

# Public Document Pack



## Cambridge City Council

### COMMUNITY SERVICES SCRUTINY COMMITTEE

**To:** **Scrutiny Committee Members:** Ratcliffe (Chair), Sinnott (Vice-Chair), Abbott, Austin, Barnett, Bird, Gillespie and O'Connell

**Alternates:** Councillors Gawthrop, Nethsingha and Sargeant

**Executive Councillors:** Johnson (Executive Councillor for Communities) and Smith (Executive Councillor for Streets and Open Spaces)

*Despatched: Monday, 19 June 2017*

**Date:** Thursday, 29 June 2017

**Time:** 5.00 pm

**Venue:** Committee Room 1 & 2, The Guildhall, Market Square, Cambridge, CB2 3QJ

**Contact:** James Goddard

**Direct Dial:** 01223 457013

### AGENDA

#### 1 Apologies

To receive any apologies for absence.

#### 2 Declarations of Interest

Members are asked to declare at this stage any interests that they may have in an item shown on this agenda. If any member of the Committee is unsure whether or not they should declare an interest on a particular matter, they should seek advice from the Monitoring Officer **before** the meeting.

#### 3 Minutes (*Pages 5 - 14*)

To approve the minutes of the meeting on 16 March and 25 May 2017

#### 4 Public Questions

## **Items for debate by the Committee and then decision by the Executive Councillor**

These items will require the Executive Councillor to make a decision *after* hearing the views of the Scrutiny Committee.

There will be a full debate on these items, and members of the public may ask questions or comment on the items if they comply with the Council's rules on Public Speaking set out below.

### **Decisions for the Executive Councillor for Streets and Open Spaces**

## **Items for debate by the Committee and then decision by the Executive Councillor**

- 5**      **2016/17 Revenue and Capital Outturn, Carry Forwards and Significant Variances - Streets and Open Spaces Portfolio** (*Pages 15 - 24*)
- 6**      **Streets and Open Spaces Service Review and Development Strategy** (*Pages 25 - 46*)
- 7**      **Tree Maintenance Framework** (*Pages 47 - 50*)
- 8**      **City Centre Accessibility Review: Advertising 'A' Board and Sign Policy** (*Pages 51 - 120*)

### **Decisions for the Executive Councillor for Communities**

## **Items for debate by the Committee and then decision by the Executive Councillor**

- 9**      **2016/17 Revenue and Capital Outturn, Carry Forwards and Significant Variances - Communities Portfolio** (*Pages 121 - 128*)
- 10**     **Building Stronger Communities: Community Centres Strategy**  
  
Report to follow
- 11**     **Review of Strategic Partnerships: Health and Wellbeing Board and Children's Executive Partnership**  
  
Report to follow
- 12**     **Outdoor Sports Awards To External Sports Facilities** (*Pages 129 - 142*)

# Information for the Public

**Location** The meeting is in the Guildhall on the Market Square (CB2 3QJ).

Between 9 a.m. and 5 p.m. the building is accessible via Peas Hill, Guildhall Street and the Market Square entrances.

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All the meeting rooms (Committee Room 1, Committee 2 and the Council Chamber) are on the first floor, and are accessible via lifts or stairs.

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- For questions and/or statements regarding items on the published agenda, the deadline is the start of the meeting.
- For questions and/or statements regarding items NOT on the published agenda, the deadline is 10 a.m. the day before the meeting.

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**COMMUNITY SERVICES SCRUTINY COMMITTEE**

16 March 2017

5.00 - 5.40 pm

**Present:** Councillors Sinnott (Chair), Ratcliffe (Vice-Chair), Abbott, Barnett, Bird, Gillespie and O'Connell

Executive Councillors: Smith (Executive Councillor for Streets and Open Spaces)

**Officers:**

Head of Environmental Services: Joel Carré

Streets and Open Spaces Development Manager: Alistair Wilson

Urban Growth Project Manager: Tim Wetherfield

Public Art Officer: Nadine Black

Committee Manager: James Goddard

Committee Manager: Emily Watts

**FOR THE INFORMATION OF THE COUNCIL****17/1/Comm Apologies**

Apologies were received from Councillor Austin; Councillor Nesthingha attended as an alternate.

**17/2/Comm Declarations of Interest**

<b>Name</b>	<b>Item</b>	<b>Interest</b>
Councillor O'Connell	17/5/Comm	Personal: Cambridge Live trustee and her partner is a trustee of KITE Trust
Councillor Nesthingha	17/5/Comm	Personal: Her daughter attends one of the schools which applied for the public art grant
Councillor Bird	17/5/Comm	Personal: Cambridge Live trustee

### **17/3/Comm Minutes**

The minutes of the meeting held on 19 January 2017 were approved as a correct record and signed by the Chair.

### **17/4/Comm Public Questions**

A member of the public asked a question as set out below.

Helen Weinstein raised the following points:

- i. "As the Director of Historyworks I wanted to attend this Committee and thank you for the S106 funding that we received. The funding enabled us to deliver a walking history trail of the Riverside which was hugely successful. Students from many local schools had grown in cultural confidents after taking part in the activity. In addition to exploring more of the cities heritage they also had the opportunity to listen to experts detail the important stories of the past.
- ii. "Historyworks has since made two additional funding requests. However, since submitting them we have been able to include more detail in our proposals. Would there be an opportunity to include this detail?"

The Urban Growth Project Manager responded:

- i. Project ready to go now were being recommended for funding under the s106 process 2016/17.
- ii. There were a number of projects that were not currently ready, but may be eligible for funding in future if details were worked up further.
- iii. Public art projects could apply for funding. The projects/bids were not sufficiently developed to currently meet funding criteria. They could reapply in future and may wish to work with officers to revise their application details before doing so.

The Executive Councillor for Streets and Open Spaces thanked Helen Weinstein for attending the meeting. She said that it was nice to hear about the progress of the project and hear what a positive impact the funding had made.

The Public Art Officer suggested that a report on public art proposals could be made at a future committee meeting.

## **17/5/Comm S106 priority-setting (Streets and Open Spaces)**

### **Matter for Decision**

The Committee received a report from the Urban Growth Project Manager.

The report detailed the outcome of the 2016/17 S106 public art grant funding round. After assessment the officers were able to recommend the allocation of more than £160,000 of S106 public art contributions to nine eligible, small-scale public art projects.

The report also provided an overview of wider S106 issues relating to contribution types.

The Urban Growth Project Manager made some amendments to his report:

- i. Some hard copies contained a typographical error listing “LGTB” instead of “LGBT”. This had been amended on the electronic version of the agenda on the City Council website.
- ii. (Original text struck through and revised in bold) A grant of up to ~~£41,200~~ **£13,000** Oblique Arts for the ‘Mitcham’s Moving Lighting project’, also subject to confirmation that all necessary approvals and safety certifications have been secured by the grant applicant
- iii. Agenda P24 “Recommendation Q. (Provisional) Showcase of Queer Arts [multiple wards]” contained a typographical error. This project was no longer draft and had the same status as other projects.

### **Decision of Executive Councillor for Streets and Open Spaces**

- i. Approved the following S106 grants for small-scale public art projects, subject to public art grant agreements, assuming that the proposals can be implemented as planned:
  - a. £15,000 grant to the Cambridge Junction for “Radio Local”,
  - b. £15,000 grant to Kettle’s Yard for performance art relating to the temporary installation of an Antony Gormley sculpture;
- ii. Approved the following S106 grants for small-scale public art projects, subject to the involvement of the Public Art Officer in developing the projects, business case approval and public art grant agreements:
  - a. up to £16,500 as a grant to Cambridge Live for “Colours in the Community”,
  - b. up to £25,000 as a grant to the University of Cambridge Primary School for the “Eddington Flag Parade” in 2018,
  - c. a grant of between £15,000 and £30,000 to the Pink Festival Group for the “Showcase of Queer Arts”,

- d. up to £19,000 as a grant to the Menagerie Theatre Company for “Trumpington Voices”;
- iii. Approved the following S106 grants for small-scale public art projects, subject to public art grant agreements and these other conditions:
    - a. A grant of up to £13,000 Oblique Arts for the ‘Mitcham’s Moving Lighting project’, also subject to confirmation that all necessary approvals and safety certifications have been secured by the grant applicant, and
    - b. Grants to Historyworks for both ‘Rhythm, Rhyme and Railways’ (£15,000 grant) and ‘History Walking Trails 2’ (£15,000), also subject to the completion of the final evaluation reports and financial accounts for previous projects for which Historyworks has received S106 public art grant-funding; and
  - iv. Agreed to allocate:
    - a. Up to an additional £30,000 of public art S106 contributions to the “Railway workers commemorative public art” project on the corner of Mill Road and Cavendish Road (on top of the existing £30,000 S106 funding allocation) subject to business case approval, and
    - b. Up to an additional £20,000 of ‘informal open space’ S106 contributions to the Sheep’s Green watercourse improvement project (on top of the existing £40,000 S106 funding allocation and £70,000 of partnership funding from the Environment Agency).

### **Reason for the Decision**

As set out in the Officer’s report.

### **Any Alternative Options Considered and Rejected**

Not applicable.

### **Scrutiny Considerations**

The Committee received a report from the Urban Growth Project Manager.

Councillor Gillespie made the following comments in response to the report:

- i. He believed that some the projects should have been recommended for funding when they were not:
- ii.
  - I2. Raising awareness of LGBT issues through art: ‘community mandala’ [Petersfield]



- O. River Cycle at Rowan [West Chesterton]
  - S. Tales from Trumpington [Trumpington].
  - H. Hope can be found at The Edge [Romsey ward]
- iii. He highlighted that demand for some of the proposals was very high and perhaps there would be an opportunity for some of them to collaborate.

The Committee commented that the projects Councillor Gillespie highlighted were very worthwhile, but did not meet 106 funding criteria. It was noted the River Cycle at Rowan had already received £74,000 through a separate application.

The Executive Councillor commented that the projects had merit but would not receive funding if they did not meet eligibility criteria.

The Urban Growth Project Manager said the following in response to Members' questions:

- i. The council's Public Art Supplementary Planning Document (SPD) set out criteria that projects needed to meet to receive funding. For example only projects undertaken in Cambridge were eligible so they could not be run in collaboration with schools outside of the City boundary eg Girton.
- ii. There was a requirement to ensure that funding related to the areas that the contribution has come from. In the case of Arbury and Castle, the funding also had an expiry date so it was used on the two schools closest to these areas. The schools were highlighted in the report to show they received funding before it expired, hence no other schools being mentioned.
- iii. Collaboration between projects could be possible but work would have to be undertaken to showcase their intention.
- iv. Groups can apply for funding even if they had previously made a successful application.
- v. Although many of the unsuccessful applicants proposed creative ideas they did not meet the eligibility criteria specifically assigned to public art. In addition, some of the proposals failed to exemplify how they mitigated the impact of development or did not pre-exist the development in question.

The Committee unanimously resolved to endorse the recommendations.

The Executive Councillor approved the recommendation.

The meeting ended at 5.40 pm

**CHAIR**

**COMMUNITY SERVICES SCRUTINY COMMITTEE**25 May 2017  
1.00 - 1.10 pm

**Present:** Councillors Ratcliffe (Chair), Sinnott (Vice-Chair), Abbott, Austin, Barnett, Bird, Gillespie and O'Connell

Executive Councillors: Johnson (Executive Councillor for Communities) and Smith (Executive Councillor for Streets and Open Spaces)

**FOR THE INFORMATION OF THE COUNCIL****17/6/Comm Appointment to Outside Bodies**

The Scrutiny Committee recommended appointment to the outside bodies listed below.

The Executive Councillor for Streets and Open Spaces and the Executive Councillor for Communities agreed the following:

	Number of allocation
<b>The Junction</b> (Observer Status)	1 Labour 1 Liberal Democrat
Councillors R Moore, Austin	

	Number of allocation
<b>Cambridge Live</b>	1 Labour 1 Liberal Democrat
Councillors Benstead, O'Connell	

	Number of allocation
<b>Visit Cambridge and Beyond DMO</b>	1 Labour
Councillor R Moore	

	Number of allocation
<b>Cambridge BID</b>	1 Labour
Councillor R Moore	

	Number of allocation
<b>Health and Wellbeing Board</b>	1 Labour
Councillor Abbott	

	Number of allocation
<b>Health Committee</b>	1 Labour 1 Liberal Democrat Opposition Spokes
Councillors Abbott Opposition Spokes – TBC	
	Number of allocation
<b>Cambridge Local Health Partnership</b>	2 Labour 1 Liberal Democrat
Councillors Abbott, Johnson, T.Moore	
	Number of allocation
<b>City and South Cambs Children's and Young People's Area Board</b>	1 Labour
Councillor Johnson	
	Number of allocation
<b>Addenbrookes Board of Governors</b>	1 Labour
Councillor Abbott	
	Number of allocation
<b>Cambridgeshire and Peterborough Military Covenant Board</b>	1 Labour
Councillor Sarris	
	Number of allocation
<b>North West &amp; West Quadrant Community Forum</b>	1 Councillor
Councillor Blencowe	
<b>Southern Fringe Community Forum</b>	Number of allocation
	1 Councillor
Councillor Robertson	
	Number of allocation
<b>Clay Farm Advisory Group</b>	2 Labour
Councillors Johnson, Robertson	

	Number of allocation
<b>Storey's Field Community Trust</b>	2 Labour 1 Lib Dem
Councillors Blencowe, Ratcliffe, Holt	

The meeting ended at 1.10 pm

**CHAIR**

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To Executive Councillor for Streets & Open Spaces  
Report by Chief Executive, Strategic Directors and Head of Finance  
Relevant Scrutiny Committee Community Services 29 June 2017

### **2016/17 Revenue and Capital Outturn, Carry Forwards and Significant Variances – Streets & Open Spaces Portfolio**

#### **Key Decision**

#### **1. Executive summary**

1.1 This report presents, for the Streets & Open Spaces Portfolio :

- a) A summary of actual income and expenditure compared to the final budget for 2016/17 (outturn position)
- b) Revenue and capital budget variances with explanations
- c) Specific requests to carry forward funding available from budget underspends into 2017/18.

#### **2. Recommendations**

The Executive Councillor is recommended to request that the Executive Councillor for Finance and Resources, at the Strategy and Resources Scrutiny Committee on 3 July 2017, approves the following:

- a) Carry forward requests totalling £41,140 revenue funding from 2016/17 to 2017/18, as detailed in **Appendix C**
- b) Carry forward requests of £728k capital resources from 2016/17 to 2017/18 to fund rephased net capital spending, as detailed in **Appendix D**.

#### **3. Background**

##### **Revenue Outturn**

3.1 The overall revenue budget outturn position for the Streets & Open Spaces Portfolio is given in the table below. Detail, by service grouping, is presented in **Appendix A**.

2015/16 £'000	Streets & Open Spaces Portfolio Revenue Summary	2016/17 £'000	% Final Budget
2,216	Original Budget	5,989	96.4
78	Adjustment – Prior Year Carry Forwards	25	0.4
42	Adjustment – Service Restructure Costs	72	1.2
(3)	Adjustment – Earmarked Reserves	0	-
50	Adjustment – Capital Charges	108	1.7
(6)	Adjustment – Central & Support reallocations	0	-
0	Other Adjustments	19	0.3
2,377	Final Budget	6,213	100.0
2,420	Outturn	6,187	99.6
<b>43</b>	<b>(Under) / Overspend for the year</b>	<b>(26)</b>	<b>(0.4)</b>
25	Carry Forward Requests	41	0.6
<b>68</b>	<b>Resulting Variance</b>	<b>15</b>	<b>0.2</b>

3.2 **Appendix A** shows original and final budgets for the year (with the movements summarised in the above table) and compares the final budget with the outturn position for this Portfolio for 2016/17. The original revenue budget for 2016/17 was approved by the Executive Councillor for Streets & Open Spaces (formerly City Centre & Public Places) on 18 January 2016.

3.3 **Appendix B** provides explanations of the main variances.

3.4 **Appendix C** lists revenue carry forward requests.

### Capital Outturn

3.5 The overall capital budget outturn position for the Streets & Open Spaces Portfolio is given in the table below. **Appendix D** shows the outturn position by scheme and programme with explanations of variances.



<b>2015/16 £'000</b>	<b>Streets &amp; Open Spaces Portfolio Capital Summary</b>	<b>2016/17 £'000</b>	<b>% Final Budget</b>
1,586	Final Budget	2,364	100.0
708	Outturn	1,455	61.5
<b>(878)</b>	<b>(Under)/Overspend for the year</b>	<b>(908)</b>	<b>(38.4)</b>
881	Rephasing Requests	728	30.8
<b>3</b>	<b>Resulting Variance</b>	<b>(180)</b>	<b>(7.6)</b>

#### 4. Implications

- 4.1 The net underspend is mainly Netherhall Academy (£199k) who have postponed the project and are looking to deliver a revised scheme over the summer holidays of 2018.
- 4.2 A decision not to approve a carry forward request may impact on officers' ability to deliver the service or scheme in question and this could have staffing, equality and poverty, environmental, procurement, consultation and communication and/or community safety implications.

#### 5. Background papers

- Closedown Working Files 2016/17
- Directors' Variance Explanations – March 2017
- Capital Monitoring Reports – March 2017
- Budgetary Control Reports to 31 March 2017

#### 6. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

Authors' Names: Karen Whyatt; Jackie Collinwood  
 Authors' Phone Numbers: 01223 - 458145; 01223 - 458241  
 Authors' Emails: karen.whyatt@cambridge.gov.uk  
 jackie.collinwood@cambridge.gov.uk

**Streets & Open Spaces Portfolio / Community Services Scrutiny Committee  
Revenue Budget 2016/17 - Outturn**

Service Grouping	Original Budget £	Final Budget £	Outturn £	Variation Increase / (Decrease) £	Carry Forward Requests - see Appendix C £	Net Variance £
<b>Bereavement Services</b>						
City of Cambridge Cemetery	(82,040)	(75,740)	(119,158)	(43,418)	0	(43,418)
Cambridge Crematorium	(1,158,780)	(1,272,040)	(1,340,687)	(68,647)	0	(68,647)
Bereavement Services - Burials & Grounds	248,540	248,540	227,308	(21,232)	0	(21,232)
Bereavement Service Central Costs	750,840	770,740	858,311	87,571	0	87,571
Commemoration	(131,240)	(131,240)	(153,968)	(22,728)	0	(22,728)
Transfer to Bereavement Investment Fund	0	109,070	177,524	68,454	0	68,454
	<b>(372,680)</b>	<b>(350,670)</b>	<b>(350,670)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Environmental Improvements</b>						
Project Delivery (Salaried)	486,300	501,860	506,074	4,214	0	4,214
Project Delivery (Cost recovered)	114,680	114,680	128,471	13,791	0	13,791
	<b>600,980</b>	<b>616,540</b>	<b>634,545</b>	<b>18,005</b>	<b>0</b>	<b>18,005</b>
<b>Open Space Management</b>						
Bill Posting & Distribution	5,500	5,500	3,087	(2,413)	0	(2,413)
Refreshment Kiosks	(55,830)	(55,830)	(48,608)	7,222	0	7,222
Open Space Management	1,743,290	1,026,970	1,057,768	30,798	41,140	71,938
Traffic Islands	9,850	9,850	13,605	3,755	0	3,755
Closed Churchyards	74,490	65,090	61,216	(3,874)	0	(3,874)
Lettings & Events on Open Spaces	(53,060)	(53,060)	(67,512)	(14,452)	0	(14,452)
Open Space Asset Maintenance	0	226,770	178,874	(47,896)	0	(47,896)
Grazing Management	(6,390)	(6,390)	(7,740)	(1,350)	0	(1,350)
Play Maintenance	159,130	159,130	148,487	(10,643)	0	(10,643)
Cherry Hinton Hall	(95,790)	(95,790)	(87,007)	8,783	0	8,783
Public Toilets	690,260	665,380	678,129	12,749	0	12,749
Allotments	12,360	12,360	1,677	(10,683)	0	(10,683)
Arboriculture	230,380	286,040	299,321	13,281	0	13,281
Local Nature Reserves	28,350	28,110	27,236	(874)	0	(874)
	<b>2,742,540</b>	<b>2,274,130</b>	<b>2,258,533</b>	<b>(15,597)</b>	<b>41,140</b>	<b>25,543</b>
<b>Streets &amp; Open Spaces</b>						
Ground Maintenance - Direct		616,890	614,572	(2,318)	0	(2,318)
Toilet Cleaning - Direct			1,085	1,085	0	1,085
Street Cleaning - Direct	2,261,000	2,300,290	2,275,063	(25,227)	0	(25,227)
Public Realm Enforcement	357,620	357,620	350,585	(7,035)	0	(7,035)
Rangers - Direct	400,000	398,460	403,740	5,280	0	5,280
	<b>3,018,620</b>	<b>3,673,260</b>	<b>3,645,045</b>	<b>(28,215)</b>	<b>0</b>	<b>(28,215)</b>
<b>Total Net Budget</b>	<b>5,989,460</b>	<b>6,213,260</b>	<b>6,187,453</b>	<b>(25,807)</b>	<b>41,140</b>	<b>15,333</b>

Changes between original and final budgets may be made to reflect:

- portfolio and departmental restructuring
- approved budget carry forwards from the previous financial year
- technical adjustments, including changes to the capital accounting regime
- virements approved under the Council's constitution
- additional external revenue funding not originally budgeted

and are detailed and approved:

- in the January committee cycle (as part of the Budget-Setting Report, BSR)
- in the June/July committee cycle (outturn reporting and carry forward requests)
- in September (as part of the Medium-Term Financial Strategy, MTFs)
- via technical adjustments/virements throughout the year

**Streets & Open Spaces Portfolio / Community Services Scrutiny  
Committee**

**Revenue Budget 2016/17 - Major Variances  
from Final Revenue Budgets**

<b>Service Grouping</b>	<b>Reason for Variance</b>	<b>Amount £</b>	<b>Contact</b>
<b>Commercial Services - Bereavement Services</b>	City of Cambridge Cemetery - An underspend on building maintenance of £22k plus additional Right to Erect income of £14k.	(43,418)	James Elms
	Cambridge Crematorium - Mainly due to greater than expected cremation income of £69k	(68,647)	James Elms
	Burials and Grounds - An underspend of £18k on the salaries budget	(21,232)	James Elms
	Central Costs - Increased staffing costs due to one off costs of the service restructure.	87,571	James Elms
	Commemoration - Due to greater than expected income .	(22,728)	James Elms
	Transfer to Investment Fund of additional income as a result of above variances	68,454	James Elms
<b>Environment - Open Space Management</b>	Historical Project Facilitation Fund bid of (£39,780) in the budget without matching actual grant leading to the overspend	30,798	Alistair Wilson
	<b>Open Space Asset Maintenance:</b> Carry forward request is being made for monies that have been collected from the University Arms development to be used for improvement works to Parker's Piece in 2017/18.	(47,896)	Alistair Wilson
<b>Other</b>		(8,709)	-
<b>Total</b>		<b>(25,807)</b>	

## Community Services Scrutiny Committee

### Streets & Open Spaces

#### Revenue Budget 2016/17 - Carry Forward Requests

Request to Carry Forward Budgets from 2016/17 into 2017/18

Item	Reason for Carry Forward Request	Amount £	Contact
1	<p><b>Open Space Management</b></p> <p>Carry forward request is being made for monies that have been collected from the University Arms development to be used for improvement works to Parker's Piece in 2017/18.</p>	41,140	Alistair Wilson
<b>Total Carry Forward Requests for Streets &amp; Open Spaces Portfolio / Community Services Scrutiny Committee</b>		<b>41,140</b>	

