESOLVED that the Executive Procedure Rules be waived to enable Mr Jonathan Foster, Chair of the Croyde Surf Club the opportunity to address the Executive.

Mr Jonathan Foster, Chair of the Croyde Surf Club addressed the Executive. He outlined the background; the Surf Club's proposals; fundraising that had been achieved to-date; confirmation needed to be sought with the proposed purchaser regarding the use of the community facility by the Club; and requested the opportunity for the Club to explore the possibility of purchasing the toilet block.

RESOLVED that the Executive Procedure Rules be re-instated.

In response to questions, the Head of Resources advised that if the Executive approved the recommendation that the legal process in drawing up draft heads of terms would take approximately one month, which would give the Croyde Surf Club the opportunity to submit an offer for the freehold of the site. If a viable offer was received from the Club during this period, a report would be presented to the Executive for consideration.

RESOLVED that the Executive Procedure Rules be waived to enable Mr Jonathan Foster, Chair of the Croyde Surf Club the opportunity to address the Executive.

Mr Jonathan Foster, Chair of the Croyde Surf Club advised that the Club had asked the special purchaser for confirmation of their proposals for the community facility; however this information had not been forthcoming. The Club would wish to have the security of a deed of covenant for the use of the community building by the Surf Club.

RESOLVED that the Executive Procedure Rules be re-instated.

In response to questions, the Head of Resources advised that if the public conveniences were disposed of to the Croyde Surf Club instead of the special purchaser, an agreement would need to be in place between the owner and the surf club to gain access to the building. The right of access was over the car park. A meeting could be facilitated between the special purchaser and Surf Club to discuss issues in relation to the use of the community building by the Club.

RESOLVED that the Executive Procedure Rules be waived to enable Mr Jonathan Foster, Chair of the Croyde Surf Club the opportunity to address the Executive.

Mr Jonathan Foster, Chair of the Croyde Surf Club queried whether NDC owned the access part along the lane. The Head of Resources confirmed that NDC purchased the public conveniences from the landowner in 1968 with the benefit of a right of way over the car park.

RESOLVED that the Executive Procedure Rules be re-instated.

DECISIONS

- (a) That Head of Resources be delegated power in consultation with the Ward Members to conclude negotiations for the disposal of the freehold interest in the toilet block to the landowner of the car park and that the decision not be implemented for one month;
- (b) That a meeting between the special purchaser and Croyde Surf Club be facilitated.

REASONS FOR DECISION

- (a) The Council will obtain a capital receipt of £50,000 from the disposal of the toilet block.
- (b) Guaranteed continuation of the revenue cost saving in running costs to the council of approximately £10,000 per annum (excluding cleaning and central costs) by transferring the freehold interest.
- (c) Works and recycling will no longer be required to provide staff for cleaning duties and building services will no longer be required to oversee maintenance issues. Whilst this does not constitute a direct financial saving, it allows resources to be deployed elsewhere within the service.
- (d) Officers time in both legal services and estates.
- (e) To give Croyde Surf Club the opportunity to submit an offer for the freehold of the site.
- (f) To give the special purchaser and Croyde Surf Club the opportunity to resolve the issue regarding the use of the community building by the Surf Club.

69 **PERFORMANCE AND FINANCIAL MANAGEMENT**
QUARTER 2 OF 2017/18

The Executive considered a report by the Leader and Executive Team (circulated previously), the options and/or alternatives and other relevant facts set out in the report regarding the Performance and Financial Management for quarter 2 of 2017/18.

The Accountancy Manager highlighted the following:

- As at 30 September 2017, the latest forecast net expenditure was £12.044m, an overall forecast net budget deficit of £0.099m. It was anticipated that the budget variance would be reduced further throughout the remainder of the financial year.
- The original budget for 2017/18 included a forecast to achieve £0.200m worth of salary vacancy savings. The current position forecasts that this would be achieved this year, of which £0.127m had been identified at 30th September 2017.
- The “Recycle more” service changes were introduced on 5th June 2017, the take up of the new garden waste service had exceeded expectations, equating to almost 4,000 additional properties. The volume of recycling material collected had been significantly higher than forecast. For the first six months the recycling consultants forecast a 170 tonne increase in the base tonnage level, whereby 282 tonnes extra has been collected during the period April to September, which was a 112 tonne increase equating to 65% variance on the consultants original predictions. Food waste was estimated to deliver approximately 55 tonnes per week (on average) however the actual figure was approximately 58 tonnes. This increase had led to an imbalance of food waste across the vehicle fleet, as it assumed that every vehicle would pick up an equal amount to all the other collection rounds.
- To resolve these issues, work was being undertaken with the Waste and Recycling software supplier “Webaspx” who were providing support and training, which would enable the team in-house to streamline, remodel and reduce the current number of rounds required.
- For the Business Rates Retention Scheme, in 2016/17 additional income of £0.742m was achieved over and above the baseline funding and this year’s projections were indicating a net gain of £1.257m for 2017/18, which reflected the share of additional income growth anticipated for 2017/18. Prudently only £1.220m had been built in for additional income growth into the base budget. At 30th September 2017, no change to the £1.220m growth already factored into the budget had been assumed.
- The Council took on £1.5m of external borrowing in November 2014 and a further £0.5m in August 2016.
- The forecast general fund reserve at 31 March 2018 was £1.161m, which was a level of 9.7%, which was within the recommended level of between 5-10% of the Council’s net budget.