## Streets &amp; Opens Spaces Portfolio / Community Services Scrutiny Committee

## Capital Budget 2016/17 - Outturn

Capital Ref	Description	Lead Officer	Original Budget 2016/17	Final Budget 2016/17	Outturn	Variance - Outturn compared to Final Budget	Rephase Spend	Over / (Under) Spend	Variance Explanation / Comments
PR040 - 38288	S106 Public Art Projects	A Wilson	0	0	(23)	(23)	0	(23)	-
PR010a - 35523	Environmental Improvements Programme - North Area	J Richards	135	135	58	(77)	77	(0)	Underspend in rolling programme of works due to individual scheme implementation delays and savings on out-turn costs.
PR010b - 35524	Environmental Improvements Programme - South Area	J Richards	178	178	88	(90)	90	(0)	Underspend in rolling programme of works due to individual scheme implementation delays and savings on out-turn costs.
PR010c - 35525	Environmental Improvements Programme - West/Central Area	J Richards	124	124	37	(87)	87	0	Underspend in rolling programme of works due to individual scheme implementation delays and savings on out-turn costs.
PR010d - 35526	Environmental Improvements Programme - East Area	J Richards	167	167	52	(115)	115	(0)	Underspend in rolling programme of works due to individual scheme implementation delays and savings on out-turn costs.
PR037 - 38252	Local Centres Improvement Programme	J Richards	27	27	19	(8)	8	0	Development work on second priority centre (Arbury Court) progressing well with deferral of public consultation due to pre-election period for Arbury ward by-election.
PR037a - 37050	Local Centres Improvement Programme - Cherry Hinton High Street	J Richards	193	193	209	16	0	16	PROJECT COMPLETED. Contractor claim for additional construction costs refuted.
<b>Total Programmes</b>			<b>824</b>	<b>824</b>	<b>439</b>	<b>(385)</b>	<b>377</b>	<b>(8)</b>	-
PR030e - 38258	Cavendish Rd (Mill Rd end) improvements: seating & paving (S106)	J Richards	7	7	6	(1)	1	0	Project has CPB approval. Implementation is awaiting finalisation of the parallel Public Art project recognising the contribution railway workers made to the development of Romsey town.
PR030f - 38259	Bath House Play Area Improvements (S106)	D O'Halloran	57	57	61	4	0	4	Project complete
PR030l - 38341	Ditton Fields play area improvements (S106)	A Wilson	0	38	12	(26)	26	0	Project underway
PR030m - 38342	Dudley Road play area improvements (S106)	A Wilson	0	40	40	(0)	0	(0)	Project Complete - No further spend
PR031i - 38280	Perse Way Flats Play Area (S106)	A Wilson	2	2	1	(1)	0	(1)	Project complete
PR032g - 38269	Cherry Hinton Rec Ground pavilion refurb. (S106)	I Ross	297	297	311	14	5	19	COMPLETED - Retention Money to be paid in 17/18
PR032r - 38371	Install junior fit kit at Accordia development (S106)	A Wilson	15	15	1	(14)	14	0	Proposed amended project has received a very low level of public support arising through local engagement and consultation, and is consequently likely to be abandoned.
PR033c - 38222	Public Art element of improvements to the entrances at Histon Rd Rec (S106)	N Black	2	2	4	2	0	2	Project complete
PR033f - 38272	Histon Rd Rec Ground Improvements (S106)	A Wilson	14	14	7	(7)	0	(7)	Project complete
PR033m - 38348	Benches on Carisbrooke Road green and next to Coton footpath near Wilberforce Road (S106)	A Wilson	3	3	0	(3)	3	0	Delays in determining land owner consents
PR033n - 38351	Shelly Row play area improvements (S106)	A Wilson	50	50	50	0	0	0	Proejct complete
PR033q - 38352	Additional play equipment, benches and landscaping at Christ Piece's play area (S106)	A Wilson	15	15	2	(13)	13	(0)	To be actioned
PR034c - 38226	Drainage of Jesus Green (S106)	A French	6	6	16	10	0	10	Final works now complete (March -17)

## Streets &amp; Opens Spaces Portfolio / Community Services Scrutiny Committee

## Capital Budget 2016/17 - Outturn

Capital Ref	Description	Lead Officer	Original Budget 2016/17	Final Budget 2016/17	Outturn	Variance - Outturn compared to Final Budget	Rephase Spend	Over / (Under) Spend	Variance Explanation / Comments
PR034d - 38227	Public Art - 150th and 400th Anniversary (Cambridge Rules) (S106)	N Black	112	71	35	(36)	36	(0)	Project being delivered by external artists. Delayed due to staffing absence, legal agreement and planning complexity. Now moving forward for completion early to mid 2018. Website up and running and community engagement commenced.
PR034n - 38303	Cambridge Gymnastics Academy: grant for warehouse conversion into gym facility (S106)	I Ross	65	65	0	(65)	65	0	ONGOING- The facility has been completed and open for the last 12 months. North Cambridge Academy have not completed or finalised the Community Use Agreement due to the lease between NCA and the gym club only being concluded in March 2017 which now needs to be in the community use agreement.
PR034o - 38304	Netherhall School: supplementary grant for gym and fitness suite facilities (S106)	I Ross	0	219	20	(199)	0	(199)	Netherhall Academy have postponed the project and are looking to deliver a revised scheme over the summer holidays of 2018.
PR040a - 38295	Public art grant - Big Draw event 2015, Chesterton (S106)	N Black	1	1	1	(0)	0	(0)	Complete
PR040b - 38296	Public art grant - Rock Road library community garden (S106)	N Black	7	7	5	(2)	0	(2)	Complete.
PR040c - 38297	Public art grant - Creating my Cambridge: Clicking to Connectivity (S106)	N Black	15	15	15	0	0	0	Complete. Financial breakdown received and final grant payment made April 2017.
PR040d - 38298	Public art grant - Twilight at the Museums 2016: Animated Light Projection (S106)	N Black	14	14	14	(0)	0	(0)	Complete
PR040e - 38299	Public art grant - Cambridge Sculpture Trails leaflet (S106)	A Wilson	3	3	3	(0)	0	(0)	Complete
PR040f - 38317	Public art grant - Syd Barrett (S106)	S Tovell	2	2	2	0	0	0	Complete. Final snagging issues completed and payment issued March 2017.
PR040g - 38322	Public art grant - Chesterton mural (S106)	S Tovell	1	1	0	(1)	1	0	Still delays on this project due to waiting for building owner to agree design.
PR040i - 38324	Public art grant - History Trails (S106)	S Tovell	5	5	0	(5)	5	0	Complete
PR040j - 38325	Public art grant - Sounds of Steam (S106)	S Tovell	5	5	5	0	0	0	Complete
PR040k - 38326	Public art grant - Mitcham's models at Christmas (S106)	A Wilson	1	1	1	0	0	0	Completed.
PR040l - 38327	Public art grant - Newnham Croft stained glass window (S106)	S Tovell	5	5	0	(5)	5	0	Delays with this project due to health of the artist. Due for completion Summer 2017.
PR040m - 38328	Public art grant - public art at North Cambridge Academy (S106)	S Tovell	5	5	5	0	0	0	Complete.
PR040o - 38330	Public art grant - 'The place where we stand' (S106)	S Tovell	3	3	0	(3)	3	0	Delays. Due to complete 2018.
PR040p - 38331	Public art grant - Life in Trumpington (S106)	S Tovell	1	1	1	(1)	0	(1)	Complete

## Streets &amp; Opens Spaces Portfolio / Community Services Scrutiny Committee

## Capital Budget 2016/17 - Outturn

Capital Ref	Description	Lead Officer	Original Budget 2016/17	Final Budget 2016/17	Outturn	Variance - Outturn compared to Final Budget	Rephase Spend	Over / (Under) Spend	Variance Explanation / Comments
PR041b - 38353	Grant to Cambridge Gymnastics Academy for trampoline and foam pit in gym (S106)	I Ross	75	75	0	(75)	75	0	ONGOING- The facility has been completed and open for the last 12 months. North Cambridge Academy have not completed or finalised the Community Use Agreement due to the lease between NCA and the gym club only being concluded in March 2017 which now needs to be in the community use agreement.
PR041c - 38338	Sheep's Green watercourse improvements and habitat creation (S106)	G Belcher	0	130	85	(45)	45	(0)	Project 95% complete.
SC410 - 38118	Mill Road Cemetery	D Peebles	10	10	10	(0)	0	(0)	Project complete
SC469 - 38131	Vie Public Open Space (S106)	S Tovell	7	7	7	(0)	0	(0)	Project complete
SC548 - 38179	Southern Connections Public Art Commission (S106)	A Wilson	24	24	22	(2)	2	0	Ongoing project dependent on speed of land transfer of the southern fringe site areas to the Council.
SC615 - 38332	Cherry Hinton Grounds Improvements Phase 2 (S106)	A Wilson	180	180	161	(19)	19	(0)	Project 95% complete.
SC625 - 38332	Lammas Land kiosk improvements	J Ogle	20	20	20	(0)	0	(0)	Project completed
SC629 - 38330	Abbey Pools air plant upgrade	I Ross	46	46	46	0	0	0	Project under construction - To complete end of June 17
SC630 - 38380	Abbey Pools solar thermal upgrade	I Ross	49	49	16	(33)	33	(0)	Project nearing completion - To complete end of May 17
<b>Total Projects</b>			<b>1,124</b>	<b>1,510</b>	<b>984</b>	<b>(526)</b>	<b>351</b>	<b>(175)</b>	-
PV016 - 39024	Public Conveniences	A French	30	30	32	2	0	2	Budget provided to advance Silver Street improvement project to feasibility stage. Further feasibility funding will be needed during 2017-18 in order to establish positive business case position for CPB and member consideration. A further small budget may be needed during 2017-18 to close out the final account for the Lion Yard improvement works undertaken during 2014, following recent completion of construction defects.
<b>Total Provisions</b>			<b>30</b>	<b>30</b>	<b>32</b>	<b>2</b>	<b>0</b>	<b>2</b>	-
<b>Total for City Centre &amp; Public Places Portfolio</b>			<b>1,978</b>	<b>2,364</b>	<b>1,455</b>	<b>(908)</b>	<b>728</b>	<b>(180)</b>	-

Changes between original and final budgets may be made to reflect:

- rephased capital spend from the previous financial year
- rephased capital spend into future financial periods
- approval of new capital programmes and projects

and are detailed and approved:

- in the June/July committee cycle (outturn reporting and carry forward requests)
- in September (as part of the Medium-Term Financial Strategy, MTFS)
- in the January committee cycle (as part of the Budget-Setting Report, BSR)

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To: Executive Councillor for Streets and Open Spaces:  
Councillor Anna Smith

Report by: Joel Carré, Head of Environmental Services

Relevant scrutiny committee: Community 29/06/2017  
Services  
Scrutiny  
Committee

Wards affected: Abbey Arbury Castle Cherry Hinton Coleridge  
East Chesterton King's Hedges Market Newnham  
Petersfield Queen Edith's Romsey Trumpington  
West Chesterton

## **STREETS AND OPEN SPACES SERVICE REVIEW AND DEVELOPMENT STRATEGY**

### **Key Decision**

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#### **1. Executive summary**

- 1.1 The Streets and Open Spaces (S&OS) review has identified that the service enjoys continuing high residents' satisfaction rates<sup>1</sup> and delivers a generally high quality range of frontline services. However, the review has also identified a number of areas where the service needs to improve, including low productivity in grounds maintenance and street cleansing operations; out-dated and wasteful operating systems; lack of effective resource planning and work scheduling and the need to deliver ongoing value for money. S&OS will need to respond to these issues in order to make the service fit for purpose and resilient for the future; and be able to respond to the ongoing financial and growth challenges and opportunities, which the city faces.
- 1.2 As the Council's largest frontline service, the review includes the need for S&OS to make a £600K net revenue budget reduction by 2021<sup>2</sup>, as a contribution towards the wider corporate savings target the Council needs to make as a result of the ongoing reductions in Central Government grant funding.

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<sup>1</sup> Cambridge City Council Residents Survey 2011 and 2016

<sup>2</sup> Target agreed at officer meeting with Leader and Executive Councillors on 8 July, 2015

1.3 In response to the review findings, S&OS is proposing to pursue a service development strategy, which delivers against the corporate vision – “One Cambridge: Fair for All” and the following specific corporate objectives:

- “Tackling climate change and making Cambridge cleaner and greener”
- “Making Cambridge safer and more inclusive”
- “Investing in improving transport”
- “Protecting our city’s unique quality of life”

1.4 The proposed strategy also includes a specific vision for the S&OS service, which will see it working in partnership with all sections of the community to plan, develop and maintain a high quality outdoor public realm environment, which is used and valued by all sections of the community; meets the social, economic and environmental needs of residents; and is a key contributor to Cambridge’s unique identity, sense of place and status as a world class leisure and business destination.

1.5 In accordance with the proposed strategy, S&OS will focus on pursuing the following aims:

- a) Increasing grounds maintenance/ street cleansing productivity, while continuing to maintain high quality service standards
- b) Maintaining additional streets and open spaces associated with the city and surrounding area’s growth without increasing frontline staffing costs
- c) Developing strategic and operational plans to inform the design, development and delivery of existing and new parks and open spaces and their associated management
- d) Protecting, conserving and enhancing the high quality and unique character of the city’s streets and open spaces
- e) Reviewing and adopting clearly defined and sustainable grounds maintenance/ street cleansing policies and standards, which are consistently applied and met
- f) Prioritising and responding to all service requests/ issues reports in accordance with adopted policies/ standards
- g) Improving community awareness of routine grounds maintenance/ street cleansing schedules through web content and social media.
- h) Encouraging and supporting residents and other customers to report streets and open spaces issues, including through use of online digital systems so that they can track the status of their queries more effectively.

- i) Ensuring use of effective performance management systems and modern working practices
- j) Generating external trading income on a sound commercial basis
- k) Ensuring outdoor public realm capital projects are delivered on time/ budget
- l) Supporting active community engagement in service planning and delivery
- m) Maximising opportunities to increase the biodiversity value and climate change resilience of streets and open spaces and associated operational services
- n) Investing in the development of management and staff skills and behaviours to support delivery of the strategy
- o) Delivering the £600K savings target, while seeking to avoid redundancies and cuts to frontline services

1.5 The proposed strategy will be delivered through an implementation plan, which will set out programme of proposed projects and activities, including invest to save and increased commercialisation, and associated capital and revenue budgetary implications. Subject to the wider strategy being approved at Committee, the proposed implementation plan will be researched and developed and then presented to a future committee meeting(s) for consideration and approval.

## 2. Recommendations

The Executive Councillor is recommended to:

- 2.1 Note the key findings of the Streets and Open Spaces service review
- 2.2 Approve the proposed future service vision and development strategy (2017-21) for Streets and Open Spaces

## 3. Background

3.1 A comprehensive review of S&OS services was commissioned in two stages. The first stage review, completed in 2014/15, resulted in the restructuring of the service from three to two units and delivery of an associated net revenue budget saving of £144K from 2015/16. The second stage review, completed in 2016/17, involved a more thorough review of S&OS services, in order to consider how best to make them fit for purpose for the future, taking account of a changing context, including:

- City growth
- Technological solutions available for service delivery
- Need to address environmental agendas
- Council's financial plan and savings requirement (c£2.2M by 2022)
- Need to deliver ongoing value for money

3.2 The second stage review was carried out with support from consultants, APSE (Association for Public Service Excellence) Solutions, and includes a net revenue saving target of at least £600K<sup>3</sup> (c10% net revenue budget) by 2021.

3.3 Established in 2011, S&OS is one of the Council's largest service areas, with c150 frontline staff and annual revenue budget of c£6.8M. S&OS is structured into two units: Development Unit (including project delivery and assets) and Operations Unit (including grounds, cleansing and environmental enforcement). An outline of the various services provided by these two units is included in appendix A. Aside from the S&OS first stage review in 2014/15, the Operations arm of the service has not experienced any significant organisational change for many years.

3.4 The second stage review has identified a number of external and internal drivers for change, which impact on S&OS services. A summary of these key drivers, focusing on the associated service challenges/ pressures and development needs/ opportunities, is included below:

**a) External drivers for change:**

- Ongoing reductions in Central Government grant funding to the Council
- Increased service demands linked to population and visitor growth
- Increased service demands from adoption of new streets/ open spaces
- Relocation of S&OS operations from Mill Road to Cowley Road in 2017
- Availability of new technologies to support service improvements
- Need to respond to impact of climate change on the city
- Increased community expectation for service engagement
- Growth in use of digital communications and social media
- Need to conserve and enhance the city's biodiversity value

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<sup>3</sup> Target agreed at officer meeting with Leader and Executive Councillors on 8 July, 2015  
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## **b) Internal drivers for change:**

- Need for Council to be self-financing by 2021
- Need for Council to find £2.2M net revenue savings by 2022<sup>4</sup>
- Ongoing need to deliver value for money in Operations
- Out-dated and wasteful operating systems
- Lack of effective resource planning/ work scheduling
- Reactive and lack of prioritisation in operations responses
- Need for greater management staff development
- Need for more flexible and integrated workforce
- Need to reduce operational duplication
- Need to foster 'one council: one service: one team' ethos

3.5 The Council's 2016 Residents Survey identified continuing high satisfaction rates with S&OS core services, with "maintaining parks and open spaces, protecting trees in the city and managing trees in public places" securing a net satisfaction a rating of 81%; and 'cleaning the streets and removing graffiti' a rating of 76%. Both of these core service areas were in the top five of all Council services in both the 2016 and 2011 Residents Surveys.

3.6 In addition to identifying the key drivers for change, the review also included the benchmarking of S&OS service performance for 2015/16, across a range of financial and operational indicators, against other participating local authorities, using APSE's performance network.

3.7 In summary, these results show Cambridge's S&OS services to be generally high cost: high quality, when compared to its benchmark group of authorities<sup>5</sup>. However, with the exception of York, these other authorities don't experience the same level of service demands as Cambridge does, in terms of visitors (c7M per year) and students (c20K per year). When benchmarking Cambridge's S&OS services against more comparable authorities with equally high visitor and student numbers, such as Oxford and Brighton and Hove City Councils, Cambridge comes out slightly less expensive than both.

3.8 Based on the APSE benchmarking results, the key performance area which Cambridge needs to improve on is its operational productivity, as evidenced below:

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<sup>4</sup> Cambridge City Council Budget Setting Report 2017/18

<sup>5</sup> APSE's selected benchmark authorities for Cambridge include: Aberdeen, York, Reading, Hackney, Wakefield, Greenwich

- *Street cleansing frontline staff cost, as a % of total street cleansing staff cost* is low - 76.09% compared to average performing authority of 85.41%; and ranked 11<sup>th</sup> out of 11 benchmark authorities
- *Parks and open space maintenance cost per hectare of maintained land* is high - £7.13K compared to average performing authority of £5.45K; and ranked 12<sup>th</sup> out of 15 benchmark authorities

3.9 A summary breakdown of the stage two service review findings is included in appendix B.

3.10 Based on the findings of the service review, there is a compelling need for change within S&OS, focused primarily on the following key areas: grounds maintenance and street cleansing operations productivity; out-dated and wasteful operating systems; lack of effective resource planning and work scheduling and the need to deliver ongoing value for money, including the £600K budget saving target. S&OS will need to respond to these issues in order to make it fit for purpose and resilient for the future; and be able to respond to the ongoing financial and growth challenges, which the City Council faces.

3.11 In response to the service pressures, challenges and development needs and opportunities, as identified through the second stage review work, S&OS proposes to pursue a development strategy, which maximises the service's ability to deliver activities and projects, in support of the Council's corporate plan and, in particular, the following objectives:

- "Tackling climate change and making Cambridge cleaner and greener"
- "Making Cambridge safer and more inclusive"
- "Investing in improving transport"
- "Protecting our city's unique quality of life"

3.12 The proposed development strategy also includes a specific vision for the service, which will see it working in partnership with all sections of the community to plan, develop and maintain a high quality outdoor public realm environment, which is used and valued by all sections of the community; meets the social, economic and environmental needs of residents; and is a key contributor to Cambridge's unique identity, sense of place and status as a world class leisure and business destination.

3.13 The proposed S&OS service development strategy is included in appendix C.

## 4. Implications

### (a) Financial Implications

4.1 The proposed S&OS development strategy has an associated net revenue budget saving target of at least £600K, to be delivered over the period, 2017-21. However, details on how this target is to be achieved, and the associated financial implications, will not be known until the strategy implementation plan has been developed and presented to a future committee(s) for approval. The implementation plan will detail a proposed programme of both capital and revenue projects. Any proposed capital project over £15K will be considered at the Council's Capital Programme Board; and, for any of these over £300K, will additionally be considered at Scrutiny Committee. All successful capital projects will be considered as part of the Mid-Term Financial Strategy (MTFS) and Budget Setting Report (BSR) for Council approval.

### (b) Staffing Implications

4.2 Any staffing implications arising from the proposed strategy will not be able to be assessed until the strategy implementation plan has been developed and presented to a future Scrutiny Committee for approval.

### (c) Equality and Poverty Implications

4.3 An Equality Impact Assessment for the recommended strategy is included in Appendix D. The strategy is considered to have a '**positive**' overall impact on Protected Groups, those on low income or those experiencing the impacts of poverty.

### (d) Environmental Implications

4.4 The proposed development strategy includes a commitment to maximise the service's ability to deliver against the following corporate plan objective: "Tackling climate change and making Cambridge cleaner and greener"; and service priority: "m) Maximising opportunities to increase the biodiversity value and climate change resilience of streets and open spaces and associated operational services". It also includes the following service commitments, in that by 2021, "b) Public realm maintenance will be undertaken by a single,

multi-skilled operations team, who work flexibly and use hand held/ in cab devices to report, receive and close down both programmed and reactive work; and “c) Service vehicles/ plant will, subject to trial, use in-cab telemetry to maximise driving and route efficiency and, as vehicles/ plant are replaced, will transition to a low emission/ electric fleet.” As a result of these commitments, the proposed strategy is expected to have a net positive impact on climate change.

#### **(e) Procurement**

- 4.5 There is no procurement implications associated with the approval of the proposed strategy. The issue of procurement will only arise with the production of the proposed implementation plan and any associated projects, which will be the subject of future reports to Scrutiny Committee.

#### **(f) Consultation and communication**

- 4.6 The service review has been carried out with support from consultants, APSE (Association for Public Service Excellence) Solutions, and with input from a cross section of service staff and involved task and finish groups, diagnostic and commercial development workshops and structured interviews. The review has also involved benchmarking service performance against other local authorities in 2015/ 16, using the APSE Performance Networks for Street Cleansing (which covers S&OS Street Cleansing, City Rangers and Enforcement teams) and Parks, Open Spaces and Horticulture (which covers all the other S&OS services not covered in Street Cleansing Network above); and study visits to other local authorities, including Oxford and Eastleigh. The use of external consultants (PSE Solutions) has also enabled the review to benefit from external challenge and industry sector insight.

#### **(g) Community Safety**

- 4.7 There are no adverse community safety implications. Improvements to the outdoor public realm, arising from the proposed strategy, are likely to have a positive impact upon community access and safety.

### **5. Background papers**

None

### **6. Appendices**



Appendix A – S&OS service outline  
Appendix B – S&OS service review findings  
Appendix C – S&OS service development strategy  
Appendix D – Equality Impact Assessment

## **7. Inspection of papers**

To inspect the background papers or if you have a query on the report please contact:

Author's Name: Joel Carré  
Author's Number: (01223) 458201  
Author's Email: [joel.carre@cambridge.gov.uk](mailto:joel.carre@cambridge.gov.uk)

## Appendix A: S&OS service outline

### a) Operations team:

- **Street Cleansing** - street/ park litter & recycling bin emptying; litter picking; Market Square cleansing; highway sweeping/ highway weed control (County Council); Rapid Response 'deep clean' and graffiti/ fly tip removal
- **Grounds Maintenance** - grass cutting (c15 cuts per season); shrub pruning; ornamental bedding/ hanging baskets, leaf clearance, weed control) – Council parks and green spaces; City Homes amenity landscaping; highway verge/ roundabouts (County Council); and Green Fingers 'home help' gardening service (currently out-sourced for 2015/16 to Winter Comfort)
- **Pinder** - support the health and wellbeing of grazing animals on commons and other public green spaces within the City boundaries in liaison with holders of grazing permissions
- **Public Realm Enforcement** - litter, dog fouling, fly tipping, graffiti, camping, abandoned bikes/ locks, bins left on streets, education campaigns, moorings management
- **Dog Warden/ Control of Dogs** – dog patrols (enforcement/ education); stray dog collection and temporary kennelling (incl. managing 'out of hours' external service contract)
- **Community Engagement (City Rangers)** - service volunteer recruitment/ management (parks/ streets); Friends Group development/ support; community led tidy ups/ litter picks and public realm projects; civic pride campaign development/ support (incl. local businesses, universities/ colleges/ schools, community groups; Probation Service SLA delivery
- **External contracts** - Cambridge BID contract: additional street/ shop front cleansing - c£60k pa 2015-2018; South Cambs DC miscellaneous contracts: property/ garden void clearance - £10kpa; Cambridge Live events management agreement: Folk Festival, Midsummer Fair, Big Weekend - £54k pa; County Council agreement: highway verge maintenance/ sweeping: £95k pa, Cambridgeshire County Council Guided Busway cleaning: £28k pa

## **b) Development team:**

- **Technical input to Planning** - policy/ master plan development; planning applications (incl. pre-app consultations) and consents (incl. condition discharge)– Landscape; Biodiversity; Cycling and Walking; Arboriculture; Sustainable Drainage; Public Art
- **Tree Preservation Orders (TPO)** - processing TPO applications/ maintaining TPO Register
- **City Council tree stock management** - health and safety inspections/ risk assessments; letting/ supervising tree works contracts; new tree planting; policy development
- **City Council adopted watercourse/ drainage management** - health and safety inspections/ flood risk
- **City Council public realm asset management** - health and safety inspections/ risk assessments; small scale infrastructure works (incl. repairs/ refurbishments); producing and leading delivery of asset management/ development plans (incl. associated funding bids and capital project delivery); technical input (Landscape Architecture; Biodiversity; Cycling and Walking; Arboriculture; Drainage Engineer; Civil Engineer; Public Art) to asset management specifications/ plans/ projects. Key asset list:
  - Parks/ nature reserves/ commons/ recreation grounds (260ha)
  - Fixed play areas/ MUGAs (x 80 sites)
  - Public toilets (x 20 facilities)
  - Allotments (x 22)
  - Miscellaneous: Bus shelters; Street names plates; Benches; Bins; Moorings; Poster boards
- **Public realm asset adoptions** - adoption of new public realm assets (and commuted sums) associated with strategic Growth Sites.
- **Public realm events/ activities** - marketing/ supporting use of public realm assets for community/ commercial events/ activities; event licensing/ health and safety management; concession licensing; sports pitch provision
- **Capital programme management/ project delivery** - EIP (£170K pa), Joint Cycleways (£100K pa); LHI (£100K pa); S106 (£700K

pa, incl. Public Art); Local Centres Improvements (£350K pa); and other capital projects on the new capital plan

- **External contracts** - County Council highway tree management across city; miscellaneous contracts for Distribution Service (ie. client posters on poster boards/ leaflets in outlets)

## **Appendix B: S&OS service review key findings**

Detailed below are the key headline findings from the second stage review of S&OS:

- a) The current organisational structure, resulting from the first stage review work, is broadly fit for purpose, with the exception of the Operational unit's management structure and City Ranger service function, which should be reviewed to remove duplication of activity.
- b) Staff at all levels are receptive to the need for change; committed to providing a good service; and have a 'can do' attitude
- c) Service currently suffers from limited use of customer and performance data to inform service design, delivery and improvement.
- d) 2016 Residents Survey identified continuing high satisfaction rates with S&OS core services, with 'maintaining parks and open spaces, protecting trees in the city and managing trees in public places' (81%); and 'cleaning the streets and removing graffiti' (76%) in the top five services across the Council (and was the same result in 2011 survey).
- e) Service currently suffers from a predominantly reactive, non-plan led approach to service delivery, focused on addressing symptoms not causes and an inefficient use of resources and increased risk of failure demand, ie. not getting it right first time so having to go back
- f) Evidence of continued 'silo' mentality and poor understanding of respective roles and responsibilities. This is a legacy of the former

assets/ operations, client'/ 'contractor' split; and the current non-plan led approach to service delivery.

- g) Need for continued focus on demand management, including maintaining investment in enforcement, education and community engagement. The recent significant increase in public open space and street bin provision across the city has put additional pressure on cleansing service and is at odds with a demand management led approach.
- h) Operational management processes and systems are old/ out-dated, continue to have high levels of waste/ duplication and fail to maximise the use of new technologies, such as mobile working, route optimisation; and 'internet of things' (eg. bin sensors)
- i) Managerial/ leadership skills across the service need investment. Many of the staff recruited into management positions following previous first stage review work in autumn, 2015, are new/ relatively inexperienced in team/ staff management/ leadership.
- j) Service is already engaged in pursuing commercial opportunities, including void clearance, street cleansing and events, but not on a structured, plan led basis. There is scope for the service to increase its commercial activity and generate a greater 'profit', but this needs to be done on a business plan led basis, with clear awareness and understanding of the market, cost, available capacity (ie. without undermining core public service delivery ability) and risk.

Detailed below is the APSE Performance Network benchmarking results for S&OS for 2015/16, which formed part of the second stage review process:

- **Street cleansing costs per household is high (£52.31** compared to average performing authority of £29.06; and ranked 14<sup>th</sup> out of the 14 comparator authorities<sup>6</sup>). In real terms, based on this rate, it costs Cambridge an additional £1M per annum compared to the average performing comparator authority. In part, the city's service costs may reflect the high annual student (20K) and visitor (5.3M) numbers.

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<sup>6</sup> APSE 'family group' of comparator authorities for Cambridge includes: Aberdeen, York, Preston, Reading, Thurrock, Wakefield, Stevenage, Rotherham

NB. Though not in Cambridge's 'family group' of comparator authorities, both Oxford, and Brighton and Hove, are more expensive than Cambridge on street cleansing.

- **Street cleansing frontline staff costs, as a % of total street cleansing staff costs, is low** (76.09% compared to average performing authority of 85.41%, which equates to an actual financial difference of £177K. This indicates that Cambridge has a higher % of non-productive staffing costs.
- **Cleanliness performance of street cleansing is low** (with 4.77% of sites falling below Grade B for cleanliness and being ranked 5<sup>th</sup> out of the 6 comparator authorities). In part, this may be explained by reactive, unplanned service approach and old/ outdated processes and systems; and focus on maintaining very high city centre standard to the detriment of outer areas of the city.
- **% of street cleansing budget allocated to education is high** (5% compared to average performing authority of 0.76%; and ranked 1<sup>st</sup> out of the 10 comparator authorities). This is positive, as education activity helps to drive down service demand, ie. reducing litter, fly tipping, graffiti, etc
- **Staff absence levels for street cleansing are low** (2.64% compared to average of 4.34%; and ranked 2<sup>nd</sup> out of 11 comparator authorities
- **Parks and open space maintenance cost per 1,000 head of population is high £7.13K** compared to average performing authority of £5.60K; and ranked 10<sup>th</sup> out of 11 comparator authorities). In part, this high cost may reflect the high level of formally managed public open space, as a proportion of total maintained hectares of land per household, than comparator authorities.
- **Parks and open space maintenance staff costs, as a % of total parks and open staff costs, is high** (72.91% compared to average of 62.81%; and ranked 12<sup>th</sup> out of 12 comparator authorities). In part, this may reflect high over-time, agency and out of hours enhancement costs.

- **Hectares (ha) of maintained parks and open space per FTE front line employee is low** (7.47ha/ FTE compared to average of 11.35ha/ FTE; and ranked 8<sup>th</sup> out of 12 comparator authorities). This position is also reflected in the hectares (ha) of maintained public open space per 1,000 head of population (1.51ha compared to average of 3.58ha; and ranked 11<sup>th</sup> out of 13 comparator authorities). In part, this may reflect the reactive, non-plan led approach and use of inefficient operating systems/ processes.

## **Appendix C: S&OS development strategy**

### **Vision**

The S&OS service will pursue a development strategy, which maximises the service's ability to deliver activities and projects, in support of the Council's corporate vision – "One Cambridge: Fair for All" and plan and, in particular, the pursuit of the following corporate objectives:

- "Tackling climate change and making Cambridge cleaner and greener"
- "Making Cambridge safer and more inclusive"
- "Investing in improving transport"
- "Protecting our city's unique quality of life"

The vision for S&OS is a service which works in partnership with all sections of the community to plan, develop and maintain a high quality outdoor public realm environment, which is used and valued by all sections of the community; meets the social, economic and environmental needs of residents; and is a key contributor to Cambridge's unique identity, sense of place and status as a world class leisure and business destination.

### **Aims**

In pursuit of the above vision, the service will focus on taking forward the following aims:

- a) Increasing grounds maintenance/ street cleansing productivity, while continuing to maintain high quality service standards

- b) Maintaining additional streets and open spaces associated with the city and surrounding area's growth without increasing frontline staffing costs
- c) Developing strategic and operational plans to inform the design, development and delivery of existing and new parks and open spaces and their associated management
- d) Protecting, conserving and enhancing the high quality and unique character of the city's streets and open spaces
- e) Reviewing and adopting clearly defined and sustainable grounds maintenance/ street cleansing polices and standards, which are consistently applied and met
- f) Prioritising and responding to all service requests/ issues reports in accordance with adopted policies/ standards
- g) Improving community awareness of routine grounds maintenance/ street cleansing schedules through web content and social media.
- h) Encouraging and supporting residents and other customers to report streets and open spaces issues, including through use of online digital systems so that they can track the status of their queries more effectively.
- i) Ensuring use of effective performance management systems and modern working practices
- j) Generating external trading income on a sound commercial basis
- k) Ensuring outdoor public realm capital projects are delivered on time/ budget
- l) Supporting active community engagement in service planning and delivery
- m) Maximising opportunities to increase the biodiversity value and climate change resilience of streets and open spaces and associated operational services
- n) Investing in the development of management and staff skills and behaviours to support delivery of the strategy
- o) Delivering the £600K savings target, while seeking to avoid redundancies and cuts to frontline services

## **Target outcomes**

The strategy will be delivered through an implementation plan, detailing a phased programme of projects and activities over the period 2017-21. Listed below are the resulting target outcomes to be achieved by 2021, as a result of plan's implementation:



- a) All routine operational functions, including street sweeping, litter picking, grass cutting, shrub maintenance, leafing, asset management inspections, will be conducted in accordance with agreed operational plans, which detail the service specification and associated performance standards and required resource.
- b) Public realm maintenance will be undertaken by a single, multi-skilled operations team, who work flexibly and use hand held/ in cab devices to report, receive and close down both programmed and reactive work.
- c) Service vehicles/ plant will, subject to trial and cost-analysis, use in-cab telemetry to maximise driving and route efficiency and, as vehicles/ plant are replaced, will transition to a low emission/ electric fleet.
- d) All service assets will be mapped on a digital asset base, which will be used to programme and schedule works and future investment needs and other such asset management functions.
- e) The city's green spaces will form part of a wider green infrastructure network, managed for the benefit of people and wildlife, in accordance with a strategic green infrastructure plan serving Greater Cambridge. This plan will be used to support the area's sustainable strategic growth.
- f) The city's main parks and green spaces will be managed in accordance with agreed site management plans. Each plan will be developed in consultation with Friends Groups, residents groups and other key stakeholders and include actions to conserve and enhance amenity, heritage and biodiversity value and maximise climate change resilience.
- g) Key sites, including Jesus Green and Midsummer Common, will have secured the Green Flag<sup>7</sup> national award standard, with others to follow.
- h) Service managers will use customer feedback and key performance indicator data to inform management decisions and establish a culture of continuous service improvement.
- i) APSE's performance network data will be used to benchmark the service annually and the results used to drive further service improvements.
- j) Opportunities to take on the management of public realm, outside of the city, will be considered to help reduce service unit cost

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<sup>7</sup> The Green Flag Award scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world.

- k) The service will be supported by an active band of public realm volunteers, including Friends Groups, who are engaged in a range of public realm management tasks.
- l) The city will be divided into designated areas, with each area being served by the City Ranger service, who will be responsible for supporting service active community engagement and volunteering in that area.
- m) The service will be in the APSE benchmarking top quartile ranking (currently bottom quartile) for operational productivity.

**Appendix D:  
Equality Impact Assessment**

**Cambridge City Council Equality Impact Assessment**



Completing an Equality Impact Assessment will help you to think about what impact your strategy, policy, plan, project, contract or major change to your service may have on people that live in, work in or visit Cambridge, as well as on City Council staff.

The template is easy to use. You do not need to have specialist equalities knowledge to complete it. It asks you to make judgements based on evidence and experience. There are guidance notes on the intranet to help you. You can also get advice from Suzanne Goff, Strategy Officer on 01223 457174 or email [suzanne.goff@cambridge.gov.uk](mailto:suzanne.goff@cambridge.gov.uk) or from any member of the Joint Equalities Group.

**1. Title of strategy, policy, plan, project, contract or major change to your service:**

Streets and Open Spaces (S&OS) service development strategy

**2. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?**

The purpose of the S&OS service development strategy is to deliver the Council’s corporate vision – “One Cambridge: Fair for All” – with a

**2. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?**

particular focus on the following specific corporate objectives:

- “Tackling climate change and making Cambridge cleaner and greener”
- “Making Cambridge safer and more inclusive”
- “Investing in improving transport”
- “Protecting our city’s unique quality of life”

The proposed strategy also includes a specific vision for the S&OS service, which will see it working in partnership with all sections of the community to plan, develop and maintain a high quality outdoor public realm environment, which is used and valued by all sections of the community; meets the social, economic and environmental needs of residents; and is a key contributor to Cambridge’s unique identity, sense of place and status as a world class leisure and business destination.

The proposed strategy will make the service fit for purpose for the future, Taking account of a changing context, including:

- City growth
- Need to increase operational productivity
- Technological solutions available for service delivery
- Need to address environmental agendas, including climate change
- Council’s financial plan and savings requirement (c£2.2M by 2022)
- Need to deliver ongoing value for money

**3. Who will be affected by this strategy, policy, plan, project, contract or major change to your service? (Please tick those that apply)**

Residents

Visitors

Staff

A specific client group or groups (please state): N/A

**4. What type of strategy, policy, plan, project, contract or major change to your service is this? (Please tick)**

New

Revised

Existing

**5. Responsible directorate and service**

Directorate: Environment

Service: Streets and Open Spaces

**6. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service?**

No

Yes (please give details):

All council officers and external agencies who are involved with the city's outdoor public realm planning, design, delivery and management, including City Council (Planning, Communities and City Homes); County Council (Highways); City Deal; and Cambridge Business Improvement District (BID)

## 7. Potential impact

S&OS delivers a range of universal frontline public realm management services, which are available to all sections of the community. The aim of the proposed service development strategy is to improve the service by:

- Increasing productivity and cost effectiveness;
- Making it greener, including increasing the city's biodiversity value and climate change resilience; and
- Offering a better customer service,

whilst seeking to:

- Avoid redundancies and cuts to frontline services;
- Maintain high quality service standards; and
- Continue to protect, conserve and enhance the high quality and unique character of the city's parks, streets and open spaces.

Based on the above commitments, the proposed strategy will have a **positive** overall impact on Protected Groups and on low income groups, or those experiencing the impacts of poverty.

The strategy will be delivered through a proposed implementation plan, including proposed service activities and projects, which will be developed, subject to the strategy's approval by committee on 29 June, 2017. Further Equality Impact Assessments (EqIAs) will be undertaken for the proposed implementation plan activities and projects, as and when the plan is submitted for committee approval. These EqIAs will consider the impact of each proposed service development activity and project on Council staff, residents and visitors for each Protected Group characteristic and for low income groups, or those experiencing the impacts of poverty.

**(j) Other factors that may lead to inequality – in particular – please consider the impact of any changes on low income groups or those experiencing the impacts of poverty (please state):**

None

## 8. If you have any additional comments please add them here

None

## 9. Conclusions and Next Steps

The proposed strategy, based on its vision, aims and target outcomes, will have an overall **positive** impact on all Protected Groups

The proposed implementation plan for the strategy, including proposed service activities and projects, will be developed, once the strategy has been approved. EqlAs will be conducted to assess the impact of the proposed activities and projects on Council staff, residents and visitors for each Protected Group characteristic and for low income groups or those experiencing the impacts of poverty.

All completed Equality Impact Assessments must be emailed to Suzanne Goff, Strategy Officer, who will arrange for it to be published on the City Council's website.

Email [suzanne.goff@cambridge.gov.uk](mailto:suzanne.goff@cambridge.gov.uk)

## 10. Sign off

Name and job title of assessment lead officer: Joel Carré, Head of Environmental Services

Names and job titles of other assessment team members and people consulted:

- David Kidston, Strategy and Partnerships Manager
- Alistair Wilson, S&OS Development Manager
- Don Blair, S&OS Senior Operations Manager

Date of completion: 15 June 2017

Date of next review of the assessment:



To: Executive Councillor for Streets and Open Space:  
Councillor Anna Smith

Report by: Alistair Wilson, Streets and Open Space –  
Development Manager

Relevant scrutiny committee: Community Services Scrutiny 29<sup>th</sup> June 2017

Wards affected: All

## **TREE MAINTENANCE FRAMEWORK CONTRACT 2017 onwards**

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### **Key Decision**

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#### **1. Executive summary**

- 1.1 The current framework agreement for tree maintenance services has expired.
- 1.2 Officers are seeking permission to commence a formal tender process for the provision of tree maintenance services for a period of 3 years from November 2017.
- 1.3 This framework approach follows the previously agreed format approved by the Executive Councillor for City Centre and Public Places on the 11<sup>th</sup> July 2014.
- 1.4 The new framework is a continuation of current working practice and will continue to cover a wide range of tree maintenance services for existing trees as well as tree planting and establishment services for new trees.
- 1.5 The value of the framework agreement over its 3.5 year life is estimated at £825,000 inclusive of VAT, therefore this is a key decision.

## 2. Recommendations

The Executive Councillor is recommended:

- a) To authorise the Head of Environmental Services to invite and evaluate tenders for contractors to provide tree maintenance services for 2017 to 2021;
- b) To authorise the Strategic Director to award the contract(s) to the most favourable tender(s), in accordance with pre-determined evaluation criteria.

## 3. Background

- 3.1 Previously the City Council has had a framework agreement that provides the Council's tree maintenance services.
- 3.2 There were 7 suppliers on the previous framework. The framework agreement is very effective and provides very good service and value to the Council. Most services are called off as required using a mini-competition process, with some small elements of emergency and specialist work being awarded direct to specific suppliers.
- 3.3 The council manages around 25,000 trees including those on the highway, communal housing land, open spaces and nature reserves.
- 3.4 The framework will encompass a wide range of tree maintenance services for existing trees as well as tree planting and establishment services for new trees. Work tasks under the framework will be raised on an ongoing basis and be very varied in scope and scale ranging from one off specialist tree operations to routine maintenance of batches of a thousand or more trees.
- 3.5 The requirement will be split into three lots. Each lot will be subject to specific service response times and a minimum number of suppliers on each lot (subject to satisfactory market response). The lot details are as follows:

**Lot 1:** Tree maintenance services – Emergency out of hours Service.  
3 or more suppliers  
1. Emergency (Out of normal working hours) service. Service response time on site within 90 minutes.

**Lot 2:** Tree maintenance services  
1. Emergency (In normal working hours) service. Service response time on site within 120 minutes  
2. High priority. Works to be completed within 24 hours



- 3. Priority service. Works to be completed within 5 days
- 4. Planned maintenance service. Works to be completed to agreed schedules. 6 or more suppliers

**Lot 3:** Tree planting and establishment services. Works to be completed to agreed schedules. 3 or more suppliers

- 3.6 The framework does not determine policies; it is an established method of carry out work identified by Officers.
- 3.7 There are wider strategic issues that will impact on this proposed procurement exercise, particularly the tree strategy which aims, amongst other objectives, to increase tree canopy cover for the purposes of climate change adaptation, to improve planting rates and establishment, create a more strategic approach to statutory tree protection and encourage a healthy tree population through the application of best practice.
- 3.8 The current framework agreement (and the associated supplier call-off contracts that flow from that) expired at the end of April 2017. It is proposed to complete this framework in phases.

**Phase 1** – Short term - A new tendered arrangement and agreement will run its course November 2017 – no further action required.

**Phase 2** – Long term – A framework agreement that will run for 3.5 years from 2017 to the beginning of May 2021. This paper specifically seeks approval for that new framework to be awarded.

- 3.9 The procurement exercises under Phases 2 will exceed the EU procurement threshold for services and thus will be subject to the full European procurement regime.

## **4. Implications**

### **(a) Financial Implications**

A new 3 year framework will start in 1 December 2017. The value of the framework agreement over its 3.5 year life is estimated at £825,000 inclusive of VAT.

### **(b) Staffing Implications**

None identified

### **(c) Equality and Poverty Implications**

All tenders shall be dealt with in accordance with the Council's constitution and contract procedure rules. An EQIA has been undertaken and there are no issues identified.

(d) **Environmental Implications**

It is considered that these recommendations will have a low positive impact.

(e) **Procurement**

The procurement will exceed the EU procurement threshold for services and thus will be subject to the full European procurement regime.

(f) **Consultation and communication**

The process will follow the procurement policy rules.

(g) **Community Safety**

No negative impacts identified.

**5. Background papers**

Report to Executive Councillor for City Centre and Public Places 11<sup>th</sup> July 2014; and  
Tree Maintenance Framework 2010 to 2014

**6. Appendices**

None

**7. Inspection of papers**

To inspect the background papers or if you have a query on the report please contact:

Author's Name: Alistair Wilson  
Author's Phone Number: 01223 – 458514  
Author's Email: alistair.wilson@cambridge.gov.uk



To: Executive Councillor for Streets and Open Spaces:  
Councillor Anna Smith

Report by: Wendy Young, Operations Manager (Community  
Engagement and Enforcement)

Relevant scrutiny  
committee: Community 29/06/2017  
Services  
Scrutiny  
Committee

Wards affected: Abbey Arbury Castle Cherry Hinton Coleridge  
East Chesterton King's Hedges Market Newnham  
Petersfield Queen Edith's Romsey Trumpington  
West Chesterton

### **POLICY FOR THE PLACING OF ADVERTISING BOARDS** **Not a Key Decision**

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#### **1. Executive summary**

- 1.1 In 2014, the City Centre Accessibility Review was commissioned to gain a fuller understanding of the issues affecting ease of access in and around the city centre for a range of users, but particularly pedestrians, disabled people. The review report was considered at the March, 2015, Community Services Scrutiny Committee, and in July, 2015, a plan of action was developed and approved at committee to take the next steps to bring about the identified changes needed. This plan included the development of an advertising board policy. A progress update of the actions undertaken from the action plan was presented to committee in July, 2016. In March, 2016, a survey of advertising signage use in the city centre was undertaken and the views of local business users sought on the voluntary removal of advertising signs, such as A-boards. In January, 2017, a draft city-wide policy for Advertising Boards was approved at committee for consultation with relevant stakeholders.
- 1.2 This report reviews the consultation findings and sets out a proposed final policy for Advertising Boards and timetable for implementation, including an initial four month education and formal enforcement and amnesty period. In response to the consultation findings, the following changes have been made to the final policy:

- Clarification that the first warning regarding non-compliance by businesses would be served by hand;
- Removal of the condition of size requirements for advertising boards, so as to avoid unnecessary costs for businesses and maximising potential to use existing suitable advertising boards; and
- Clarification on removal of an advertising board for second or repeat policy breaches by businesses or organisations.

## **2. Recommendations**

The Executive Councillor is recommended to:

1. Approve the Policy for placing of Advertising Boards, as set out in Appendix A.
2. Approve the implementation timetable for the policy, allowing for officers to undertake a three-month education programme and engage with key stakeholders including Cambridge BID and trader associations.

## **3. Background**

- 3.1. The City Centre Accessibility Review was commissioned by the council to gain an objective understanding of accessibility issues in and around the city centre. The scope of the study was to undertake a baseline review of the accessibility of Cambridge city centre (looking at the Historic Core and Grafton areas as defined in the Local Plan, 2014).
- 3.2. The centre of Cambridge is already under pressure from the number of people using it and, with the planned growth in population, together with rising numbers of students and visitors, this will only increase. The ability of the city centre to cope with the increase in numbers of pedestrians is constrained by its historic and generally narrow street pattern. The current County Council Transport Plan and emerging City Council Local Plan both refer to meeting the needs of pedestrians and to proposals for improving the quality of the public realm. The Accessibility Review is continuing to feed into the implementation of these plans and influence other initiatives, such as City Deal, which will be important for users of Cambridge city centre in future.
- 3.3. The main conclusions from the Accessibility Review were that parts of the city centre were difficult to access, particularly for disabled people, for a variety of reasons.