- Appendix 2 of the report included details of movement in reserves and balances to and from the earmarked reserves in 2017/18.
- Appendix 3 of the report included details of the Executive Contingency Reserve movements and commitments.
- Appendix 4 of the report contained the Capital Programme for 2017/18 to 2019/20. One bid for capital funding to replace the current ICT desktop solution (2017/18) and a replacement asset to back up IT systems and on-going replacement of end user assets (2018/19) had been put forward by the Project Appraisal Group for funding as it contributed towards the Council's corporate objective of organisational transformation.
- Variations, project movements and budget virements to the Capital Programme. The revised Capital Programme for 2017/18 taking into account the budget variations was £4.660m. The actual spend on the 2017/18 Capital Programme as at 30th September 2017 was £0.857m.
- Variations to the 2018/19 Capital Programme.
- The Capital Programme of £7.571m was funded by Capital Receipts (£1.342m), External Grants and Contributions (£4.362m) and Reserves (£1.867m).
- Release of funds for the 2017/18 and 2018/19 Capital Programme.
- Treasury Management.

In response to questions, the Head of Resources advised that the recent rise in interest rates would benefit the Council for short term investments. For investments on variable rates, the Council would benefit from the increase immediately. The interest rates for external borrowing had been fixed at the lower rate.

Councillor Greenslade declared a personal interest as a Member of the Devon and Somerset Fire Authority.

In response to questions from Councillor Greenslade, the Head of Resources advised that in relation to the delivery of the Capital Programme of £4.660m; as at September 2017, the majority of the spend for four large capital projects had not yet been incurred. In relation to the Museum of Barnstaple project, the significant spend would be incurred during the latter part of the year. In relation to the Works Unit Vehicles project, some new vehicles had been delivered, however the remaining vehicles would be received during quarters 3 and 4. In relation to the Disabled Facilities Grant, applications would be determined during quarters 3 and 4. As the Council received a grant from Government, it was important that applications were determined by the end of the financial year. The capital bid for the replacement of the ICT infrastructure would require approval by full Council. If capital projects were not delivered within the financial year, the funding would be rolled over to the next financial year.

In response to a question from Councillor Greenslade regarding the delivery of the capital programme, the Leader advised that it was endeavoured that the capital programme would be delivered. Further work was being

undertaken on the Disabled Facilities Grants and a report would be brought to a future Executive.

In response to a question from Councillor Greenslade in relation to the timescale for the adoption of the Joint Local Plan, Councillor Yabsley advised that following consultation on the Local Plan significant challenges had been received from developers. The Inspector had been advised and the Council was awaiting her response in relation to whether there would be a requirement to re-open the Inspection.

Councillor Edmunds expressed concern that if the Local Plan inspection was re-opened that the adoption of the Joint Local Plan could be delayed by a further six months.

In response to a question from Councillor Edmunds, Councillor Brailey advised that the funding for the capital works at 16 Castle Street had been funded through the section 106 agreement from the McCarthy and Stone development in Ilfracombe.

In response to a question from Councillor Edmunds regarding the timescale for development of the Alexandra Theatre in Ilfracombe, Councillor Brailey advised that he would obtain this information and advise him accordingly.

Councillor Edmunds referred to the meeting of the Executive held on 4th September 2017 whereby he had requested detailed figures for the income for Council owned car parks in Ilfracombe area. This information had yet to be provided. Councillor Brailey advised that this information would be provided as soon as possible.

DECISIONS

- (a) That the actions being taken to ensure that performance is at the desired level be noted;
- (b) That the contributions to/from earmarked reserves be approved as detailed in paragraph 4.2 of the report;
- (c) That the movements on the Executive Contingency Reserve as detailed in paragraph 4.3 of the report be noted;
- (d) That funds be released for the capital schemes listed in paragraph 4.4.13 of the report;
- (e) That the sections dealing with Treasury Management (section 4.5), and Debt Management (sections 4.6 and 4.7) be noted.