- 3.4. The Accessibility Review made a number of recommendations for future action. These actions were varied in their ease of delivery, cost and complexity but focussed on advertising boards.
- 3.5. Following on from the City Centre Accessibility Review Action Plan that was approved in July 2015, work has been undertaken to plan and draft an A-board policy that is cost-effective, appropriate and enforceable, whilst not unduly penalising businesses.
- 3.6. In March, 2016, a survey was undertaken to review the use of advertising signage, such as 'A' boards, in the city centre and to seek the views of business users on their voluntary removal. Voluntary removal was only supported by 63% of business respondents, and it was concluded that, adopting such an approach, would not resolve the issue to an acceptable level and that access obstructions would continue to remain as a result. That said, 72% of respondents were willing to look at alternative advertising options.
- 3.7. Between March and September, 2016, research was conducted with other councils and highways authorities, the RNIB (Royal National Institute for the Blind) and national local authority umbrella organisations, such as APSE (Association for Public Service Excellence). This research found that an approach, which balanced the need for free and unimpeded access with the needs of businesses (i.e. 'a middle ground' approach), was considered to be the most appropriate and most likely to be successful.
- 3.8. The council wants the city to be both attractive and easy to use for all. To support this aim, there is a need to set out what is considered reasonable and acceptable, in order that we can safeguard and, where feasible, improve access for all, including those with mobility or sight impairment. One key area of supportive action is to regulate against the over-proliferation of physical obstructions, such as 'A' boards and other advertising signage; and their inappropriate positioning on public footways, highways and open spaces.
- 3.9. The proposed final A-Board Policy (Appendix A) seeks to create a street environment, which complements premises based trading whilst being not unduly cluttered; sensitive to the needs of users, especially those with pushchairs and mobility or sight impairments; provides diversity and consumer choice; and seeks to enhance the character, ambience and safety of the local physical environment. To ensure safe and unimpeded public access, the proposed final policy restricts the use of advertising signs (including A-boards) in locations where they cannot be sited in accordance with the guidelines; and/ or comply with legislation, relevant to the siting of advertising signage on public

land; and that the supporting legislation is applied fairly, reasonably and consistently across the city and in line with relevant council policies (e.g. Corporate Enforcement Policy).

- 3.10. The guidelines contained within the policy are applicable to the placing of advertising signs on the public highway and other such public lands and must be met, in all cases, across the whole of the Cambridge City Council administrative boundary. The conditions include stipulations that only one advertising sign per business premise (excluding General and Sunday Market , which are managed under Charter Market Regulations; and street traders, which are managed under consent conditions) will be permitted and must be positioned in a certain way and of a certain size/ type.
- 3.11. Businesses found to be using advertising signage, in breach of the guidelines, will be notified of the policy in writing and required to remedy the breach within 48 hours. The formal letter will be served in person by a Council officer. Any advertising sign found to be in breach of the guidelines, beyond the 48 hours' formal notice period, would be removed by the Council and the business informed in writing that it has 28 calendar days to reclaim the sign and pay the associated charge of £70. Where appropriate any costs incurred by the Council in pursuing the above approach will be recovered from the business.
- 3.12. Repeat breaches by businesses, within six months of a previous breach, would result in the service of a formal warning letter advising that the council could undertake legal action against the business. Repeat offences by businesses, with more than six months since a previous breach, would, in essence, 'restart' the enforcement process.
- 3.13. The policy will be applied in a manner which is consistent with the Council's equalities and enforcement policies
- 3.14. Cambridgeshire County Council has agreed to devolve legal enforcement powers, relating to advertising signs on the public highway, to the City Council. This will give the City Council full control over the management and enforcement of the policy within the city boundary. The devolution of powers will be undertaken through a Memorandum of Understanding between the two authorities.

3.15.

## **Consultation**

- 3.16. Public consultation on the proposed consultation draft A-Board and Signs policy took place between 20<sup>th</sup> February to 30<sup>th</sup> April, 2017, in accordance with the methodology set out in Section 4 below.
- 3.17. The consultation received a good mix of responses, including from local businesses, residents and access or support groups. Of those responding, 10% had children in the household still requiring a pram, 10% had a disability and 15% were responsible for someone with a disability.
- 3.18. Businesses were asked if they used advertising signs at the time of the consultation. Of those responding 38% used 'A' boards and 19% used other advertising structures, including chalkboards and free standing flags. Businesses were asked the reason for using advertising signage, with the following results:
- 84% to predominantly attract customers/ business ;
  - 48% to advertise special events and offers; and
  - 38% for directional/ locational reasons.

When asked if businesses would consider using alternative advertising methods to A-boards/ signs, just over 55% said that they would not.

- 3.19. Part of the consultation sought to understand concerns and issues with the use of free standing pavement structures in the City. Of the responses received:
- 77% agreed that structures could cause hazards to the disabled;
  - 70% agreed that they could force pedestrians into the road; and
  - 59% agreed that they detract from the appearance of an area.

It was found that non-businesses (residents or access groups) were more likely to have concerns and issues with pavement structures than businesses.

- 3.20. Combined results, for both business and non-business respondents, showed that 66% either "slightly" (23%) or "strongly" (43%) agreed that the council should control the use advertising signs as per the proposed consultation draft policy. Though more non-businesses (78%) agreed with the policy than businesses (50%).
- 3.21. As part of the consultation, proposed conditions/ requirements for advertising sign use were presented to respondents to seek their views. The results of the questions regarding the proposed policy conditions/ requirements are as follows:

- Placing advertising signage against the building line or property boundary – 74% agreed with this requirement
- Making signage self-weighted and robust, not using sandbags – 89% agreed with this requirement
- Making signage temporary (no fixings) – 92% agreed with this requirement
- Advertising signage not to obstruct public access, sight lines or cleansing functions – 96% agreed with this requirement
- Making signage easily detectable and negotiate by those with disabilities – 95% agreed with this requirement
- Not permitting advertising structures on verges or central reservations – 81% agreed with this requirement

3.22. Respondents were asked if they agreed with the proposed enforcement process for advertising signs under the policy. 89% of respondents agreed that those businesses found to be in breach of the policy should be notified and asked to comply, 74% of respondents agreed that those not complying with the formal warning (48-hour notice) would have the offending advertising structure seized and required to pay a charge of £70 to reclaim it.

3.23. Around a fifth (19%) of respondents disagreed with the enforcement approach set out (request to comply within 48 hours' notice, followed by seizure of the advertising structure for non-compliance). When asked why they disagreed, responses included that they felt the time period to comply (48 hours) was not long enough, that the fine (of £70) was too much and others felt the process was a heavy-handed approach taken by the council.

3.24. 75% of respondents agreed that those businesses or organisations breaching the policy a second or repeat time would receive a formal written warning that the council would consider taking legal action. A number of respondents stated this stage of enforcement was extreme given the nature of the offence and that the council should simply remove and dispose of the boards, and pass any charges onto the business or organisation.

3.25. A common response from businesses was that an initial education period was necessary as part of the implementation plan for the new policy, with formal enforcement action not taking place until the end of the initial education period.

3.26. Other common issues highlighted by respondents, which the council is fully committed to addressing through the policy's implementation, are as follows:



- Ensuring positive enforcement of the policy and a positive relationship with businesses is maintained;
- Ensuring regular and robust enforcement of the policy once in force; and
- To work with businesses to provide innovative ways to advertise.

3.27. Some respondents stated that a complete ban on advertising signs would be fairer; or that funding for alternative advertising methods should be made available by the council.

### **Timetable for implementation**

3.28. The proposed plan for implementation of the policy is:

- Education and enforcement amnesty period for Policy for the placing of Advertising Boards from 17 July to 19 November 2017
- Policy for the placing of Advertising Boards to go live and enforcement action to begin from 20 November 2017.

## **4. Implications**

### **(a) Financial Implications**

As part of the proposed implementation plan, there will be a an initial four month education and enforcement amnesty period that will be undertaken in the run up to the policy being enforced. This and any future resulting enforcement action will be met within existing departmental budgets.

### **(b) Staffing Implications**

The implementation of the policy, including education and enforcement action, will be undertaken by existing staff.

### **(c) Equality and Poverty Implications**

An Equality Impact Assessment for the recommended policy and its associated implementation is included in Appendix B.

### **(d) Environmental Implications**

There were no adverse climate change implications from the Accessibility Review and none have been identified from the implementation of the proposed Policy for the placing of Advertising Boards. Any measure, which improves ease of access for pedestrians and so, may result in increased

walking and cycling levels, in the city would normally be expected to have a positive impact on climate change.

**(e) Procurement**

The procurement of the Accessibility Review followed the council's procurement regulations. Any further procurement involved in delivering the proposed final policy will be undertaken in accordance with the procurement and financial regulations of the council.

**(f) Consultation and communication**

The City Centre Accessibility Review was circulated to stakeholders who were asked to give feedback to help inform the development of the action plan. The City Council Access Officer and the Disability Consultative Panel received a presentation on the Review findings and meetings were held with the Cambridge BID.

Consultants, M·E·L Research, were commissioned to undertake stakeholder consultation, including with local residents, businesses and access groups, on the proposed consultation draft Advertising 'A' Board and Sign Policy.).

A stakeholder questionnaire survey was initially carried out through an online consultation, followed by a top up telephone survey. Overall, 417 responses were received.

The objective of the consultation was to understand:

- Current use of advertising 'A' boards and signs;
- Levels of agreement with the policy, including enforcement plan;
- Main reasons for using advertising 'A' Boards and signs; and
- Other issues that should be taken into account regarding the policy

The online consultation was undertaken using an Experian database of businesses in Cambridge, council resident and friends of groups, access groups and circulation of online consultation link in the council magazine 'Cambridge Matters'. Cambridge BID was also provided information on the consultation to promote to businesses located within the BID area. The consultation was also made available, on line, via the City Council website; and hard copies were available upon request.

Following the consultation, responses have been collated, analysed and used to inform the proposed final policy.

**(g) Community Safety**

There are no adverse community safety implications. Improvements to personal accessibility and the wider public realm are likely to have a positive impact upon community access and safety.

## **5. Background papers**

These background papers were used in the preparation of this report:

1. Report to Community Services Scrutiny Committee March, 2015
2. Cambridge City Centre Accessibility Review 2015
3. Report to Community Services Scrutiny Committee July, 2015
4. Report to Community Services Scrutiny Committee July, 2016
5. Report to Community Services Scrutiny Committee January, 2017

## **6. Appendices**

Appendix A – Policy for the placing of Advertising Boards

Appendix B – EQIA Policy for the placing of Advertising Boards

Appendix C - Advertising 'A' Board and Sign Draft Policy Consultation Final Report from M.E.L Research May 2017

## **7. Inspection of papers**

To inspect the background papers or if you have a query on the report please contact:

Author's Name: Wendy Young  
Author's Phone Number: 01223 - 458578  
Author's Email: [wendy.young@cambridge.gov.uk](mailto:wendy.young@cambridge.gov.uk)

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# **Policy for the placing of Advertising Boards**

## **Definitions**

For the Purposes of this Policy the following terms have the meanings given to them below:

1. "Advertising Board" or A-board means any type of free standing structures for the purpose of advertising (including directional signs, flags and information signs designed to be placed on the ground)
2. "Businesses" means sole traders, private companies, charities, social enterprises, community groups and individuals.
3. "Highway" means a highway as defined in the Highways Act 1980 and under common law (this includes but is not limited to roads, carriageways, verges, footways, and cycleway).
4. "Owner" means the owner of the Advertising Board or of the business being advertised and for the purposes of this Policy both are jointly and severally responsible for any Advertising Board covered by it.

## **Purpose**

The inappropriate siting of Advertising Boards and signs on public footways, pavements and streets can cause obstructions for pedestrians, who are mobility and sight impaired; those using wheelchairs, mobility scooters and push-chairs; and for cyclists on cycleways and dual purpose footways. In some locations, where the pavements/ footways are narrow, Advertising Boards can force pavement users to use the road in order to get past them, thereby increasing the risk of accidents with road traffic. Road safety can also be affected by inappropriate siting of Advertising Boards, such as on highway verges or junctions.

The council wants the city to be both attractive and easy to use for all, and there is a need to set out what is considered acceptable, in order that we can safeguard people with disabilities, including those with visual impairments. To do this, we need to regulate against over-proliferation of Advertising Boards and inappropriate positioning on the footway.

This Policy seeks to create a street environment, which complements premises based trading but is not unduly cluttered, is sensitive to the needs of residents, provides diversity and consumer choice, and seeks to enhance the character, ambience and safety of the city. To ensure safe and unimpeded public access along pavements/footways; there is a need to prevent the use of Advertising Boards in locations where they cannot be appropriately sited; and ensure compliance with legislation relevant to the siting of Advertising Boards on public land; and that legislation is applied fairly, reasonably and consistently across the city and in line with relevant council policies.

This Policy does not absolve anyone from any statutory, or non-statutory, risk as regards personal injury or damage to property that may incur in depositing anything on the highway, nor override the request of any Police Officer. Similarly this Policy does not override the powers of Planning or Highway Authorities.

## **Scope**

This Policy only applies to advertising structures placed upon public highways/streets, including associated verges and pavements or public open spaces, including parks, green spaces, pedestrianised areas and precincts. This Policy applies to the whole administrative area of Cambridge City Council.

This Policy does not apply to the use of advertising structures on private property, including privately owned shopping centres, or to advertising using unattended rideable bicycles and display of other goods/trades stands.

The Policy does not cover:

1. The placing of tables and chairs on the highway, which are managed under licence by Cambridgeshire County Council (as Highway Authority);
2. General and Sunday Market on Market Square, which are managed in accordance with the Charter Market Regulations;
3. Street trading and other licensed activities, which are managed in accordance with specific consent terms and conditions;
3. Banners, hoardings, skip and scaffolds etc., which are licensed/ managed by application by Cambridgeshire County Council (as Highway Authority);
4. Motorcycles and bicycles parked on footways and, or chained to railings/ street furniture; or
5. The placing of trade waste bins and waste containers on footways which are regulated by the Environmental Protection Act 1990.

## **Grant of Permission**

If the conditions laid out in this Policy are met, one Advertising Board may be permitted per business premises. Where multiple occupancy premises share joint access or frontage, only one Advertising Board will be allowed per frontage.

## **Policy Conditions**

### **Location**

1. An unobstructed footway width of 1.5 metres must be maintained and permanent structures (e.g. litter bins bollards, street furniture, pedestrian crossings, etc.) as well as the layout and geography of an area (e.g. slopes, steep gradients) must be taken into account in placing an Advertising Board. If the minimum width cannot be maintained then Advertising Boards cannot be placed on the highway.
2. Advertising Boards must be easily detected and negotiated by the visually impaired and those with mobility difficulties.

3. The Advertising Board must be placed against the building line or boundary of the property and should not obstruct access to statutory undertakers' plant and equipment.
4. The Advertising Board or advertising structure must not obstruct sight lines of vehicle drivers or pedestrians.
5. Where a business has its own private forecourt any Advertising Board must be placed wholly within this forecourt.
6. Advertising Boards on grass verges, roundabouts, road safety refuges and central reservations are not permitted.
7. If premises has licenced tables and chairs area, then any Advertising Board must be contained with the agreed seating area and not outside the area.

### **Design**

1. The Advertising Board must be 2 sided or otherwise free standing, causing an 'A' shape or easel effect. Other designs which achieve the same purpose, such as a board suspended from a top rail within a frame, will also be acceptable.
2. The Advertising Board must be robust and self – weighted. The use of sand bags to stabilise signs is not permitted.
3. The Advertising Board must be of sufficient weight or design to prevent it being blown over in the wind. It should not be on trailer wheels or other trailer type device. Rotating cylinders and boards leant against walls etc. will not be permitted.
4. Advertising Boards should be no larger than a standard A1 size (841 mm x 594 mm) in any dimension and no higher than 1100mm above ground level including any support.
5. The Advertising Board or advertising structure must be in good condition and appear professionally made, e.g. proper sign writing, painting/printing. Offensive content will not be permitted.

### **Temporary Structures**

1. All Advertising Boards must be temporary in nature so they can easily be removed.
2. The Advertising Board must be removed from the street when the property is closed or when street cleansing or street works are being undertaken.
3. The Advertising Board may not be chained, tied or fixed to lamp posts, bollards, trees, seats or other items of street furniture.
4. The Advertising Board must not be fixed into or on the highway, no excavation or other works will be permitted to install or remove them.
5. Any Advertising Board may need to be removed during severe weather, events, to permit maintenance or street works or for other reasonable cause. Any such request or any other additional requirements requested by the council, the police or emergency services including immediate removal of any Advertising Board must be complied with immediately.

### **Liability**

1. Any permission granted under this Policy does not transfer liability or responsibility from the owner of the Advertising Board to the Council or to any other person, whether the Highways Act 1980 or otherwise.

2. Any one placing an Advertising Board on the highway or public land must have a minimum of £5million pounds public liability insurance cover that covers the Advertising Board.

### **Relocation or Removal**

1. Where an Advertising Board creates a hazard for pedestrians and in particular the disabled or visually impaired, the owner must relocate or remove the sign; this duty includes temporary hazards, for example when an Advertising Board a sign being blown over in exceptionally strong winds or has been moved by a third party.
2. Where an Owner is informed by the Council that their Advertising Board has been identified by the council as a hazard they must respond reasonably and promptly by removing or relocating the sign to ensure that the hazard is removed.
3. Failure to remove hazards, may result in permission to place an Advertising Board on the highway or public land being removed

The council reserves the right to amend or vary the conditions and to consider each site on its merit.

### **Enforcement Approach**

The Council will adopt the following approach, as resources allow, when taking enforcement action under this Policy

1. Breaches of this Policy will be investigated by council officers;
2. Owners found to be using an Advertising Board in breach of the conditions will be notified of this Policy and asked to comply (service of formal letter by hand);
3. 'Advertising Board belonging to owners that are not complying with the Policy conditions will be removed by the council within 48 hours of service of formal notice by hand and the owner informed that it has 28 days to reclaim the Advertising Board and pay the associated charge of £70. Any Advertising Board not collected within the 28-day notice period will be disposed of.
4. Any owner which commits a second Advertising Board Policy breach within six months of a previous offence, will receive a formal written warning that the Council will consider taking legal action against them. Following service of the formal written warning, any Advertising Board which continues to breach the Policy may be removed by the council at any time.
5. Any owner which commits a second Advertising Board Policy breach more than six months after a previous offence will be dealt with under step 2 of this enforcement approach.

Where appropriate any costs incurred by the council in pursuing the above approach will be recovered from the owner.

### **General**

This Policy will be the subject of periodic monitoring and review.



This Policy will be applied in a manner which is consistent with the council's equalities and enforcement policies.

The Policy does not exempt any applicant/owner from obtaining any required consent. The applicant / owner of the article will be responsible for obtaining any required consents required by The Town and Country Planning Act 1990.

'A' boards or other advertising structures will be the owner's responsibility when placed on the highway. Any liability arising from an accident involving an Advertising Board remains firmly with the owner of the Advertising Board. It is essential that Public Liability Insurance is held by any business which places an Advertising Board on public land. This is to cover any potential third party claims.

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# Cambridge City Council Equality Impact Assessment



Completing an Equality Impact Assessment will help you to think about what impact your strategy, policy, plan, project, contract or major change to your service may have on people that live in, work in or visit Cambridge, as well as on City Council staff.

The template is easy to use. You do not need to have specialist equalities knowledge to complete it. It asks you to make judgements based on evidence and experience. There are guidance notes on the intranet to help you. You can also get advice from Suzanne Goff, Strategy Officer on 01223 457174 or email [suzanne.goff@cambridge.gov.uk](mailto:suzanne.goff@cambridge.gov.uk) or from any member of the Joint Equalities Group.

## 1. Title of strategy, policy, plan, project, contract or major change to your service:

Policy for the placing of Advertising Boards

## 2. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?

The City Centre Accessibility review was commissioned by the council to gain an objective understanding of accessibility issues in and around the city centre.

The scope of the study was to undertake a baseline review of the accessibility of Cambridge city centre (looking at the Historic Core and Grafton areas as defined in the Local Plan 2014).

The centre of Cambridge is already under pressure from the number of people using it and with the planned growth in population together with rising numbers of students and visitors this will only increase. The ability of the city centre to cope with the increase in numbers of pedestrians is constrained by its historic and generally narrow street pattern. The current County Council Transport Plan and emerging City Council Local Plan both refer to meeting the needs of pedestrians and to proposals for improving the quality of the public realm. The accessibility review is continuing to feed into the implementation of these plans and influence other initiatives such as City Deal which will be important for users of Cambridge city centre in future.

The main conclusions from the study were that parts of the city centre were difficult to access, particularly for disabled and wheelchair users for a variety of reasons.

The Accessibility report made a number of recommendations for future action. These actions were varied in their ease of delivery, cost and complexity but focussed on advertising 'A' boards and other issues.

Following on from the City Centre Accessibility Review Action Plan that was approved in July 2015, work has been undertaken to plan and draft an 'A' board policy that is cost-effective, appropriate and can be enforced across the city whilst not unduly penalising businesses. This policy was consulted on during February and April 2017.

The council wants the city to be both attractive and easy to use for all, and there is a need to set out what is acceptable in order that we can safeguard people with disabilities, including those with visual impairments, and to do this we need to regulate against over-proliferation of

**2. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?**

obstructions and inappropriate positioning on the footway.

The Policy for the placing of Advertising Boards seeks to create a street environment which complements premises based trading but is not unduly cluttered, is sensitive to the needs of residents, provides diversity and consumer choice, and seeks to enhance the character, ambience and safety of local environments. To ensure safe and unimpeded public access along pavements/footways; prevent the use of 'A' Boards in locations where they cannot be appropriately sited; and ensure compliance with legislation relevant to the siting of 'A' Boards on public land; and that legislation is applied fairly, reasonably and consistently across the city and in line with relevant council policies

The policy sets out that the guidelines within are applicable to the placing of 'A' Boards or advertising structures on the public road, highway or public open spaces and must be met in all cases. The conditions include stipulations that only one 'A' board or advertising structure per premises will be permitted, it must be positioned in a certain way and of some certain conditions.

Where there is failure to adhere to the guidelines by a business the council proposes to adopt a fair enforcement policy where owners found to be using 'A' boards or advertising structures in breach of the guidelines will be notified of the policy and asked to comply by service (by hand) of a formal letter and 'A' boards or advertising structures still not complying with the general guidelines, within 48 hours of service of formal letter, will be removed by the council and the owner informed that they have 28 days to reclaim the board and pay the associated charge of £70. Where appropriate any costs incurred by the council in pursuing the above approach will be recovered from the owner.

The policy will be applied in a manner which is consistent with the council's equalities and enforcement policies

**3. Who will be affected by this strategy, policy, plan, project, contract or major change to your service? (Please tick those that apply)**

Residents

Visitors

Staff

A specific client group or groups (please state): Businesses and organisations

**4. What type of strategy, policy, plan, project, contract or major change to your service is this? (Please tick)**

New

Revised

Existing

## 5. Responsible directorate and service

Directorate: Environment

Service: Streets and Open Spaces Operations

## 6. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service?

No

Yes (please give details):

The county council are the lead authority for dealing with adverts illegally placed on the highway and have agreed to devolve powers to the city council through a Memorandum of Understanding.

## 7. Potential impact

Please list and explain how this strategy, policy, plan, project, contract or major change to your service could **positively** or **negatively** affect individuals from the following equalities groups.

When answering this question, please think about:

- The results of relevant consultation that you or others have completed (for example with residents, people that work in or visit Cambridge, service users, staff or partner organisations).
- Complaints information.
- Performance information.
- Information about people using your service (for example whether people from certain equalities groups use the service more or less than others).
- Inspection results.
- Comparisons with other organisations.
- The implementation of your piece of work (don't just assess what you think the impact will be after you have completed your work, but also think about what steps you might have to take to make sure that the implementation of your work does not negatively impact on people from a particular equality group).
- The relevant premises involved.
- Your communications.
- National research (local information is not always available, particularly for some equalities groups, so use national research to provide evidence for your conclusions).

**(a) Age** (any group of people of a particular age, including younger and older people – in particular, please consider any safeguarding issues for children and vulnerable adults)

Data for this characteristic is not held.

**(b) Disability** (including people with a physical impairment, sensory impairment, learning disability, mental health problem or other condition which has an impact on their daily life)

The inappropriate siting of advertising 'A' boards and signs on public footways, pavements and streets can cause obstructions for pedestrians who are mobility and sight impaired and those using wheelchairs and mobility scooters, and in some locations, where the pavements/footways are narrow, 'A' boards can force pavement users to use the road in order to get past them, thereby increasing the risk of accidents with road traffic.

The council wants the city to be both attractive and easy to use for all, and there is a need to set out what is acceptable in order that we can safeguard people with disabilities, including those with visual impairments, and to do this we need to regulate against over-proliferation of obstructions and inappropriate positioning on the footway. This policy seeks to create a street environment which is not unduly cluttered, and allows for safe and unimpeded public access along pavements/footways; prevents the use of 'A' boards in locations where they cannot be appropriately sited.

**(c) Gender**

Data for this characteristic is not held.

**(d) Pregnancy and maternity**

Data for this characteristic is not held.

**(e) Transgender** (including gender re-assignment)

Data for this characteristic is not held.