RECOMMENDED

- (f) That the variations to the Capital Programme 2017/18 to 2019/20 (paragraphs 4.4.4 and 4.4.7 in the report) be approved.

REASONS FOR DECISIONS/RECOMMENDATION

- (a) To ensure that appropriate action is taken to allow the council to meet its objectives.
- (b) To inform the Executive of actual results compared to the approved Corporate Plan, as well as progress in delivering service within the revenue budget and Capital Programme

70 **TREASURY MANAGEMENT STRATEGY STATEMENT AND ANNUAL INVESTMENT STRATEGY MID-YEAR REVIEW REPORT 2017/18**

The Executive considered a report by the Chief Financial Officer (circulated previously), the options and/or alternatives and other relevant facts set out in the report regarding the Treasury Management Strategy Statement and Annual Investment Strategy Mid-Year Review report 2017/18.

The Chief Financial Officer highlighted the following:

- The mid-year report, was one of three reports presented to the Executive during the year and had been prepared in compliance with CIPFA's Code of Practice on Treasury Management.
- The Treasury Management policy covered the security of money, liquidity and return on investment.
- The Capital financing requirement which took into account funding of the Capital Programme and capital receipts. Following the Executive's decision to dispose of the Bicclescombe Nursery site, the 10% deposit would be received this financial year and the remaining capital receipt would be received during 2018/19.
- The revised estimate for capital expenditure for 2017/18 had increased to £4.6m due to a number of projects that had been moved from 2016/17.
- The borrowing requirement as at 31 March 2017 of £6.4m had reduced by £1m for 2017/18 due to capital receipt for the Local Authority Mortgage Scheme due to be repaid in January 2018.
- The underlying need to borrow for 2017/18 was £5.4m. This would reduce to £4.2m by 2018/19 and to £3.5m by 2019/20.
- No difficulties were envisaged for the current or future years in complying with the prudential indicator.
- A report on the financial implications and borrowing costs for the Leisure Centre would be presented to the Executive in early 2018.

- The Council's budgeted investment return for 2017/18 was £50,000. As at 30th September 2017 £21,094 investment interest was earned in the half-year period and it was anticipated that the target would be achieved by the end of the financial year.
- Borrowing maturity dates.
- The Chartered Institute of Public Finance and Accountancy (CIPFA) was currently conducting an exercise to consult local authorities on revised Treasury Management Code and Cross Sectoral Guidance Notes, and the Prudential Code. It was anticipated that the revised codes would be issued during November. The Executive received three reports on Treasury Management annually. The Asset Management Strategy would be reviewed and presented to a future meeting of Executive for consideration.

In response to questions from the Executive and those Members present, the following responses were provided:

- The Council's cash flow and level of debt was not exceptional to the norm.
- The disposal of Council surplus assets was currently being considered.
- The Government had been made aware that the Council were supportive of the proposals for the North Devon Link Road.

RECOMMENDED:

- (a) That the changes to the prudential indicators be approved;
- (b) That the report and the treasury activity be noted.

REASONS FOR RECOMMENDATIONS

- (a) This Council is required through regulations issued under the Local Government Act 2003 to produce a mid year treasury report reviewing treasury management activities and the prudential and treasury indicators for 2017/18. This report meets the requirements of the CIPFA Code of Practice on Treasury Management (revised 2011).
- (b) This Council is also required under the Code to give prior scrutiny to the treasury management reports by the Overview and Scrutiny Committee before they are reported to the full Council.

71 BUSINESS RATES RELIEF

The Executive considered a report by the Head of Resources (circulated previously), the options and/or alternatives and other relevant facts set out in the report regarding Business Rates Relief.

Councillor Edmunds declared a personal interest as a member of the Ilfracombe Football Club.

In response to questions from the Executive and those Members present, the following responses were provided:

- Applications received for discretionary rate relief were applied for the whole of that financial year and payments backdated if appropriate. If there had been a change required by HMRC, then the application would be determined with effect from the date of change.
- Following the Chancellor's announcement at the Spring Budget of the introduction of three new business rates reliefs to help businesses most affected by the revaluation by the Valuation Office Agency, all those businesses affected would be written to and invited to apply for the appropriate rate relief.

DECISION

That the new policy for the granting of Discretionary Non-Domestic Rates Relief as detailed in Appendix 1 and Appendices A-J in the report be adopted with effect from 1 April 2017.