**(f) Marriage and Civil Partnership**

Data for this characteristic is not held.

**(g) Race or Ethnicity**

Data for this characteristic is not held.

#### **(h) Religion or Belief**

Data for this characteristic is not held.

#### **(i) Sexual Orientation**

Data for this characteristic is not held.

#### **(j) Other factors that may lead to inequality – in particular – please consider the impact of any changes on low income groups or those experiencing the impacts of poverty (please state):**

Data for offences of 'A' boards does not hold records of any of the above characteristics, so it is not possible to quantify / consider how specific groups might or might not be affected in Cambridge.

All enforcement action is undertaken in accordance with the council's [Corporate Enforcement Policy](#).

#### **8. If you have any additional comments please add them here**

All communication by the Streets and Open Spaces Operations team is undertaken in accordance with the [Service Standards](#) which details what customers can expect of us.

Enforcement of the Policy for the placing of Advertising Boards seeks will be monitored and the EqIA kept under review as required.

#### **9. Conclusions and Next Steps**

- If you have not identified any negative impacts, please sign off this form.
- If you have identified potential negative actions, you must complete the action plan at the end of this document to set out how you propose to mitigate the impact. If you do not feel that the potential negative impact can be mitigated, you must complete question 8 to explain why that is the case.
- If there is insufficient evidence to say whether or not there is likely to be a negative impact, please complete the action plan setting out what additional information you need to gather to complete the assessment.

All completed Equality Impact Assessments must be emailed to Suzanne Goff, Strategy Officer, who will arrange for it to be published on the City Council's website.  
Email [suzanne.goff@cambridge.gov.uk](mailto:suzanne.goff@cambridge.gov.uk)

## 10. Sign off

Name and job title of assessment lead officer: Wendy Young, Operations Manager  
(Community Engagement and Enforcement)

Names and job titles of other assessment team members and people consulted:

Date of completion: 15 June 2017

Date of next review of the assessment:



## Action Plan

**Equality Impact Assessment title:**

**Date of completion:**

<b>Equality Group</b>	<b>Age</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Equality Group</b>	<b>Disability</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Equality Group</b>	<b>Gender</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Equality Group</b>	<b>Pregnancy and Maternity</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Equality Group</b>	<b>Transgender</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Equality Group</b>	<b>Marriage and Civil Partnership</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Equality Group</b>	<b>Race or Ethnicity</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Equality Group</b>	<b>Religion or Belief</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Equality Group</b>	<b>Sexual Orientation</b>
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

<b>Other factors that may lead to inequality</b>	
Details of possible disadvantage or negative impact	
Action to be taken to address the disadvantage or negative impact	
Officer responsible for progressing the action	
Date action to be completed by	

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m.e.l  
research

**Advertising 'A' Board and Sign  
Draft Policy Consultation**

**Cambridge City Council**

**Final Report**

**May 2017**



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## Project details and acknowledgements

<b>Title</b>	Advertising 'A' Board and Sign Draft Policy Consultation
<b>Client</b>	Cambridge City Council
<b>Project number</b>	17025
<b>Author</b>	Sophi Ducie
<b>Research Manager</b>	Sophi Ducie

### **M·E·L Research**

2nd Floor, 1 Ashted Lock, Birmingham Science Park Aston, Birmingham. B7 4AZ

Email: [info@melresearch.co.uk](mailto:info@melresearch.co.uk)

Web: [www.melresearch.co.uk](http://www.melresearch.co.uk)

Tel: 0121 604 4664



## Executive Summary

In 2014 Cambridge City Council commissioned the City Centre Accessibility Review to gain an objective understanding of accessibility issues in and around the city centre. The review made a number of recommendations for future action. These were varied, but focused on free standing pavement signage, such as advertising A-Frame boards, chalk boards, swing boards, free standing flags, directional signs and information signs.

Following on from the review, work was undertaken by Cambridge City Council to plan and draft an Advertising 'A' Board and Sign Policy that is cost effective, appropriate and enforceable, whilst balancing the need for free and unimpeded access, and not unduly penalising businesses. To understand peoples' views of the draft Advertising 'A' Board and Sign Policy, M·E·L Research was commissioned to deliver a consultation to gain feedback from various stakeholders (including residents, businesses and access groups).

The survey was initially carried out through an online consultation, followed by a top up telephone survey. Overall, 417 responses were received. The key findings from the survey were:

- The consultation provided views from a good mix of businesses and those who describe themselves as either a resident of the City, general member of the public and from a group or association.
- Of those consulted a tenth had children in the household still requiring a pram, a tenth had a disability and a slightly higher proportion (15%) were responsible for someone with a disability.
- Just over a third of the businesses who took part were classified as 'retail' and a fifth were 'accommodation and food services', the majority of businesses occupied fixed permanent premises.
- Just under half of the businesses consulted used some form of free standing advertising structure/s,
  - The main reason for use was to attract customers/business.
  - Just under half of the businesses who used some form of free standing advertising structures would maybe or definitely consider using other forms of advertising.
- There were differences in levels of agreement around the issues or hazards free standing advertising structures bring to the City. Those who described themselves as a business were significantly more likely to disagree, compared to respondents who were not a business as a business; such as a resident, member of the public etc.



## Agreement with the draft policy controlling the use of free standing advertising structures with the City



Strongly / slightly agree



Strongly / slightly disagree

## Agreement with the draft policy guidelines

The A-Board / advertising structures must be placed against the building line or boundary of the property



73%



15%

The signs or displays must be robust and self-weighted. The use of sand bags will not be permitted. It must be of sufficient weight or design to prevent it being blown over

89%

6%

All A-Board / advertising structures must be temporary in nature (not fixed, chained etc.) so they can easily be removed from the street when the property is closed.

92%

5%

A-Board / advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.

96%

2%

A-Board / advertising structures and other advertising structures must be such that they can be easily detected and negotiated by the visually impaired and those with mobility difficulties.

95%

2%

A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.

81%

8%

## Agreement with the draft policy enforcement

Businesses found to be using an A-Board / advertising structure in breach of the guidelines will be notified and asked to comply



89%



5%

A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of

74%

19%

Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them

75%

17%

## Considerations to the draft policy

- Educate businesses before the policy is implemented
- Businesses that are in breach of the policy would prefer to be consulted and educated
- Maintain a positive relationship with businesses
- Proper enforcement of the policy when it comes into force
- Work with businesses to provide innovative ways to advertise.

# Introduction

In 2014 Cambridge City Council commissioned the City Centre Accessibility Review to gain an objective understanding of accessibility issues in and around the city centre. For Local Government to fulfil the Equality Duties, it has to 'take steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled including, in particular, steps to take account of disabled persons' disabilities'.

The review made a number of recommendations for future action. These were varied, but focused on free standing pavement signage, such as advertising A-Frame boards, chalk boards, swing boards, free standing flags, directional signs and information signs. The free standing pavement signage and advertising structures are often used to promote businesses products and services, for example, those used outside coffee shops, pubs and restaurants.



Following on from the review, work was undertaken by Cambridge City Council to plan and draft an Advertising 'A' Board and Sign Policy that is cost effective, appropriate and enforceable, whilst balancing the need for free and unimpeded access and not unduly penalising businesses.

This consultation was about the council's draft policy to limit the use of 'A' boards and free standing pavement signage. The policy only applies to advertising structures placed upon public roads, highways<sup>1</sup> or public open spaces. To understand peoples' views of the draft Advertising 'A' Board and Sign Policy, M·E·L Research was commissioned to deliver a consultation to gain feedback from various stakeholders, such as;

- Businesses and trading associations,
- access groups,
- residents and interest groups, and;
- general public who visit the City Centre.

The objective of the consultation was to understand;

- Current use of advertising 'A' Boards (as previously defined)
- Main reasons for using advertising 'A' Boards
- Considerations of other types of advertising
- Levels of agreement with the policy including enforcement
- Other aspects that should be taken into account regarding the policy

<sup>1</sup> As per the 1980 Highways Act

# Methodology

## Sampling method

The survey was initially carried out through an online consultation using various sampling frames;

- Experian database of business in Cambridge City Council
- Council resident groups
- Council access groups
- Circulation of online consultation link in the council magazine 'Cambridge Matters'

Paper versions of the consultation survey were also available on request. This was followed up with an interviewer-administrated telephone consultation with businesses which hadn't yet completed the online consultation.

Overall 417 responses were received, made up of 190 responses from the 'Cambridge Matters' magazine, 170 responses from the Experian database of businesses and 58 follow up responses from the telephone consultation. No paper surveys were received.

## Sampling tolerances

The overall confidence interval gives an indication of the precision of results. With 417 completed interviews, this means that overall, where 50% of respondents report they were satisfied with a certain aspect, the true figure could in reality lie within the range of 45.2% to 54.8 %.

**Table 1: Overall confidence interval**

Size of sample	Approximate sampling tolerances		
	10% or 90%	30% or 70%	50%
	±	±	±
417 surveys	2.88	4.40	4.80

## Consultation period

The consultation period ran for 10 weeks from the 20<sup>th</sup> February to the 30<sup>th</sup> April 2017. Table 2 overleaf presents the consultation period for each methodology used.

**Table 2: Consultation period**

Method	Feb-17				Mar-17				Apr-17			
	6	13	20	27	6	13	20	27	3	10	17	24
Online												
Telephone												
Postal												

## Reporting

Within the main body of the report, where percentages do not sum up to 100 per cent, this is due to computer rounding. The ‘base’ or ‘n’ figure referred to in each chart and table is the total number of respondents answering a question with a valid response. Percentage figures for questions are also only reported for valid responses, meaning that this excludes respondents who were unable to provide a response, e.g. those answering ‘don’t know’. Where a percentage figure does not appear in a chart, this is 3% or less.

# Results

This section presents the results of the consultation. Due to the different methodologies undertaken, the online (self-completion) and telephone (interviewer administrated) surveys are presented as combined figures and broken down separately within the demographic findings, only to highlight any variations. The remaining results are presented combined. A full breakdown of responses by survey methodology is provided in Appendix B.

## Demographics

The table below presents the demographic profile of those who took part in the consultation:

- Gender was fairly evenly split between male (55%) and female (45%) and results were fairly similar when comparing self-completion and interviewer administrated methodologies.
- The age groups of the respondents were biased towards the older age brackets. There were some variations between methods used; a higher proportion of younger respondents took part in the telephone survey compared to the online method.
- The majority (89%) did not have children in the household requiring a pram, did not have a disability (90%) and were not responsible for someone with a disability (84%).

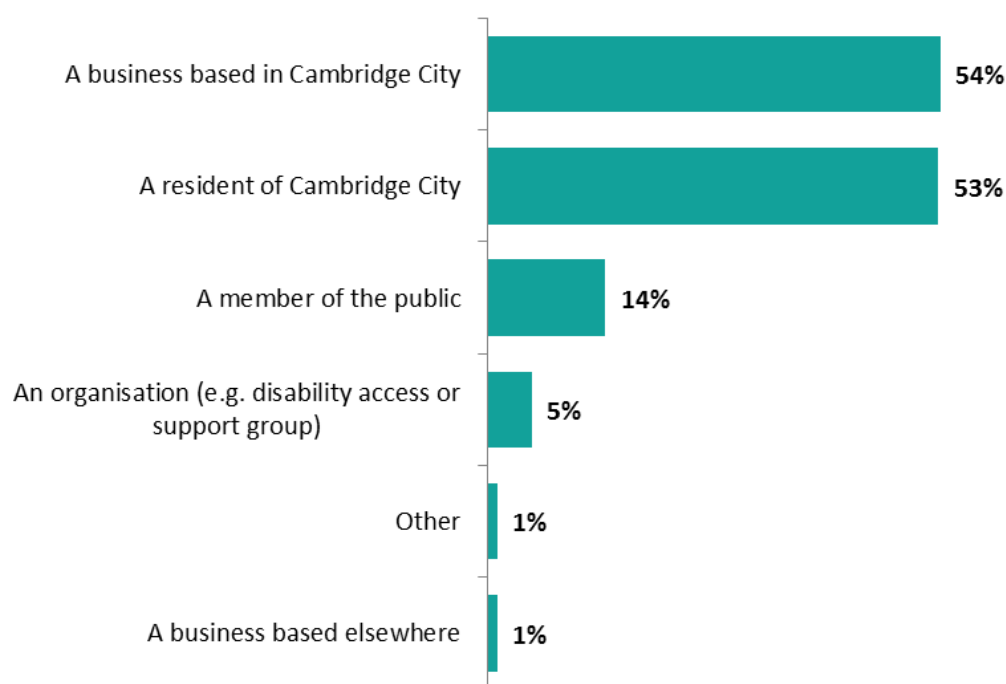
**Table 3: Demographics of respondents combined and by methodology**

	Combined (n=417)	Methodology	
		Self completion-online (n=359)	Interviewer administrated- telephone (n=58)
<b>Gender</b>			
Male	55%	54%	57%
Female	45%	46%	43%
<b>Age group</b>			
18-34	12%	8%	38%
35-54	40%	39%	45%
55+	47%	53%	16%
Prefer not to say	0%	0%	2%
<b>Children in the household requiring prams, pushchairs</b>			
Yes	11%	11%	7%
No	89%	89%	91%
Prefer not to say	0%	0%	2%
<b>Disability</b>			
Yes	9%	10%	3%
No	90%	90%	93%
Prefer not to say	0%	0%	3%
<b>Responsible for someone with a disability</b>			
Yes	15%	17%	7%
No	84%	83%	90%
Prefer not to say	0%	0%	3%

## Who took part in the consultation?

To understand the types of individuals who took part in the consultation, respondents were asked what best described them. A business based in Cambridge City and resident of Cambridge City were most commonly cited at 54% and 53% respectively.

**Figure 1: What best describes you (combined)?** Base – 415 (multi code response)



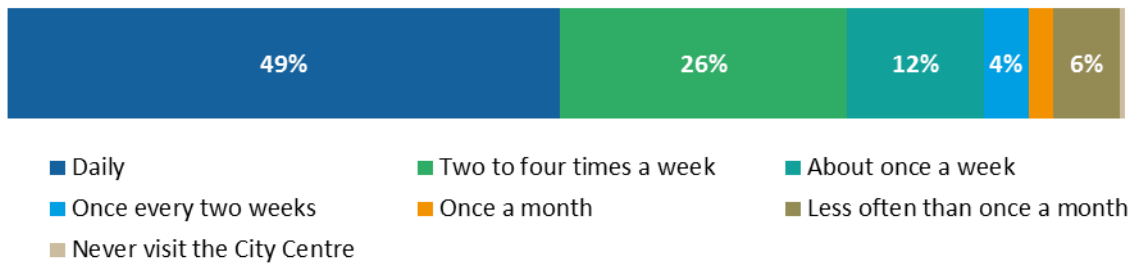
All respondents were then asked how often they visit the City Centre. Around half (49%) visited on a daily basis, whilst 26% visited two to four times a week and 12% said about once a week (see Figure 2).

To further understand the types of respondents and how often they visit the City Centre, results were analysed by those who replied as a business versus those who didn't (residents, members of the public, access groups etc.)

- Respondents who classified themselves as businesses were significantly<sup>2</sup> more likely to visit the City Centre daily (65%) compared to non-businesses (39%), meaning that the result is reliable and wouldn't occur by chance.
- Non-businesses are significantly more likely to visit two to four times a week at 34% compared to businesses at 4%.

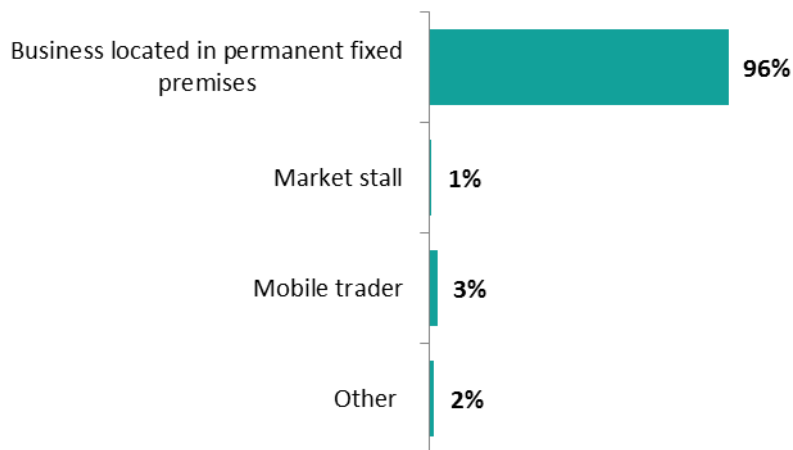
<sup>2</sup> The result is significant at  $p < 0.05$ .

**Figure 2: How often do you visit the City Centre?** *Base - 415*



Respondents who stated they were responding as a business were asked what best described the type of premises they occupied. The majority (96%) described their businesses as located in a permanent fixed premises.

**Figure 3: What best describes the type of business premises you occupy?** *Base - 216*



Businesses were then asked to state how many employees they had. Just over two fifths (42%) of businesses were classified as micro (0-9 employees). When compared to Cambridge City as a whole, micro businesses were under represented, whilst businesses with 10 employees were over represented.

**Figure 4: Business size of sample compared to Cambridge City (Local Units<sup>3</sup>)** *Base- 211*

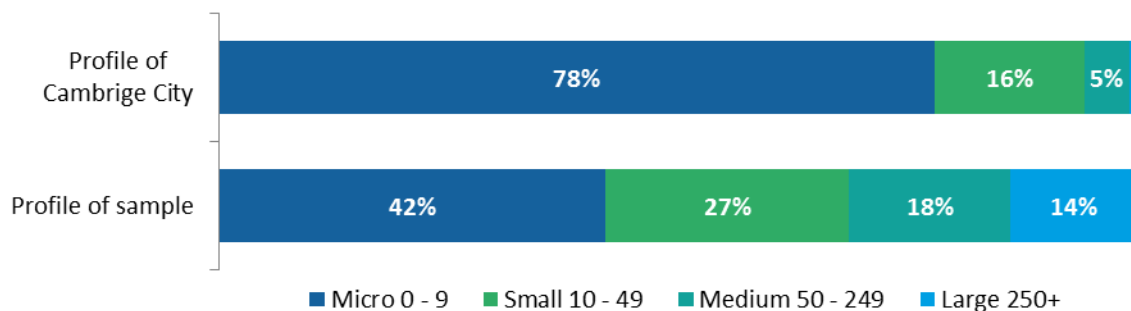




Table 4 presents the broad industry classification of businesses that took part in the consultation and compares this to the profile of Cambridge City as a whole. Given the nature of the consultation and business most likely to use free standing pavement signage ‘Retail’ and ‘Food & Accommodation’ business sectors were over represented when compared to the City. ‘Professional, scientific & support services’ business sectors were under represented.

**Table 4: Broad industry classification of businesses compared to Cambridge City Profile (Local Units<sup>3</sup>)**

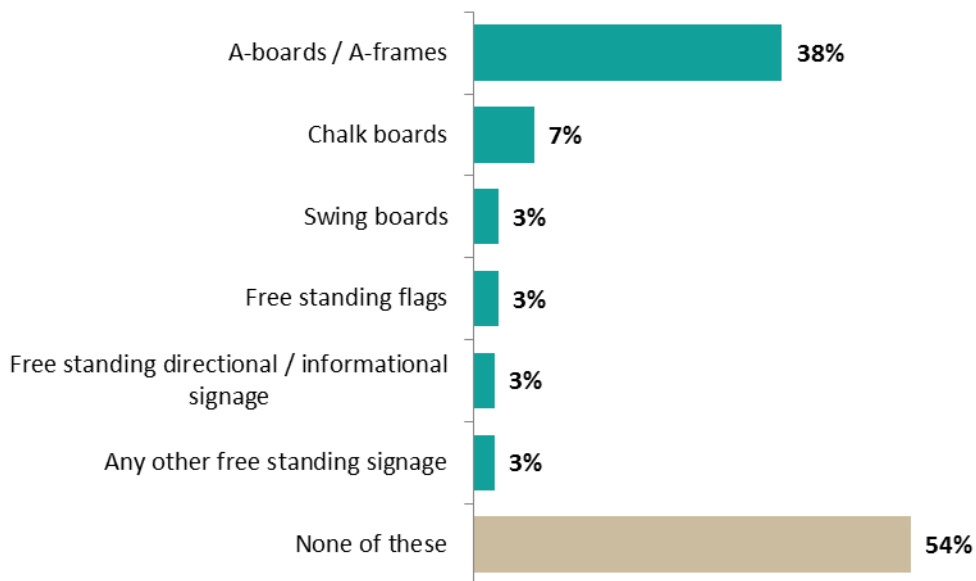
	Cambridge City profile		Sample profile	
	Count	%	Count	%
1 : Agriculture, forestry & fishing (A)	105	2%	0	0%
2 : Mining, quarrying & utilities (B,D and E)	20	0%	1	0%
3 : Manufacturing (C)	190	3%	3	1%
4 : Construction (F)	355	5%	0	0%
5 : Motor trades (Part G)	85	1%	0	0%
6 : Wholesale (Part G)	180	3%	0	0%
7 : Retail (Part G)	710	11%	78	35%
8 : Transport & storage (inc postal) (H)	90	1%	4	2%
9 : Accommodation & food services (I)	555	8%	42	19%
10 : Information & communication (J)	805	12%	3	1%
11 : Financial & insurance (K)	140	2%	2	1%
12 : Property (L)	220	3%	7	3%
13 : Professional, scientific & technical (M)	1285	20%	19	9%
14 : Business administration & support services (N)	505	8%	6	3%
15 : Public administration & defence (O)	50	1%	1	0%
16 : Education (P)	335	5%	16	7%
17 : Health (Q)	390	6%	12	5%
18 : Arts, entertainment, recreation & other services (R,S,T and U)	520	8%	26	12%
<b>Total</b>	<b>6545</b>	<b>100%</b>	<b>220</b>	<b>100%</b>

## Use of Advertising ‘A’ boards

Respondents who were responding on behalf of a business were asked if they used free standing advertising structures. Just over half (54%) said they didn’t, whilst almost two fifths (38%) said they used ‘A’ boards/frames and 19% used other form/s of free standing pavements signage.

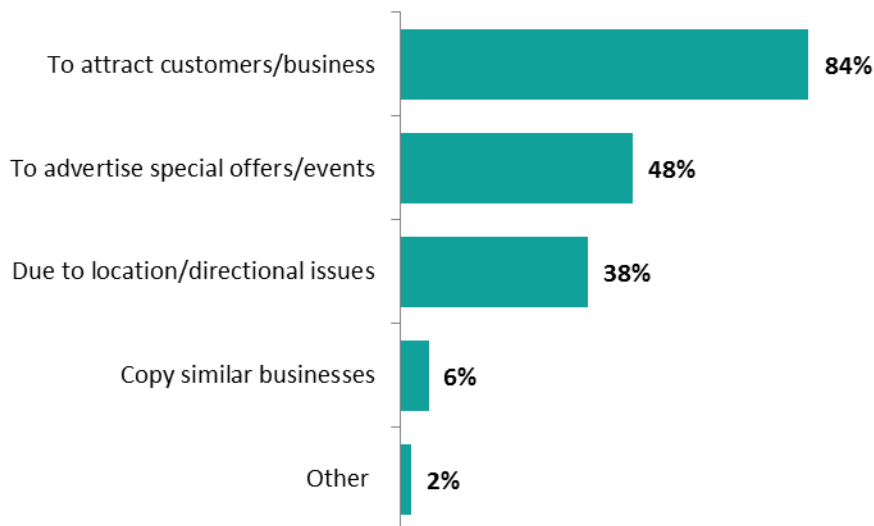
<sup>3</sup> An Enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an Enterprise Group. An individual site (for example a factory or shop) in an enterprise is called a local unit.

**Figure 5: Do you use any of the following free standing pavement signage in Cambridge City (combined)?** Base – 227 (multi code)



Businesses (47%) who said they use some form of free standing pavement structures were then asked why. ‘To attract customers/business’ was most commonly cited at 84%, followed by ‘to advertise special offers/event’ (48%) and ‘due to location/directional issues’ (38%).