REASONS FOR DECISION

- (a) It is good practice for the Council to have readily understood guidelines for deciding whether or not to grant relief and for determining the amount of relief. It is also desirable that any criteria by which an individual case is judged should be made public to help interested individuals and bodies.
- (b) In order to stimulate local business growth and retain local businesses and jobs within North Devon, it is proposed the Council applies available powers to offer Local Discretionary Rate Relief to businesses when it is evident that this would be a real benefit to local taxpayers to do so. The purpose of this new policy is to attract, develop and retain businesses within the District, encouraging them to expand, create jobs and provide economic value to the area.
- (c) To incorporate the three business rate reliefs announced in the Spring Budget and to produce one fully comprehensive policy that covers all discretionary rate reliefs.

72 NORTHERN DEVON PLAYING PITCH STRATEGY 2017-2031

The Executive considered a report by the Parks, Leisure and Culture Officer (circulated previously), the options and/or alternatives and other relevant facts set out in the report regarding the adoption of the Northern Devon Playing Pitch Strategy 2017-2031.

DECISION

That the Northern Devon Playing Pitch Strategy 2017-2031 be adopted.

REASONS FOR DECISION

- (a) The Strategy provides Planning with an evidence base to ensure that S106 Developer Contributions for Open Space and Built Recreation are aligned to identified priority projects.
- (b) The previously adopted Playing Pitch Strategy is out of date. Without a relevant strategy, the Council, sports clubs, parish council's and community groups are unable to apply for external funding from Sport England or the National Governing Bodies to improve pitch provision.

73 PILTON PARK – MOTION FROM COUNCILLOR IAN ROOME

The Executive considered a report by the Economic Growth Manager (circulated previously), the options and/or alternatives and other relevant facts set out in the report regarding the notice of motion submitted by Councillor Ian Roome to the Council meeting on 6th September 2017 in relation to Pilton Park.

Councillor Roome declared a personal interest as a Member of Barnstaple Town Council.

Councillor Roome addressed the Executive and gave an explanation to the background and reasons for submitting the notice of motion to Council in relation to Pilton Park following a public meeting.

Councillor Brailey advised that the notice of motion would prevent the Council from spending any money in Pilton Park and on any emergency situations should they arise and that this was not in the public interest. Decisions regarding expenditure on major developments at Pilton Park should continue to be taken on a case-by-case basis. The Environment Agency had proposed to re-divert the River Yeo as the area was at risk of flooding and therefore the Council had undertaken consultation regarding future proposals for Pilton Park.

Councillor Greenslade advised that a petition regarding Pilton Park would be submitted to the Council. He questioned why the Council had undertaken consultation prior to the decision being made by the Environment Agency to re-divert the River Yeo. The Environment Agency had not yet undertaken consultation of the proposed diversion.

In response to questions from the Executive and those Members present, the following responses were provided:

- It was considered important that the public be consulted on the future use of Pilton Park should the decision be made by the Environment Agency to re-divert the River Yeo.
- The Environment Agency had agreed to include Flood Cell B within its capital programme.
- The Environment Agency would undertake consultation with key stakeholders regarding Flood Cell B.

Councillor Roome advised that the use of consultants had cost the Council £25,000 and therefore requested a report detailing the outcomes of the consultation and work undertaken by the consultants regarding the future use of Pilton Park.

DECISIONS

- (a) That the motion proposed by Councillor Ian Roome be rejected;
- (b) That decisions regarding expenditure on major developments at Pilton Park continue to be taken on a case-by-case basis

REASONS FOR DECISIONS

- (a) The Environment Agency (EA) are the promoters of the Barnstaple flood defence works. NDC supports the EA in its work to reduce the impact of flooding for as many properties in Barnstaple as possible, and in the most cost effective way.
- (b) NDC is committed to the wider regeneration of Barnstaple, and is keen to maximise any opportunity to improve community spaces and facilities, such as Pilton Park.
- (c) A blanket restriction on 'expenditure on major developments' at Pilton Park is not felt to be in the public interest as there may be requirements to respond to either emergency events or unforeseen opportunities in the future. A restriction on spending would restrict NDC's

ability to respond, and so would not be in the public interest.

- (d) Decision making concerning NDC's contributions to the flood defence studies and the Pilton Park study has been through NDC's Executive committee. This is considered a transparent and robust process, which is able to be responsive and which is within the public domain.

74 OFFICE ACCOMMODATION ENHANCEMENTS

The Executive considered a report by the Head of Resources (circulated previously), the options and/or alternatives and other relevant facts set out in the report regarding enhancing the security of office accommodation.