**Figure 6: What are your main reasons for using free standing pavement signage (combined)?** Base – 86 (multi code)

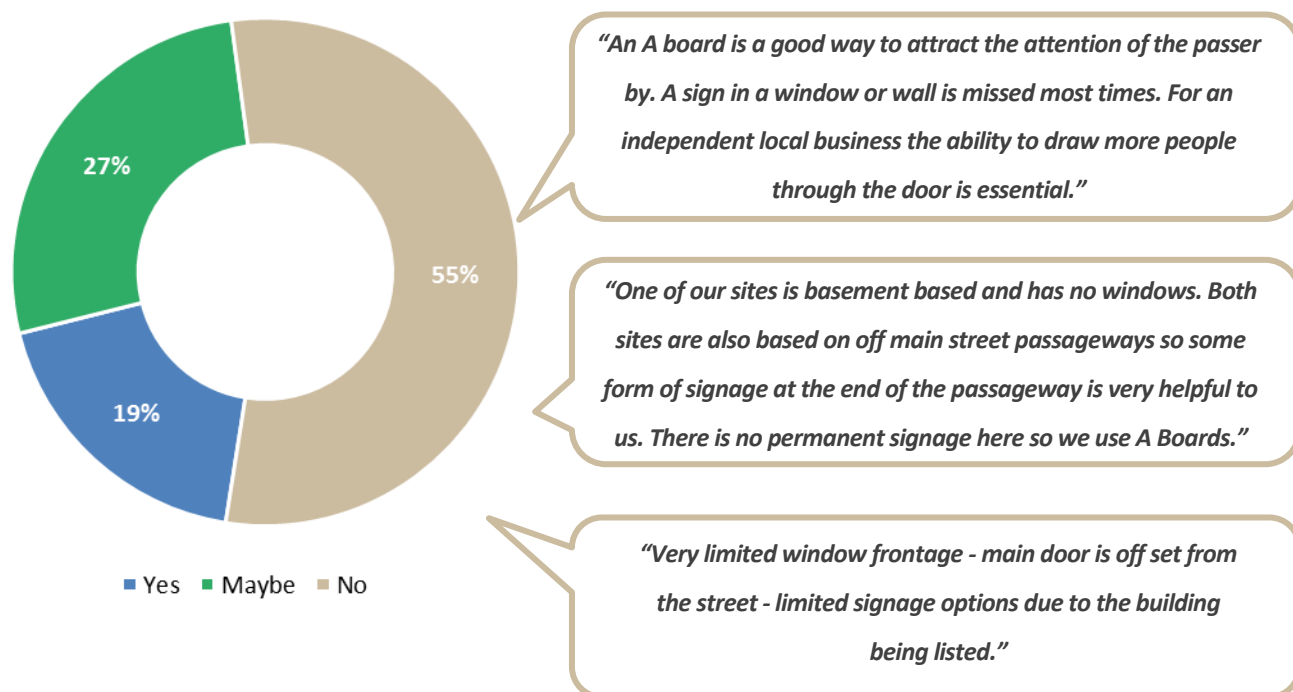


Businesses that used free standing advertising structures were then asked if they would consider using other types of advertising, such as window or wall mounted posters. Over half (55%) said they would not consider this, whilst 45% said either yes (19%) or maybe (27%).

To understand why businesses were not open to using other forms of advertising, businesses were asked to give reasons. The majority of comments focused on ‘A’ boards being the most effective form of

advertising and that some businesses were tucked away or hidden and 'A' boards are a necessity to attract passers-by. Figure 7 presents some comments provided:

**Figure 7: Would you be willing to other types of advertising (combined)?** Base – 86 (multi code)



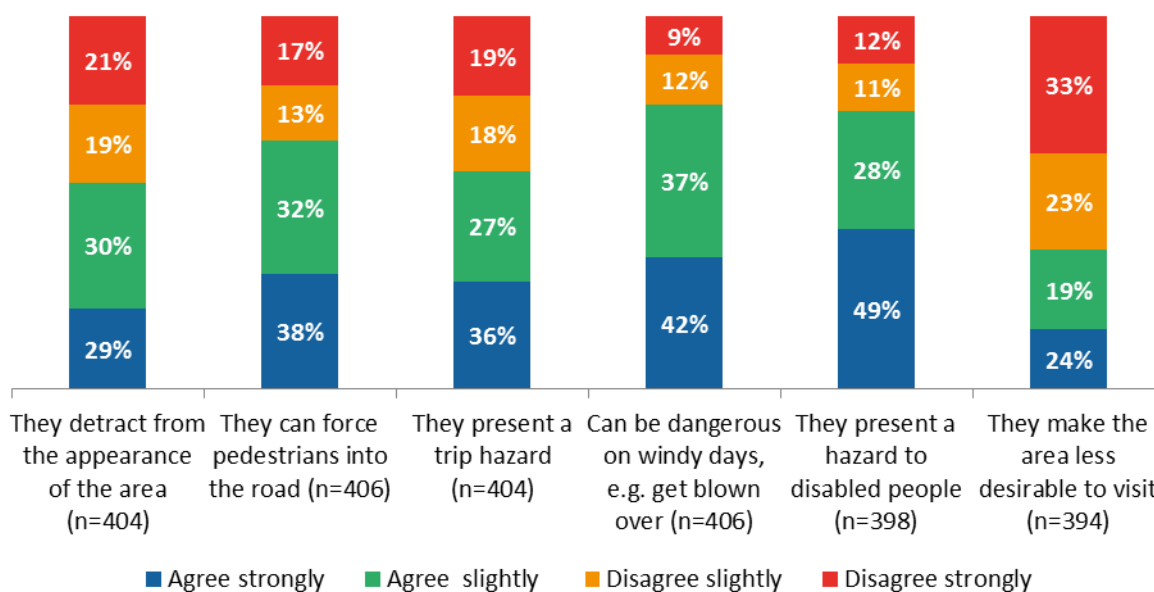
## Use of free standing pavement signage in the City

To understand the concerns and issues respondents had with the use of free standing pavement structures in the City, respondents were asked their level of agreement with various statements.

Due to the variations in agreement with the statements, further analysis was carried out for those respondents who classified themselves as a business compared to those who were not.

- For all statements, businesses were significantly less likely to agree compared to non-business respondents.
- This was most so for the statement 'free standing advertising structures making the area less desirable to visit' (60% of non-businesses agree vs. 23% of businesses), followed by 'detracting from the appearance of the area' (74% of non-businesses agree vs. 42% of businesses).

**Figure 8: To what extent to you agree or disagree with the following statements (combined)?**



Respondents were asked if there are any other issues or concerns relating to free standing pavement structures that should be taken into account by the Council. The majority of responses focused around the council taking a more flexible approach to free standing pavement structures and some respondents provided other suggestions for using 'A' boards, such as:

*“Enforcing a limit on the number permitted for each business, and areas where they are, and are not permitted.”*

*“Sensibly placed and secured boards are never a problem. Action is only required to remove those causing an obstruction.”*

*“There should be appropriate fixed signage at the end of each street listing the businesses on them.”*

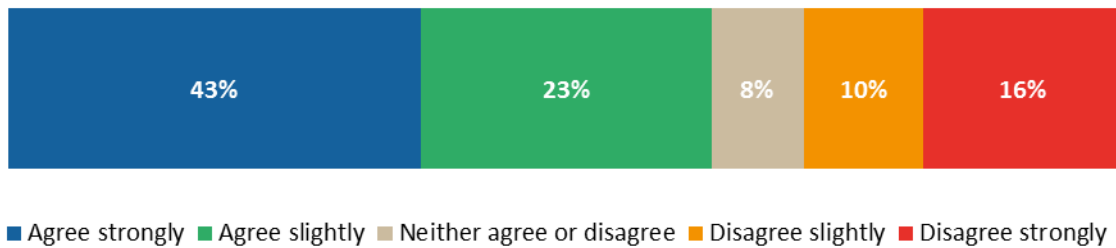
## Agreement with the draft policy

The Council’s draft policy aims to control the use of ‘A’ boards and other types of free standing advertising structures within Cambridge City. The potential effect of this proposal will be to significantly reduce the number of ‘A’ boards and other free standing pavement structures. Respondents were asked their level of agreement with this.

Combined results show that 67% either slightly (23%) or strongly (43%) agree that the council should control the use of ‘A’ boards and other types of free standing advertising structures.

- When compared by business versus non-business respondents, results showed that businesses were significantly less likely to agree with the councils draft policy (50% agree) compared to non-business respondents (78% agree).

**Figure 9: Level of agreement with the Councils draft policy to control the use of free standing pavement signage (combined). Base - 413**



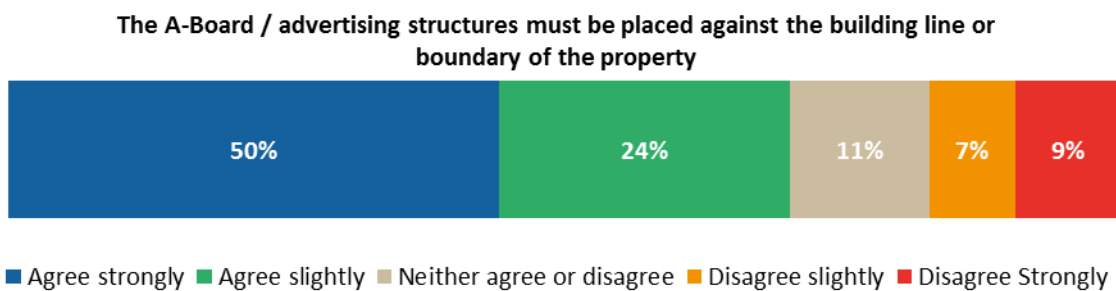
## Agreement with the draft policy guidelines

Respondents were provided with the draft policy guidelines and asked to state their level of agreement with each statement. Figure 10 to 15 presents the findings for each statement.

Agreement with 'A' boards/advertising structures having to be placed against the building line or boundary of property was at 74%, with 24% stating they slightly and 50% stating they strongly agreed. Those that disagreed (15%) were asked why. A common response was that having the board against the building line defeats the idea of having one.

*“One of the key reasons for using ‘A’ frames is to draw attention to the position of the business and how to get there. Putting that against the building line would defeat the whole purpose of using one.”*

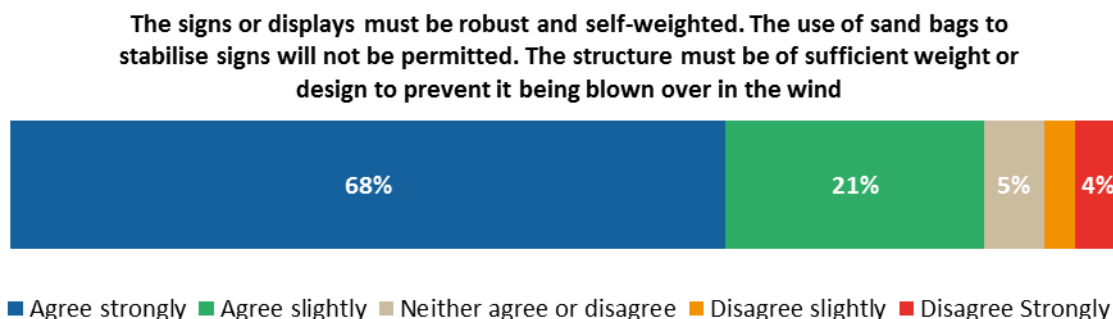
**Figure 10: Level of agreement (combined) Base - 407**



Almost nine in ten (89%) either slightly (21%) or strongly (68%) agreed that signs must be robust and self-weighted, that the use of sandbags will not be permitted and that the structure should be of sufficient weight or design to prevent it being blown over in the wind. Only 6% disagreed with this statement.

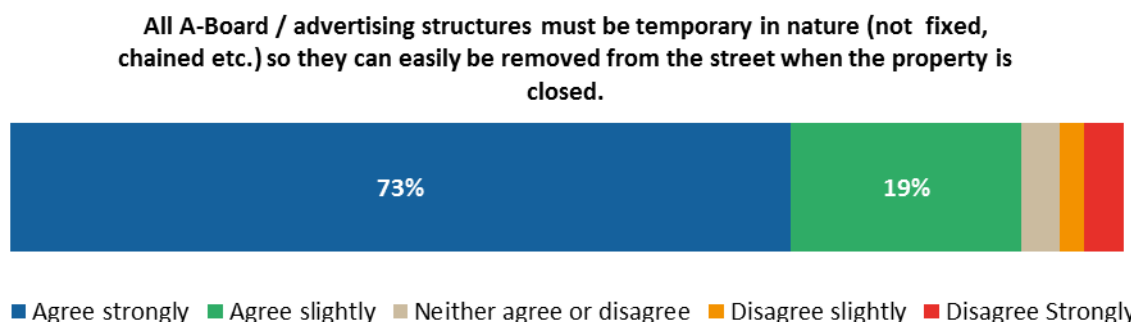
Commons reasons for why they disagree were that sandbags should be allowed and that if it is self-weighted then will be too heavy to maneuverer.

**Figure 11: Level of agreement (combined) Base - 410**



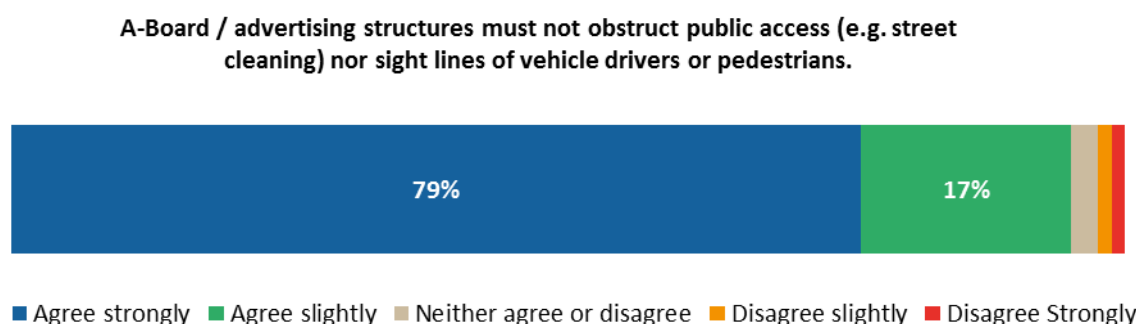
Again, the majority (92%) either slightly (19%) or strongly (73%) agreed that all ‘A’ board/advertising structures should be temporary in nature (not fixed or chained). Only 5% disagreed with this. When asked why they disagree, concerns were raised over the structures being stolen (if not chained).

**Figure 12: Level of agreement (combined) Base - 413**



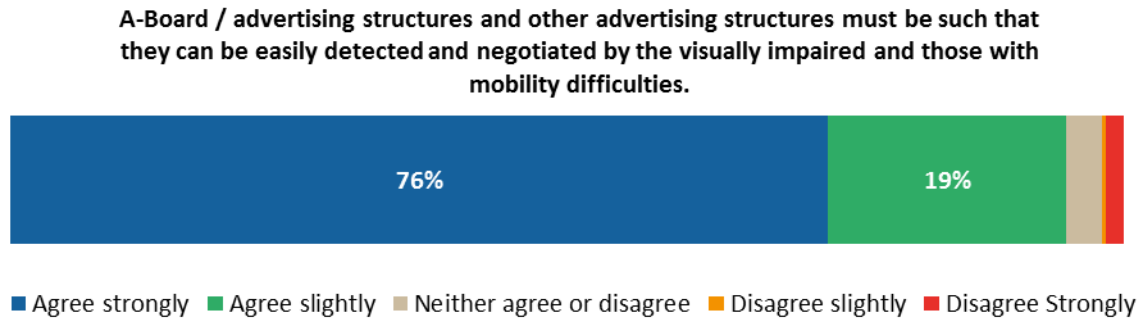
The majority (96%) either slightly (17%) or strongly (79%) agreed that ‘A’ board/advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.

**Figure 13: Level of agreement (combined) Base - 414**



The majority (95%) either slightly (19%) or strongly (76%) agreed that 'A' board/advertising structures must be easily detected and negotiated by the visually impaired and those with mobility difficulties.

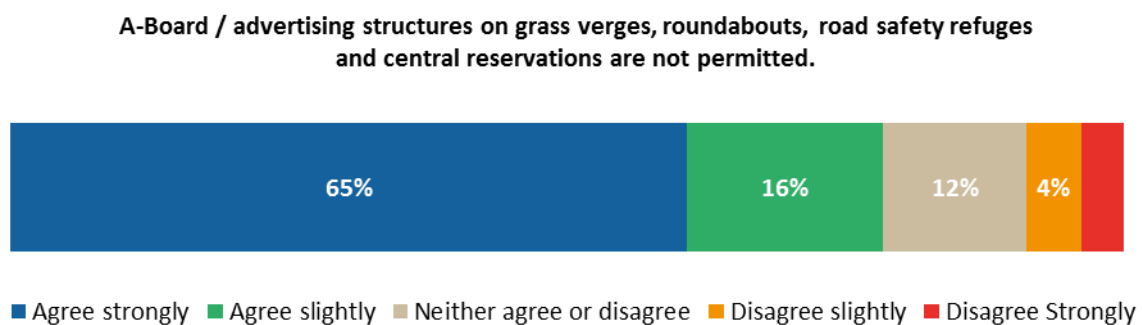
Figure 14: Level of agreement (combined) Base - 415



Eight in ten (81%) either slightly (16%) or strongly (65%) agreed that the 'A' Board/advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted. A further 12% were ambivalent and 8% disagreed. When asked why respondents disagreed, common responses focused on respondents not seeing any issue with structures being placed on empty areas (as long as they do not obstruct line of sight).

*"They are used in many places with no problem so why would there be a problem in Cambridge."*

Figure 15: Level of agreement (combined) Base - 411

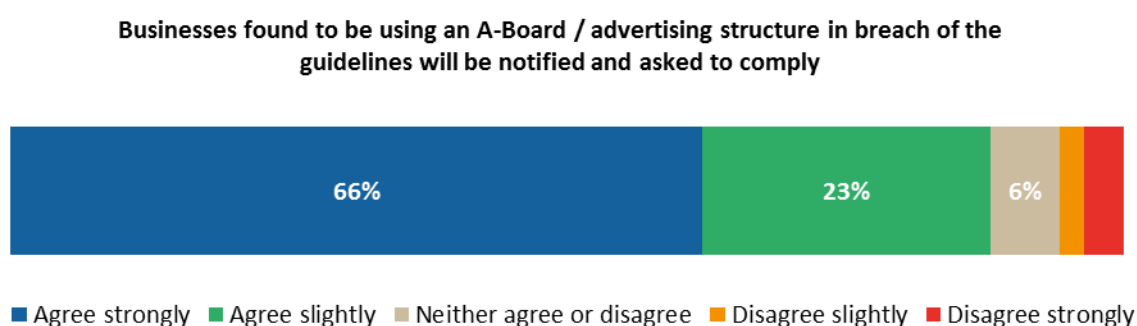


## Agreement with the draft policy enforcement

When enforcing any action under the draft policy, the Council would follow specific procedures. Respondents were therefore asked their level of agreement with each of the proposed enforcement procedures.

Almost nine in ten (89%) respondents agreed that businesses that are found to be using 'A' board/advertising structures in breach of the guidelines will be notified and asked to comply. Of those that disagreed (5%), a common reason cited was that council staff should come and speak to businesses first.

Figure 16: Level of agreement (combined) *Base – 411*



Three quarters (74%) either slightly (21%) or strongly (53%) agreed that businesses not complying after the 48 hours' notice (formal letter) will have the 'A' board/advertising structure removed and the business informed that they have 28 days to reclaim the board and pay the £70 charge. Around a fifth (19%) disagreed with this level of enforcement. When asked why respondents disagreed, some felt the time period to comply (48 hours) was not long enough, that the fine was too much and others felt this was a heavy handed approach taken by the Council:

*"48 hours is nowhere near long enough to assume someone has received and opened their post in a business situation."*

*"Being heavy handed creating conflict between the business community and city council."*

*"£70 seems rather a lot."*

- When compared by businesses versus non-businesses, significantly less businesses agreed with this element of the policy (62% agreed) compared to non-businesses (82% agreed).



Figure 17: Level of agreement (combined) *Base – 411*

**A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of**



■ Agree strongly ■ Agree slightly ■ Neither agree or disagree ■ Disagree slightly ■ Disagree strongly

Three quarters (75%) of respondents either slightly (23%) or strongly (53%) agreed that if a business commits a second policy breach, they will receive a formal written notice warning that the Council will consider taking legal action. Whilst 17% disagreed with this statement, when asked why common responses were that the action was too extreme and that the offence was not important:

*“Formal notice, legal action after a second warning; seems extreme.”*

*“I think it’s a bit ridiculous to take legal action over something on the pavement.”*

*“This goes too far, just remove, dispose and charge them.”*

*“This just is not a serious issue. Let local council officers use their discretion / common sense.”*

- When compared by businesses versus non-businesses, significantly less businesses agreed with this element of the policy (65% agreeing) compared to non-businesses (83% agreeing).

Figure 18: Level of agreement (combined) *Base – 411*

**Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them**



■ Agree strongly ■ Agree slightly ■ Neither agree or disagree ■ Disagree slightly ■ Disagree strongly

Respondents were then asked if they had any other suggestions on approaches or enforcement actions that the Council should take into account. Respondents’ suggestions and approaches have been coded

and presented in Figure 19. Just over a quarter (27%) said they didn't have any further comments to make. 17% said that the council shouldn't be so heavy handed and rather take a more positive, educational approach to businesses.

*"Actually go and speak to business owners. Find out why they need the signs. Businesses in Cambridge are struggling, and constantly shutting down because they are losing customers."*

*"Education not punishment."*

14% said they were satisfied with what has already been suggested; whilst 10% felt the fines and enforcement weren't severe enough.

*"48 hours is too generous. If an A board is out it means the shop/business is usually staffed and such it should be brought to their immediate attention, at most it should be 24 hours in case the business needs to consult their superiors."*

*"Daily removal of signs for reoffending businesses. Increase in the business tax rate of reoffending businesses."*

Other comments provided included;

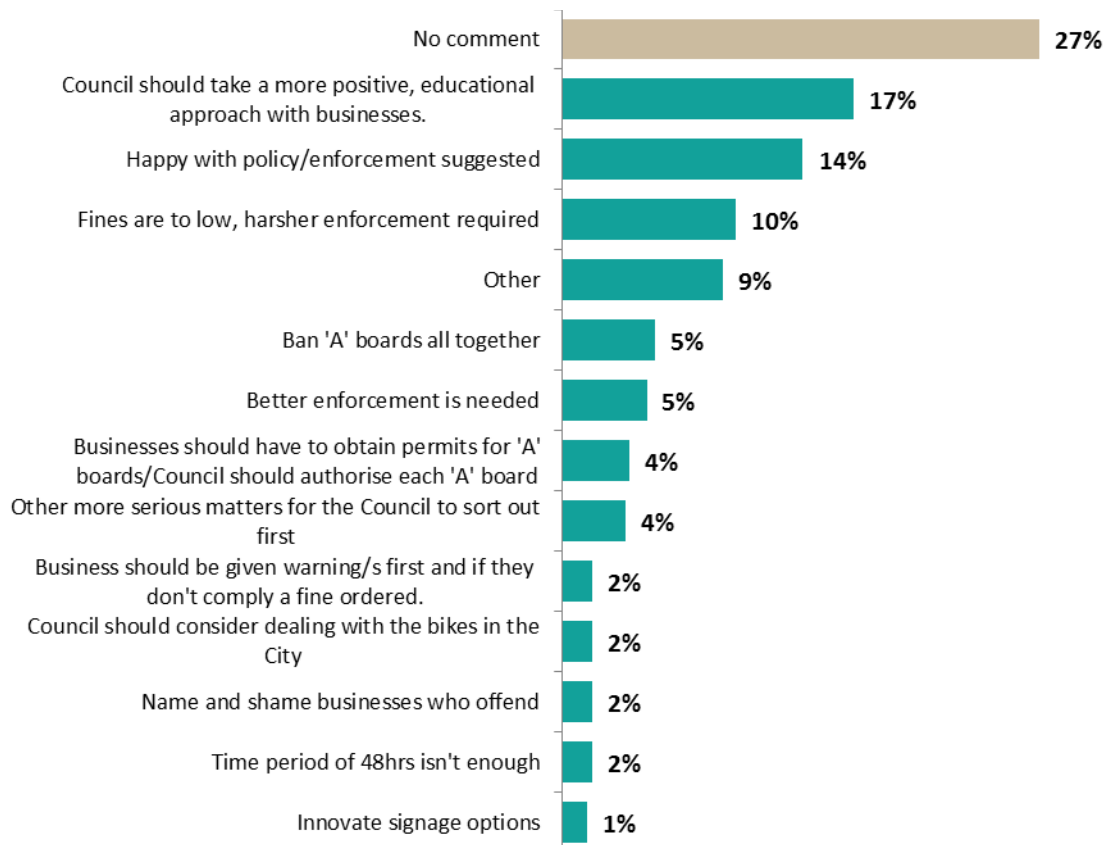
*"'A' boards should be banned altogether. That is fairer to all businesses and also the sensible approach to sustainable management of the central areas of the city. Businesses already have their shop windows to display offers and other information."*

*"Daily monitoring of the Policy to ensure that it is enforced."*

*"A simple process of applying to have an 'A' board and a reasonable discussion of what is safe and provides the maximum effectiveness for business."*

*"What about assisting with funding for 'official' sanctioned business noticeboards? I believe we were once offered one for All Saints Passage that was prohibitively expensive."*

Figure 19: Do you have any other approaches or enforcement suggestions? *Base 411*



# Conclusions

The consultation provided views from a good mix of businesses and those who describe themselves as either a resident of the City, general member of the public or from a group or association. Of those consulted, a tenth had children in the household still requiring a pram, a tenth had a disability and a slightly higher proportion (15%) were responsible for someone with a disability.