The Head of Resources highlighted the following:

- Office accommodation enhancements and improvements to office security linked the "One Site" theme within the 21:21 Business Transformation (Phase 2) project.
- The planned alterations and layout of all office accommodation had now been completed. Since moving out of the Civic Centre, the Council had not carried out a detailed security review. This review could now be progressed as the alterations and layout of office accommodation had now been concluded.
- Internal Audit has now undertaken an audit of security arrangements in office accommodation as the Council wanted to ensure it was a safe and secure environment for staff, councillors and members of the public.
- Currently once a member of the public had gained access into Council's buildings, they would have easy access to other areas and staff they would not normally have access to.
- Internal Audit had recommended that the Council implement a card access control system which was linked to identification (ID) badges. This would allow both staff and councillors to challenge individuals without ID badges and enable the Council to restrict and control access and movement throughout office buildings and rooms where appropriate.
- This would require a culture change within the Council as this would require both staff and councillors to wear their ID badges at all times to access rooms at both Brynsworthy Environment Centre and Lynton House.
- All staff and members would need to have new photographs taken and these would also be used in Outlook (internally) to make staff more visible to one another.
- For staff the ID badge would also be used as a time recording clock-in card and for using MFD printers.
- The proposed costs were one-off.

- Executive was requested to waive Contract Procedure Rules to appoint M & E Alarms to design, install and commission a networked access control system for Brynsworthy Environment Centre and Lynton House as they had quoted a lower price and were the current provider of the maintenance contract for the fire and intruder alarm system for North Devon Council office accommodation.

In response to questions from the Executive and those Members present, the following responses were provided:

- The decision made by the Executive should reflect that the one off costs were for improvements to office security.
- A contingency was required for all projects.

DECISIONS

- (a) That a budget of £30,000 be approved for delivery of the one-off costs of improving office security to be funded from the Improvement Programme Reserve.
- (b) That Contract Procedure Rules be waived to appoint M&E Alarms to design, install and commission a networked access control system for Brynsworthy Environment Centre (BEC) and Lynton House.

REASONS FOR DECISIONS

- (a) The recommendations are made to ensure that the projects identified in the 21:21 Transformation Project business case and in this report can progress. All of the projects contribute to the achievement of Corporate Priorities and seek to improve the Council, its services and it's interactions with customers.
- (b) M&E Alarms are the current provider of the maintenance contract for the fire and intruder alarm system for North Devon Council office accommodation and have an extensive knowledge of the current buildings and their layout.
- (c) Two quotes have been obtained for the design, install and commission a networked access control system for Brynsworthy Environment Centre (BEC) and Lynton House. The cheapest quote for the comparable systems was provided by M&E Alarms and with their knowledge of the existing building layout and the requirement to link in with our current alarm system it is recommended that they are awarded the contract.

75 ADVERTISING AND PUBLICITY POLICY

The Executive considered a report by the Head of Corporate and Community Services (circulated previously), the options and/or alternatives and other relevant facts set out in the report regarding a proposed policy for advertising and publicity.

In response to questions from the Executive and those Members present, the following responses were provided:

- No additional staff would be required to support the policy.
- The policy covered all advertising including litter bins and on the Council's website.
- There was currently a waiting list of organisations that wished to provide litter bins.
- Other local authorities raised revenue from advertising on their websites. In relation to the sponsorship of litter bins, the policy gave flexibility over charging of fees.
- It was recommended that Council officers would carry out the marketing and administration of the initiative. This would mean that any income would come direct to the Council but would have impact on resources. This would be undertaken by using existing forums and contacts to minimise the impact on resources.

The Executive suggested that the initiative be reviewed in 12 months time to monitor the take up.

DECISIONS

- (a) That the policy on advertising, and the accompanying charges, be adopted;
- (b) That the Head of Corporate and Community Services be delegated the power to take decisions on whether an advertisement or sponsorship should be accepted;
- (c) That the Head of Corporate and Community Services be delegated power to set appropriate fees for advertising after consultation with the Head of Resources and the relevant Portfolio Holder;
- (d) That the approach to be adopted towards promoting advertising opportunities be noted and endorsed, subject to regular review.

REASONS FOR DECISIONS

- (a) To ensure that there is some structure to the decisions to be taken.

- (b) To ensure that decisions are taken.
- (c) To agree the approach

Chairman

The meeting ended at 11.49 a.m.

NOTE: The above decisions shall not take effect until the five clear working days have elapsed from the date of publication: 8th November 2017.