Just over a third of the businesses who took part were classified as 'retail' and a fifth were 'accommodation and food services'. The majority of businesses occupied fixed permanent premises.

Just under half of the businesses consulted used some form of free standing advertising structure/s. The main reason being to attract customers/business. Just under half of businesses who used some form of free standing advertising structures would maybe or definitely consider using other forms of advertising.

There were differences in levels of agreement with the issues or hazards that free standing advertising structures bring to the City. Those who described themselves as a business were significantly more likely to disagree, compared to respondents who didn't classify themselves as a business (such as a resident, member of the public etc.).

## Draft policy guidelines

Agreement with the draft policy guidelines was less contentious, with nine in ten agreeing that *'the signs or displays must be robust and self-weighted. The use of sand bags to stabilise signs will not be permitted. The structure must be of sufficient weight or design to prevent it being blown over in the wind'*. Of those that disagreed, this was most likely due to the prohibiting of sandbags.

Three quarters agreed that *'the A-Board / advertising structures must be placed against the building line or boundary of the property'*. Of those that disagreed (16%), comments were that the whole purpose of having an 'A' board etc. is to place it in a position to signpost people to a store.

Eight in ten agreed that *'A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.'* Of those that disagreed (8%), respondents didn't see any issues with structures being placed on empty land as long as it didn't interfere with line of sight.

## Draft policy enforcement

Although larger proportions of respondents who took part in the consultation agreed with all three aspects of the policies enforcement approach, there were significant variations between businesses and non-business respondents.

Reasons for disagreeing focused on the council taking more of a positive, educational one-to-one approach with business. Concerns were also raised over the time period of 48 hours; some felt this might not be enough time. These respondents felt that potential legal action was too extreme and thought council staff enforcing the policy will need to use common sense.

### **Considerations to the draft policy**

- Educate businesses before the policy is implemented
- Businesses that are in breach of the policy would prefer to be consulted and educated
- Maintain a positive relationship with businesses
- Proper enforcement of the policy when it comes into force
- Work with businesses to provide innovative ways to advertise.

**Appendix A: Consultation questionnaire****Appendix B: Data tables**

# Appendix A : Consultation questionnaire

## Cambridge City Council 'A' Board Policy Consultation 2017

### Background to this consultation

The City Centre Accessibility Review was commissioned by the council in 2014 to gain an objective understanding of accessibility issues in and around the city centre. For Local Government to fulfil the Equality duties, it has to 'Take the steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled including, in particular, steps to take account of disabled persons' disabilities'.

The review made a number of recommendations for future action. These were varied, but focused on free standing pavement signage, such as advertising A-Frame boards, Chalk Boards, Swing Boards, free standing flags, directional signs and information signs.



These free standing pavement signage and advertising structures are often used to promote businesses products and services, for example, those used outside Coffee Shops, Pubs and Restaurants, to promote menus, special offers, sporting events, etc.



Following on from the review, work has been undertaken by Cambridge City Council to plan and draft an Advertising 'A' Board and Sign Policy that is cost-effective, appropriate and enforceable, whilst balancing the need for free and unimpeded access and not unduly penalising businesses.

This survey is about the council's draft Policy to limit the use of 'A' boards and free standing pavement signage. The Policy only applies to advertising structures placed upon public roads, highways (as per the 1980 Highways Act) or public open spaces.

Please see attached draft 'A' board Policy.

To help us with our consultation, an independent market research company, called M·E·L Research, are conducting this survey on our behalf. They are an accredited Market Research Society (MRS) Company Partner who operate under the MRS Code of Conduct and the Data Protection Act 1998.

Responses to the survey will be analysed and reported by M·E·L Research and all information will be kept confidential. Participants will not be personally identifiable in any reports.

## About you

Q1 Which of the following best describes you? **[Please tick any that apply]**

- A resident of Cambridge City
- A business based in Cambridge City
- A business based elsewhere
- An organisation (e.g. disability access or support group)
- A member of the public
- Other (please specify below)

Q2 On average, how often do you visit Cambridge City Centre?

- |  |   |   |
|--|---|---|
| <input type="radio"/> Daily                    | <input type="radio"/> Once a month        | <input type="radio"/> Varies                      |
| <input type="radio"/> Two to four times a week | <input type="radio"/> Every 2 to 3 months | <input type="radio"/> Never visit the City Centre |
| <input type="radio"/> About once a week        | <input type="radio"/> Every 4 to 6 months |   |
| <input type="radio"/> Once every two weeks     | <input type="radio"/> Once a year         |   |

If you are a resident, disability access/support groups or a member of the public please go to Question 7

Q3 Do you currently use any of the following free standing pavement signage in Cambridge City? **[Please tick all that apply]**

- |  |  |
|--|--|
| <input type="checkbox"/> A-boards / A-frames | <input type="checkbox"/> Free standing directional / informational signage |
| <input type="checkbox"/> Chalk boards        | <input type="checkbox"/> Any other free standing signage                   |
| <input type="checkbox"/> Swing boards        | <input type="checkbox"/> None of these                                     |
| <input type="checkbox"/> Free standing flags |  |

Q4 What are your main reasons for using free standing pavement signage? **[Please tick all that apply]**

- To attract customers/business
- To advertise special offers/events
- Copy similar businesses
- Due to location/directional issues
- Other (Please specify below)

Q5 Would you consider using other types of advertising, such as window or wall mounted posters? **[Please tick one only]**

- Yes
  Maybe
  No

Q6 Please specify your main reasons for not considering the use of other types of advertising

## Use of free standing pavement signage in the City Centre

Q7 To what extent do you agree or disagree with the following statements about the use of free standing pavement signage in the City Centre? **[Please tick one for each option]**

	Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Don't know / not sure
They detract from the appearance of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They can force pedestrians into the road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They present a trip hazard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They can be dangerous on windy days, as they might get blown over	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They present a hazard to disabled people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They make the area less desirable to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 In your opinion, what other issues or concerns relating to free standing pavement signage are there that should be taken into account in the Council's A-board policy?

## Draft Advertising 'A' Board and Sign Policy

The Council's draft policy aims to control the use of A-Boards and other types of free standing advertising structures within Cambridge City. The potential effect of this proposal will be to significantly reduce the number of A-boards and other free standing pavement signage.

Q9 To what extent you agree or disagree with the general aim of this policy? **[Please tick one only]**

- |   |   |
|---|---|
| <input type="radio"/> Agree strongly            | <input type="radio"/> Disagree slightly     |
| <input type="radio"/> Agree slightly            | <input type="radio"/> Disagree strongly     |
| <input type="radio"/> Neither agree or disagree | <input type="radio"/> Don't know / not sure |

## Draft Advertising 'A' Board and Sign Policy

To what extent do you agree or disagree with the following aspects of the draft policy... **[Please tick one for each option]**

		Agree strongly	Agree slightly	Neither agree or disagree	Disagree slightly	Disagree Strongly	Don't know / not sure
Q10 The A-Board / advertising structures must be placed against the building line or boundary of the property		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The signs or displays must be robust and self-weighted. The use of sand bags to stabilise signs will not be permitted. The structure must be of sufficient weight or design to prevent it being blown over in the wind		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All A-Board / advertising structures must be temporary in nature (not fixed, chained etc.) so they can easily be removed from the street when the property is closed.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A-Board / advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A-Board / advertising structures and other advertising structures must be such that they can be easily detected and negotiated by the visually impaired and those with mobility difficulties.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.

**Q11 If you disagreed with any of the above aspects, please write your reasons for each below?**

The A-Board / advertising structures must be placed against the building line or boundary of the property

The signs or displays must be robust and self-weighted. The use of sand bags to stabilise signs will not be permitted. The structure must be of sufficient weight or design to prevent it being blown over in the wind

All A-Board / advertising structures must be temporary in nature (not fixed, chained etc.) so they can easily be removed from the street when the property is closed.

A-Board / advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.

A-Board / advertising structures and other advertising structures must be such that they can be easily detected and negotiated by the visually impaired and those with mobility difficulties.

A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.

## Draft Advertising 'A' Board and Sign Policy - Enforcement

**When enforcing any action under the draft policy, the Council would carry out the following. To what extent do you agree or disagree that the following aspects of the draft policy... [Please tick one for each option]**

Q12

Agree strongly   
  Agree slightly   
  Neither agree or disagree   
  Disagree slightly   
  Disagree strongly   
  Don't know / not sure

Businesses found to be using an A-Board / advertising structure in breach of the guidelines will be notified and asked to comply (service of formal letter)

A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of

Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them

**Q13 If you disagreed with any of the above aspects, please write your reasons for each below?**

Businesses found to be using an A-Board / advertising structure in breach of the guidelines will be notified and asked to comply (service of formal letter)

A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of

Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them

Q14 **In your opinion, what other approaches or enforcement should be taken into account?**

## About you

Q15 **Are you....**

Male

Female

Prefer not to say

Q16 **How old are you?**

18-24

35-44

55-64

Prefer not to say

25-34

45-54

65 and over

Q17 **Are there any children in your household that still require pushchairs/prams/buggies?**

Yes

No

Prefer not to say

Q18 **Do you consider yourself to have a long standing illness, disability or infirmity?** (The definition of a disability in the The Equality Act 2010 is a "physical or mental impairment which has a sustained and long term adverse effect on a person's ability to carry out normal day to day activities")

Yes

No

Prefer not to say

Q19 **Are you responsible for anyone with a long standing illness, disability or infirmity?**

Yes

No

Prefer not to say

**If you are a resident or member of the public please go to Question 24**

**If you are a disability access/support group please go to Question 23**

**If you are a business please go to Question 20**

## Business information

Q20 **So we can understand the types of businesses who have taken part in the consultation please provide the following information about your business:**

Business Name

Q21 **What best describes the type of business premises you occupy? [Please tick any that apply]**

- Business located in permanent fixed premises (e.g. office)
- Market stall
- Mobile trader
- Other [please specify below]

**How would you best describe your business / what your business does? (e.g. retailer, plumber, solicitor, pub, etc)**

Q22 **How many employees does your business have? (please write numbers below i.e. 50)**

In Cambridge City

Nationally

## Organisational information

Q23 **So that we can understand the types of groups that have taken part in the consultation please could you provide the following information:**

Organisation/groups name

Organisation's aims/area of interest

## Future consultation

Q24 **Would you be willing to be involved in further consultations carried out by Cambridge City Council?**

Yes

No

Q25 **Please completed your preferred contact details below. This information will only be passed to Cambridge City Council and will not be used for any other purpose other than consultations carried out by the council.**

Name

Address

Postcode

Email

Telephone number

## Appendix B : Data tables

Table B1: What best describes you?

	Combined	Self completion	Telephone
<i>Base</i>	415	357	58
A resident of Cambridge City	222 53.49%	205 57.42%	17 29.31%
A business based in Cambridge City	223 53.74%	173 48.46%	50 86.21%
A business based elsewhere	5 1.21%	3 0.84%	2 3.45%
An organisation (e.g. disability access)	22 5.30%	21 5.88%	1 1.72%
A member of the public	58 13.98%	57 15.97%	1 1.72%
Other	5 1.21%	4 1.12%	1 1.72%

Table B2: How often do you visit the City Centre?

	Combined	Self completion	Telephone
<i>Base</i>	417	359	58
Daily	206 49.40%	175 48.75%	31 53.45%
Two to four times a week	107 25.66%	101 28.13%	6 10.35%
About once a week	51 12.23%	44 12.26%	7 12.07%
Once every two weeks	17 4.08%	13 3.62%	4 6.90%
Once a month	9 2.16%	8 2.23%	1 1.72%
Every 2 to 3 months	7 1.68%	5 1.39%	2 3.45%
Every 4 to 6 months	3 0.72%	1 0.28%	2 3.45%
Once a year	1 0.24%	0 0.00%	1 1.72%
Varies	14 3.36%	12 3.34%	2 3.45%
Never visit the City Centre	2 0.48%	0 0.00%	2 3.45%

**Table B3 (Businesses only) Do you use free standing advertising structures?**

	Combined	Self completion	Telephone
<i>Base</i>	227	175	52
A-boards / A-frames	86 37.89%	75 42.86%	11 21.15%
Chalk boards	17 7.49%	17 9.71%	0 0.00%
Swing boards	7 3.08%	3 1.71%	4 7.69%
Free standing flags	7 3.08%	6 3.43%	1 1.92%
Free standing directional / informational signage	6 2.64%	6 3.43%	0 0.00%
Any other free standing signage	6 2.64%	4 2.29%	2 3.85%
None of these	122 53.74%	86 49.14%	36 69.23%

**Table B4: (Businesses only) If you use free standing advertising structures, why do you use them?**

	Combined	Self completion	Telephone
<i>Base</i>	86	75	11
To attract customers/business	72 83.72%	64 85.33%	8 72.73%
To advertise special offers/events	41 47.67%	35 46.67%	6 54.55%
Copy similar businesses	5 5.81%	5 6.67%	0 0.00%
Due to location/directional issues	33 38.37%	31 41.33%	2 18.18%
Other	2 2.33%	0 0.00%	2 18.18%

**Table B5: (Businesses only) Would you consider using other forms of advertising?**

	Combined	Self completion	Telephone
<i>Base</i>	86	75	11
Yes	16 18.61%	13 17.33%	3 27.27%
Maybe	23 26.74%	21 28.00%	2 18.18%
No	47 54.65%	41 54.67%	6 54.55%



**Table B6: Level of agreement with free standing pavement structures detract from the appearance of the area.**

	Combined	Self completion	Telephone
<i>Base</i>	404	349	55
Agree strongly	119 29.46%	113 32.38%	6 10.91%
Agree slightly	123 30.45%	106 30.37%	17 30.91%
Disagree slightly	76 18.81%	59 16.91%	17 30.91%
Disagree strongly	86 21.29%	71 20.34%	15 27.27%

**Table B8: Level of agreement with free standing pavement structures force pedestrians into the road**

	Combined	Self completion	Telephone
<i>Base</i>	406	350	56
Agree strongly	153 37.69%	144 41.14%	9 16.07%
Agree slightly	131 32.27%	107 30.57%	24 42.86%
Disagree slightly	54 13.30%	46 13.14%	8 14.29%
Disagree strongly	68 16.75%	53 15.14%	15 26.79%

**Table B7: Level of agreement with free standing pavement structures present a trip hazard**

	Combined	Self completion	Telephone
<i>Base</i>	404	348	56
Agree strongly	145 35.89%	138 39.66%	7 12.50%
Agree slightly	108 26.73%	87 25.00%	21 37.50%
Disagree slightly	73 18.07%	59 16.95%	14 25.00%
Disagree strongly	78 19.31%	64 18.39%	14 25.00%

**Table B8: Level of agreement with free standing pavement structures can be dangerous on windy days**

	Combined	Self completion	Telephone
<i>Base</i>	406	348	58
Agree strongly	170 41.87%	154 44.25%	16 27.59%
Agree slightly	150 36.95%	125 35.92%	25 43.10%
Disagree slightly	48 11.82%	38 10.92%	10 17.24%
Disagree strongly	38 9.36%	31 8.91%	7 12.07%

**Table B9: Level of agreement with free standing pavement structures present a hazard to disabled people**

	Combined	Self completion	Telephone
<i>Base</i>	398	342	56
Agree strongly	194 48.74%	179 52.34%	15 26.79%
Agree slightly	113 28.39%	86 25.15%	27 48.21%
Disagree slightly	45 11.31%	37 10.82%	8 14.29%
Disagree strongly	46 11.56%	40 11.70%	6 10.71%

**Table B10: Level of agreement with free standing pavement structures make the area less desirable to visit**

	Combined	Self completion	Telephone
<i>Base</i>	394	336	58
Agree strongly	96 24.37%	92 27.38%	4 6.90%
Agree slightly	76 19.29%	70 20.83%	6 10.35%
Disagree slightly	92 23.35%	70 20.83%	22 37.93%
Disagree strongly	130 33.00%	104 30.95%	26 44.83%

**Table B11: Level of agreement with the Councils policy and aims**

	Combined	Self completion	Telephone
<i>Base</i>	413	355	58
Agree strongly	179 43.34%	168 47.32%	11 18.97%
Agree slightly	97 23.49%	73 20.56%	24 41.38%
Neither agree or disagree	31 7.51%	26 7.32%	5 8.62%
Disagree slightly	40 9.69%	31 8.73%	9 15.52%
Disagree strongly	66 15.98%	57 16.06%	9 15.52%

**Table B12: Level of agreement with: A-Board / advertising structures must be placed against the building line or boundary of the property**

	Combined	Self completion	Telephone
<i>Base</i>	407	349	58
Agree strongly	202 49.63%	181 51.86%	21 36.21%
Agree slightly	96 23.59%	72 20.63%	24 41.38%
Neither agree or disagree	46 11.30%	43 12.32%	3 5.17%
Disagree slightly	28 6.88%	22 6.30%	6 10.35%
Disagree strongly	35 8.60%	31 8.88%	4 6.90%

**Table B13: Level of agreement with: The signs or displays must be robust and self-weighted. The use of sand bags to stabilise signs will not be permitted. The structure must be of sufficient weight or design to prevent it being blown over in the wind**

	Combined	Self completion	Telephone
<i>Base</i>	410	352	58
Agree strongly	278 67.81%	253 71.88%	25 43.10%
Agree slightly	86 20.98%	61 17.33%	25 43.10%
Neither agree or disagree	20 4.88%	17 4.83%	3 5.17%
Disagree slightly	10 2.44%	8 2.27%	2 3.45%
Disagree strongly	16 3.90%	13 3.69%	3 5.17%

**Table B14: Level of agreement with: All A-Board / advertising structures must be temporary in nature (not fixed, chained etc.) so they can easily be removed from the street when the property is closed.**

	Combined	Self completion	Telephone
<i>Base</i>	413	355	58
Agree strongly	302 73.12%	271 76.34%	31 53.45%
Agree slightly	77 18.64%	59 16.62%	18 31.03%
Neither agree or disagree	13 3.15%	9 2.54%	4 6.90%
Disagree slightly	8 1.94%	5 1.41%	3 5.17%
Disagree strongly	13 3.15%	11 3.10%	2 3.45%

**Table B15: Level of agreement with: A-Board / advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.**

	Combined	Self completion	Telephone
<i>Base</i>	414	358	56
Agree strongly	326 78.74%	298 83.24%	28 50.00%
Agree slightly	70 16.91%	45 12.57%	25 44.64%
Neither agree or disagree	9 2.17%	8 2.24%	1 1.79%
Disagree slightly	5 1.21%	4 1.12%	1 1.79%
Disagree strongly	4 0.97%	3 0.84%	1 1.79%

**Table B16: Level of agreement with: A-Board / advertising structures and other advertising structures must be such that they can be easily detected and negotiated by the visually impaired and those with mobility difficulties.**

	Combined	Self completion	Telephone
<i>Base</i>	415	357	58
Agree strongly	316 76.15%	285 79.83%	31 53.45%
Agree slightly	80 19.28%	57 15.97%	23 39.66%
Neither agree or disagree	12 2.89%	9 2.52%	3 5.17%
Disagree slightly	1 0.24%	1 0.28%	0 0.00%
Disagree strongly	6 1.45%	5 1.40%	1 1.72%

**Table B17: Level of agreement with: A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.**

	Combined	Self completion	Telephone
<i>Base</i>	411	353	58
Agree strongly	266 64.72%	245 69.41%	21 36.21%
Agree slightly	65 15.82%	41 11.62%	24 41.38%
Neither agree or disagree	48 11.68%	41 11.62%	7 12.07%
Disagree slightly	18 4.38%	14 3.97%	4 6.90%
Disagree strongly	14 3.41%	12 3.40%	2 3.45%

**Table B18: Level of agreement with: Businesses found to be using an A-Board / advertising structure in breach of the guidelines will be notified and asked to comply (service of formal letter)**

	Combined	Self completion	Telephone
<i>Base</i>	411	354	57
Agree strongly	271 65.94%	241 68.08%	30 52.63%
Agree slightly	96 23.36%	72 20.34%	24 42.11%
Neither agree or disagree	23 5.60%	22 6.22%	1 1.75%
Disagree slightly	8 1.95%	8 2.26%	0 0.00%
Disagree strongly	13 3.16%	11 3.11%	2 3.51%

**Table B19: Level of agreement with: A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of**

	Combined	Self completion	Telephone
<i>Base</i>	411	354	57
Agree strongly	218 53.04%	194 54.80%	24 42.11%
Agree slightly	87 21.17%	64 18.08%	23 40.35%
Neither agree or disagree	28 6.81%	26 7.35%	2 3.51%
Disagree slightly	21 5.11%	19 5.37%	2 3.51%
Disagree strongly	57 13.87%	51 14.41%	6 10.53%

**Table B20: Level of agreement with: Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them**

	Combined	Self completion	Telephone
<i>Base</i>	411	354	57
Agree strongly	216 52.56%	194 54.80%	22 38.60%
Agree slightly	94 22.87%	67 18.93%	27 47.37%
Neither agree or disagree	32 7.79%	31 8.76%	1 1.75%
Disagree slightly	21 5.11%	18 5.09%	3 5.26%
Disagree strongly	48 11.68%	44 12.43%	4 7.02%



m.e.l  
research







To Executive Councillor for Communities  
Report by Chief Executive, Strategic Directors and Head of Finance  
Relevant Scrutiny Committee Community Services 29 June 2017

### **2016/17 Revenue and Capital Outturn, Carry Forwards and Significant Variances – Communities Portfolio**

#### **Key Decision**

#### **1. Executive summary**

1.1 This report presents, for the Communities Portfolio :

- a) A summary of actual income and expenditure compared to the final budget for 2016/17 (outturn position)
- b) Revenue and capital budget variances with explanations
- c) Specific requests to carry forward funding available from budget underspends into 2017/18.

#### **2. Recommendations**

The Executive Councillor is recommended to request that the Executive Councillor for Finance and Resources, at the Strategy and Resources Scrutiny Committee on 3 July 2017, approves the following:

- a) Carry forward requests totalling £20,600 revenue funding from 2016/17 to 2017/18, as detailed in **Appendix C**
- b) Carry forward requests of £74k capital resources from 2016/17 to 2017/18 to fund rephased capital spending as detailed in **Appendix D**.

#### **3. Background**

##### **Revenue Outturn**

3.1 The overall revenue budget outturn position for the Communities Portfolio is given in the table below. Detail, by service grouping, is presented in **Appendix A**.

2015/16 £'000	Communities Portfolio Revenue Summary	2016/17 £'000	% Final Budget
7,914	Original Budget	7,548	102.3
162	Adjustment – Prior Year Carry Forwards	60	0.8
(3)	Adjustment – Service Restructure Costs	(42)	(0.6)
(5)	Adjustment – Earmarked Reserves	0	-
199	Adjustment – Capital Charges	(188)	(2.5)
(654)	Adjustment – Central & Support reallocations	0	-
0	Other Adjustments	0	-
7,613	Final Budget	7,378	100.0
7,440	Outturn	7,228	98.0
<b>(173)</b>	<b>(Under) / Overspend for the year</b>	<b>(150)</b>	<b>(2.0)</b>
60	Carry Forward Requests	21	0.3
<b>(113)</b>	<b>Resulting Variance</b>	<b>(129)</b>	<b>(1.7)</b>

- 3.2 **Appendix A** shows original and final budgets for the year (with the movements summarised in the above table) and compares the final budget with the outturn position for this Portfolio for 2016/17. The original revenue budget for 2016/17 was approved by the Executive Councillor for Communities on 18 January 2016.
- 3.3 **Appendix B** provides explanations of the main variances.
- 3.4 **Appendix C** lists revenue carry forward requests.

### Capital Outturn

- 3.5 The overall capital budget outturn position for the Communities Portfolio is given in the table below. **Appendix D** shows the outturn position by scheme and programme with explanations of variances.

<b>2015/16 £'000</b>	<b>Communities Portfolio Capital Summary</b>	<b>2016/17 £'000</b>	<b>% Final Budget</b>
10,520	Final Budget	732	100.0
4,566	Outturn	675	92.2
<b>(5,954)</b>	<b>(Under)/Overspend for the year</b>	<b>(57)</b>	<b>(7.8)</b>
5,991	Rephasing Requests	74	10.1
<b>37</b>	<b>Resulting Variance</b>	<b>17</b>	<b>2.3</b>

3.6 The majority of the rephasing (£45K) relates to Lammas Land tennis court upgrade (S106).

#### **4. Implications**

- 4.1 The resulting variance from the final budget (see above) relates to schemes mostly funded from developer contributions (S106).
- 4.2 A decision not to approve a carry forward request may impact on officers' ability to deliver the service or scheme in question and this could have staffing, equality and poverty, environmental, procurement, consultation and communication and/or community safety implications.

#### **5. Background papers**

- Closedown Working Files 2016/17
- Directors' Variance Explanations – March 2017
- Capital Monitoring Reports – March 2017
- Budgetary Control Reports to 31 March 2017

#### **6. Inspection of papers**

To inspect the background papers or if you have a query on the report please contact:

Authors' Names: Chris Humphris; John Harvey  
 Authors' Phone Numbers: 01223 - 458141; 01223 - 458143  
 Authors' Emails: chris.humphris@cambridge.gov.uk  
 john.harvey@cambridge.gov.uk

**Communities / Community Services Scrutiny Committee**  
**Revenue Budget 2016/17 - Outturn**

<b>Service Grouping</b>	<b>Original Budget £</b>	<b>Final Budget £</b>	<b>Outturn £</b>	<b>Variation Increase / (Decrease) £</b>	<b>Carry Forward Requests - see Appendix C £</b>	<b>Net Variance £</b>
<b>Community Services</b>						
Children and Youth	446,400	446,720	452,284	5,564		5,564
Community Centres	947,410	949,980	792,230	(157,750)		(157,750)
Community Services Admin	491,400	499,850	467,989	(31,861)	20,600	(11,261)
Cultural and Community	1,261,210	1,165,140	1,230,102	64,962		64,962
Grants	1,129,950	1,129,950	1,112,231	(17,719)		(17,719)
Neighbourhood Community Development	484,050	515,210	515,507	297		297
Sport & Recreation	2,733,220	2,616,900	2,603,247	(13,653)		(13,653)
	<b>7,493,640</b>	<b>7,323,750</b>	<b>7,173,590</b>	<b>(150,160)</b>	<b>20,600</b>	<b>(129,560)</b>
<b>Environmental Services - Streets and Open Spaces</b>						
Green Fingers (previously Employment Foundation)	54,270	54,270	54,270	0		0
	<b>54,270</b>	<b>54,270</b>	<b>54,270</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Net Budget</b>	<b>7,547,910</b>	<b>7,378,020</b>	<b>7,227,860</b>	<b>(150,160)</b>	<b>20,600</b>	<b>(129,560)</b>

Changes between original and final budgets may be made to reflect and are detailed and approved:

- portfolio and departmental restructuring
- approved budget carry forwards from the previous financial year
- technical adjustments, including changes to the capital account
- virements approved under the Council's constitution
- additional external revenue funding not originally budgeted

and are detailed and approved:

- in the January committee cycle (as part of the Budget-Setting Report, BSR)
- in the June/July committee cycle (outturn reporting and carry forward requests)
- in September (as part of the Medium-Term Financial Strategy, MTFS)
- via technical adjustments/virements throughout the year

## Communities Portfolio / Community Services Scrutiny Committee

Revenue Budget 2016/17 - Major Variances  
from Final Revenue Budgets

Service Grouping	Reason for Variance	Amount £	Contact
Community Centres	<b>Clay Farm:</b> Due to a major delay with the construction of this Community Centre it did not open before year end, therefore there was no spend in 2016/17.	(120,000)	Sally Roden
	<b>Other community centres:</b> Overachievement of income at the Meadows and relatively small underspends on the other centres	(37,750)	Sally Roden
Community Services Admin	Carry forwards requested for 2 items: a. Junction Capital Scheme Consultancy Work (order placed work not yet completed - work ongoing) £9,300 b. Trumpington Pavilion IT improvements (order placed work ongoing) £11,300	(31,861)	Cathy Heath
Cultural and Community	Other than the main contract fee there is no budget provision for other costs relating to Cambridge Live/Corn Exchange (landlord responsibilities). The additional costs are due in the main to loss of income from no funfair provision at Midsummer Fair, a contribution to increased Health and Safety costs at City Events and essential building maintenance at the Corn Exchange.	64,962	Jane Wilson
Other	Children and Youth, Grants, Neighbourhood Community Development, Sport & Recreation minor net underspends.	(25,511)	-
<b>Total</b>		<b>(150,160)</b>	

## Community Services Scrutiny Committee

### Communities Portfolio

#### Revenue Budget 2016/17 - Carry Forward Requests

##### Request to Carry Forward Budgets from 2016/17 into 2017/18

Item	Reason for Carry Forward Request	Amount £	Contact
1	Junction Capital Scheme Consultancy Work (order placed work not yet completed - work ongoing)	9,300	Debbie Kaye
2	Trumpington Pavilion IT improvements (order placed work ongoing)	11,300	Debbie Kaye
	<b>Total Carry Forward Requests for Communities Portfolio / Community Services Scrutiny Committee</b>	<b>20,600</b>	

## Communities Portfolio / Community Services Scrutiny Committee

## Capital Budget 2016/17 - Outturn

Capital Ref	Description	Lead Officer	Original Budget 2016/17	Final Budget 2016/17	Outturn	Variance - Outturn compared to Final Budget	Rephase Spend	Over / (Under) Spend	Variance Explanation / Comments
PR033j - 38347	Lammas Land tennis court upgrade (S106)	I Ross	0	45	0	(45)	45	0	Under construction started on 2 May 2017 for three week programme
PR031k - 38291	St Luke's Church: grant for refurbishment of community facilities	J Hanson	8	8	8	(0)	0	(0)	Project complete
PR031l - 38345	Landscaping and play area improvements on green on Bateson Road (S106)	J Parrott	26	26	28	2	0	2	Project complete
PR031m - 38346	Install play equipment at Dundee Close, Discovery Road and Scotland Road play areas (S106)	J Parrott	24	24	28	5	0	5	Project complete
PR031o - 38344	Grant for community facilities at Rowan Humberstone Centre (S106)	J Hanson	0	71	71	0	0	0	Project complete
PR032h - 38270	Trumpington Bowls Club Pavilion Ext. (S106)	I Ross	2	2	2	(0)	0	(0)	COMPLETED - retention money paid this year 16/17
PR032i - 38363	Grant to improve community facilities at Lutheran Church on Shaftesbury Road (S106)	J Hanson	45	45	35	(10)	10	0	Project completed in April 2017
PR032m - 38360	Grant to improve the community room facilities at Rock Road Library (S106)	J Hanson	16	16	16	0	0	0	Project complete
PR032o - 38362	Nightingale Park Community Green Space (S106)	G Belcher	22	22	22	0	0	0	Project complete
PR032p - 38370	Reilly Way play area improvements (S106)	A Wilson	40	40	35	(5)	5	(0)	Project Complete - No further spend only Officer time
PR033o - 38361	Refurbishment of Christ's Piece's Tennis Courts and Fencing (S106)	I Ross	59	59	66	7	0	7	COMPLETED - works complete and facility open - no further payments due
PR034p - 38293	Cambridge 99 Rowing Club: grant for kitchen facilities (S106)	I Ross	5	5	0	(5)	5	0	COMPLETED - awaiting invoice off the club for payment
PR034q - 38294	Cambridge Canoe Club: additional boat and equipment store (S106)	I Ross	8	8	11	3	0	3	COMPLETED
PR041c - 38335	Grant for gym changing rooms and new health suite at Kelsey Kerridge (S106)	I Ross	0	40	40	0	0	0	COMPLETED - no further payments required
PR041d - 38365	Grant to Camrowers and CRA Boathouse (S106)	I Ross	250	250	241	(9)	9	(0)	Project still under construction to be completed and handover May/June 2017.
PR042A - 38336	Improved access to Hodson's Folly (S106)	S Tovell	9	9	7	(2)	0	(2)	PROJECT COMPLETE. Small saving made on improvement works against allocated budget.
SC560 - 38189	Guildhall & Corn Exchange Cap Schemes RO AR9	D Kaye	63	63	62	(1)	0	(1)	Project completed
SC493 - 38154	Jesus Green Tennis Court (S106)	A Wilson	0	0	2	2	0	2	-
<b>Total for Communities Portfolio</b>			<b>576</b>	<b>732</b>	<b>675</b>	<b>(57)</b>	<b>74</b>	<b>17</b>	

**Capital Budget 2016/17 - Outturn**

Capital Ref	Description	Lead Officer	Original Budget 2016/17	Final Budget 2016/17	Outturn	Variance - Outturn compared to Final Budget	Rephase Spend	Over / (Under) Spend	Variance Explanation / Comments
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Changes between original and final budgets may be made to reflect:

- rephased capital spend from the previous financial year
- rephased capital spend into future financial periods
- approval of new capital programmes and projects

and are detailed and approved:

- in the June/July committee cycle (outturn reporting and carry forward requests)
- in September (as part of the Medium-Term Financial Strategy, MTFS)
- in the January committee cycle (as part of the Budget-Setting Report, BSR)
- via technical adjustments/virements throughout the year





To: Councillor Richard Johnson Executive Councillor for Communities

Report by: Ian Ross

Relevant scrutiny committee: Community Services Scrutiny Committee 29/06/2017

Wards affected: Abbey Arbury Castle Cherry Hinton Coleridge East Chesterton King's Hedges Newnham Petersfield Queen Edith's Romsey Trumpington West Chesterton

## OUTDOOR SPORTS AWARDS TO EXTERNAL SPORTS FACILITIES

### Key Decision

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#### 1. Executive summary

- 1.1 This report provides an update on sports facility grants for projects originally allocated S106 funding from Strategic S106 funding in January 2015, and were also reported back to this Committee in June 2016, because they had not been able to move their projects forward.
- 1.2 Given that decision-making powers on the use of S106 outdoor sports funding returned to the Executive Committee last October, it seeks approval for increasing the levels of devolved S106 grant funding to a project previously approved by North Area Committee in 2015/16.
- 1.3 The Projects are as follows;

**Cambridge Rugby Club** – expansion and improvements to their current changing rooms and pavilion and facilities.

**Kings School** – New 4 court sports hall and associated changing rooms and facilities

**North Cambridge Academy** – Four floodlit tennis courts.

## **2. Recommendations**

The Executive Councillor is recommended to:

- 2.1 confirm approval of the provisionally allocated £200,000 grant to Cambridge Rugby Union Football Club for new changing rooms, subject to a community use agreement and officer approval of the business case for the grant under delegated authority.
- 2.2 allocate and approve an additional £25,000 of outdoor sports S106 funding to the existing £100,000 grant for a total award of £125,000 to North Cambridge Academy for the provision of four floodlit tennis courts, subject to a community use agreement and officer approval of the business case for the grant under delegated authority.
- 2.3 de-allocate the £75,000 of indoor sports S106 contributions and £50,000 of outdoor sports S106 contributions currently earmarked to the King's College School sports hall and changing rooms, following withdrawal of the grant request by the grant applicant.

## **3. Background**

- 3.1 Two of the projects have been given provisional allocations by this Scrutiny Committee for Outdoor and Indoor Sports S106 developer contributions through previous S106 priority setting rounds in January 2015. North Area Committee also allocated local Outdoor Sports funds in previous S106 priority setting rounds in 2015/16.
- 3.2 Whilst many projects proposed at this time have been delivered, some projects take longer to come to fruition given their complexity.
- 3.3 A report to this Committee last June highlighted several such projects, including the proposed changing facility expansion and improvement projects at Cambridge Rugby Club and the Sports Hall at King's College School. These projects at the time of consideration were not in any position for immediate delivery but were considered to be schemes with potential, and hence were given a provisional allocation and directed to come back for formal consideration of award of funds when they were able to be delivered.
- 3.4 The applicants have since been working on their proposed schemes and these are now in a position to be delivered. They have obtained all necessary planning approvals and been fundraising to make the

projects viable and ready for delivery pending these potential final awards.

- 3.5 If the Council is to fund the outstanding capital required for the two awards to Cambridge Rugby Club and North Cambridge Academy these would be from the central Strategic funds of Outdoor Sports Developer S106 Contributions. These funds are no longer held at Area Committee or Ward Level and spends of these funds are now aligned with strategic projects, and those identified within the playing pitch and indoor sports strategies which were approved at planning sub-committee in July 2016.
- 3.6 These strategies highlight the importance of strategic sporting provision across the city and recognise that the council is not the only or main provider of a lot of sporting facilities (especially indoor sport) and needs to work with third party providers to invest and open up facilities for more general public use.
- 3.7 The two projects proposed for funding approval are as follows;  
**Cambridge Rugby Club – Granchester Road**  
for a grant of £200,000.

**Current Facilities:**

The clubs facilities are currently a mix of very old prefabricated buildings which are very dated and no longer fit for purpose when compared to modern standards of changing facilities.

**New proposed facilities:**

- Six modern, correctly sized unisex changing rooms;
- Shower and toilet facilities;
- Separate Match Official Changing Rooms;
- Gym;
- Physiotherapy Suite;
- Laundry Store; and
- Office

- 3.8 Further details of the Cambridge Rugby Clubs Project are detailed in Appendix A
- 3.9 The expansion of facilities at the Rugby Club is highlighted within the Council's adopted Playing Pitch Strategy as a key site for strategic investment for rugby development within the City. This has also been recognised by the level of support and grants awarded to the rugby club by Rugby Unions National Governing Body to also facilitate the delivery of this key project.

### 3.10 **North Cambridge Academy (NCA)**

For an additional award of £25,000 to the existing £100,000 allocation

#### **Current Facilities:**

There were historically some tennis courts at the front of the old Manor School building. Large scale tree root ingress into the playing surfaces made them very uneven and dangerous to play on and they were decommissioned many years ago.

#### **New proposed facilities:**

- Four new tennis courts on a tarmac surface located behind the existing floodlit artificial pitch.
- Floodlighting
- New perimeter fencing
- Linked access to the existing sports facilities and car park
- Markings for two netball courts overlaid on the tennis courts

3.11 The site at NCA is essential to meet the needs of tennis provision where a complete lack of public tennis provision exists within the North of the City. The North Area has no free public courts, and just two hireable courts at Chesterton Community College, whereas all other Areas within the City have access to at least three public sites, many with multiple courts.

### 3.12 **Kings College School**

The Kings College School application for S106 considered back in January 2015 has changed over the term and developed from what was envisaged to be a 3 court indoor Sports hall and 5 lane 25m swimming pool and changing accommodations, to a smaller project for a 4 court sports hall and studio with associated group changing facilities.

3.13 Following discussions with the Council, King's College School has decided to withdraw from the process as unfortunately due to safeguarding reasons, they cannot commit to offering 'pay and play' provision of the new facilities, which are now expected as part of a community use agreement that is tied to S106 funding.

3.14 The School will continue to work with local groups and schools that may wish to use their facilities.

3.15 Funds provisional allocated from West Central Committee and the Strategic S106 funds will both be de-allocated and returned to the council's Strategic S106 funds available for future priority-setting for sports projects to mitigate the impact of development in Cambridge.

## 4. Implications

### (a) **Financial Implications**

- (i) The funding for parts of the two awards (£225,000) is to come from the Strategic funds of Outdoor Sports S106 Developer Contributions. The remaining funding (£100,000), from the previously allocated funds for Outdoor Sports funds from North Area Committee.
- (ii) Outdoor and Indoor Sports S106 contributions are no longer devolved to Area Committee, or Ward Levels and all remaining uncommitted allocations of these two types of funds were returned to a central Strategic fund, and decision-making powers on the use of these types of S106 outdoor sports funding returned to the Executive Committee last October.
- (iii) Therefore the de-allocated funds from the Kings College School project of £50,000 Outdoor Sports funds from West Central Committee are to be returned to the central Strategic fund instead, for spending on Strategic Projects identified with the playing pitch and indoor sports strategies which were approved at planning sub-committee in July 2016.
- (iv) There are no current time critical funds for use of Outdoor Sports S106 developer contributions, but there are also only a few other projects due to come forward for contribution funding or investment in the near future of which to allocate the funds to. So if funds are not approved at this time it could ultimately lead to the repayment of funds in the longer term, if no other viable projects come forward or are ready to be invested in the next few years.
- (v) These projects allow capital investment by the Council into third party organisations for access and public use of their facilities and the third party organisations will be responsible for all further day to day operational management and maintenance costs over the coming years.

### (b) **Staffing Implications**

- (i) There are no staffing implications for the City Council as these facilities and capital project delivery are all externally managed and will be run by the applicants own staff and procured contractors.
- (ii) The only City Council involvement will be to help develop and promote usage of the community use hours at the facilities and the Active Lifestyles Team will work with the applicants to help engage and promote use of their facilities to the local Neighbourhoods and clubs.

(c) **Equality and Poverty Implications**

(i) There are positive outcomes from the Equality Impact Assessments on these projects as follows;

(ii) **Cambridge Rugby Club**

- The works are for new facilities with improved disabled access throughout along with new toilet and changing room arrangements.
- There will also be new changing facilities for women and juniors to use
- Better access to the grounds and pitch side facilities for all visitors.

(iii) **NCA Floodlit Tennis**

- The tennis courts will be linked to existing facilities allowing level access and ease of access for all users.
- The Community Use agreement will ensure the site is open for general public use with times set aside for free use of the courts by local residents and neighbourhoods as the only public tennis courts in the North of the City.
- The Active Lifestyle team will work with NCA and Park Tennis to bring an offer of free tennis coaching to the site at weekends and during holiday periods as already happens at Jesus Green, Christ's Pieces and starting shortly at Nightingale Rec.
- There will be concessionary, and community hire fees available.

(d) **Environmental Implications**

The projects will all be managed by third party organisations who will be responsible for their day to day management and paying for utility and maintenance expenditure.

(e) **Procurement**

As these are all awards to third party organisations there is no procurement being under taken by the Council in relation to these projects.

(f) **Consultation and communication**

(i) The initial projects have all come from community based organisations outside of the City Council and are based on needs of the clubs and organisations to help them develop their clubs and on site facilities.

(ii) The Rugby Club project also meets the needs of strategic provision for the City as has been identified through consultation and facility modelling with National Governing Bodies and Sport England for the Playing Pitch Strategy.

- (iii) These projects were assessed under the S106 priority setting rounds in 2015/16 and were deferred for a decision on award of funds until such time as they were further developed to a point where they can be delivered.
- (iv) A large amount of work has been undertaken by the organisations in obtaining planning permissions for their schemes which were supported by the public, along with successful applications to local funding programmes, and fund raising.
- (g) **Community Safety**  
There are no community safety issues with these projects and the opening up of these privately owned spaces will have a positive impact upon community cohesion and allow the public to use sites not normally open to them, giving a broader range of activities and facilities to be able to use within their neighbourhoods.

## **5. Background papers**

These background papers were used in the preparation of this report:

Community Services Scrutiny Committee Reports Jan 2015 & June 2016.

## **6. Appendices**

### **Appendix A**

Cambridge Rugby Club details of the project and community offer  
Plan of Cambridge Rugby Club Development

### **Appendix B**

North Cambridge Academy details of the project and community offer  
Plan of North Cambridge Academy Tennis Courts

## **7. Inspection of papers**

To inspect the background papers or if you have a query on the report please contact:

Author's Name: Ian Ross  
Author's Phone Number: 01223 - 457000  
Author's Email: [ian.ross@cambridge.gov.uk](mailto:ian.ross@cambridge.gov.uk)

## **APPENDIX A**

## **Cambridge Rugby Club – Granchester Road**

### **Current Facilities:**

The clubs facilities are currently a mix of very old prefabricated buildings which are very dated and no longer fit for purpose when compared to modern standards of changing facilities.

### **New proposed facilities:**

- Six modern, correctly sized unisex changing rooms;
- Shower and toilet facilities;
- Separate Match Official Changing Rooms;
- Gym;
- Physiotherapy Suite;
- Laundry Store; and
- Office

The development proposals have been subject to full planning application and planning permission [14/0967/Ful] has been granted.

### **Costs:**

#### **The Project cost is £508,000.**

The City Council is being asked to contribute £200,000 from Outdoor Sports S106 Developer contributions to this scheme [39% of the funding required] The Rugby Club has secured the remaining funds in the form of a large grant and loan from their National Governing Body, The Rugby Union. They have also secured additional local funding from the Mick George Community Funds and fund raised over £85,000 themselves.

### **Timetable for Delivery:**

- Phase 1 is the construction of the Facility described above.
- The work is looking to start now – Summer 2017.
- The Project is scheduled for completion at the beginning of September, in time for the start of the next rugby season

### **Timetable for public access availability**

- An introduction period would be required after completion principle to allow the club to iron out teething problems and be able to promote the availability of the Facility once a completion date is known
- Given the above, public access would hopefully commence no later than 1 January 2018

### **Community Use Offer**

Groups the club are currently working with and are in further discussions with, along with new groups they are hoping to attract are;



- General Hire of the facilities
- Womens and Girls rugby - successfully launched last year in anticipation of the new facility
- Cambridge United Community Trust
- Power 2 Inspire – Disability Sport
- Cocks & Hens Tennis Club
- Lucy Cavendish College
- Lacrosse Teams
- American Football teams and training

On completion of the Project, the club will carry out a marketing and awareness campaign across local schools, sports clubs and societies and will work with the Active Lifestyles team on further promotion to local neighbourhoods and community groups to approach and prioritise.

### **Fees & Charges**

Fees and charges for the hire of the club grounds and facilities will apply and;

- The club will work with the City Council to set fees and hire rates inline with Council facilities, and other similar S106 funded projects.
- The club envisages differential concessionary charging to encourage youth and disabled sport.

Cambridge Rugby Club is specifically identified within the adopted Playing Pitch Strategy as a key strategic site for investment and development and is in the Councils Action plan to help facilitate and support the expansion and modernisation of changing room facilities as one of only a few rugby facilities within the City.



Cambridge Rugby Club – New Facilities



Cambridge Rugby Club – Elevations

## **APPENDIX B**

### **North Cambridge Academy (NCA) – Four floodlit tennis courts.**

#### **Current Facilities:**

There were historically some tennis courts at the front of the old Manor School building. These had large scale tree root ingress into the playing surfaces which made them very uneven and dangerous to play on and were eventually decommissioned many years ago.

The old courts then formed the main construction compound for the recent building of the new school over the last few years and have now been returned to the general grounds of the school.

#### **New proposed facilities:**

- Four new tennis courts on a tarmac surface located behind the existing floodlit artificial pitch.
- Floodlighting
- New perimeter fencing
- Linked access to the existing sports facilities and car park
- Markings for two netball courts overlaid on the tennis courts

The development proposals have been subject to full planning application and planning permission [16/1045/Ful] has been granted.

#### **Costs:**

##### **The Project cost is £180,000.**

The City Council is being asked to contribute a total of £125,000 from Outdoor Sports S106 Developer contributions to this scheme [69% of the funding required]

The Academy has secured the remaining funds in the form of a grant from the Lawn Tennis Association, Amey Cespa Community funds, and some capital reserves from the Academy Foundation.

The initial request to the City Council was for a £100,000 contribution from North Area Committee when the scheme was considered to cost around £135,000 to deliver. Subsequent rises in building costs and additional costs of installing an additional electrical supply for the floodlight has driven the costs up over the original budgets and the figure noted is based upon the prices submitted from a full tendering exercise the Academy carried out earlier this year (April 17)

#### **Timetable for Delivery:**

- The Academy has a contractor prepared and works can commence in July 2017 as soon as the Summer Holidays start.

- If commenced in July it is hopeful the project would be scheduled for completion in September, for the start of the new Academic Year.

### **Timetable for public access availability**

- A short introduction period would be required after completion to allow the Academy to add the facilities into the whole sites operational plans and to promote the availability of the Facility once a completion date is known.
- Given the above, public access would hopefully commence no later than 1 November 2017

### **Community Use Offer**

Groups the Academy are currently in discussions with and new groups they are hoping to attract with their new facilities are;

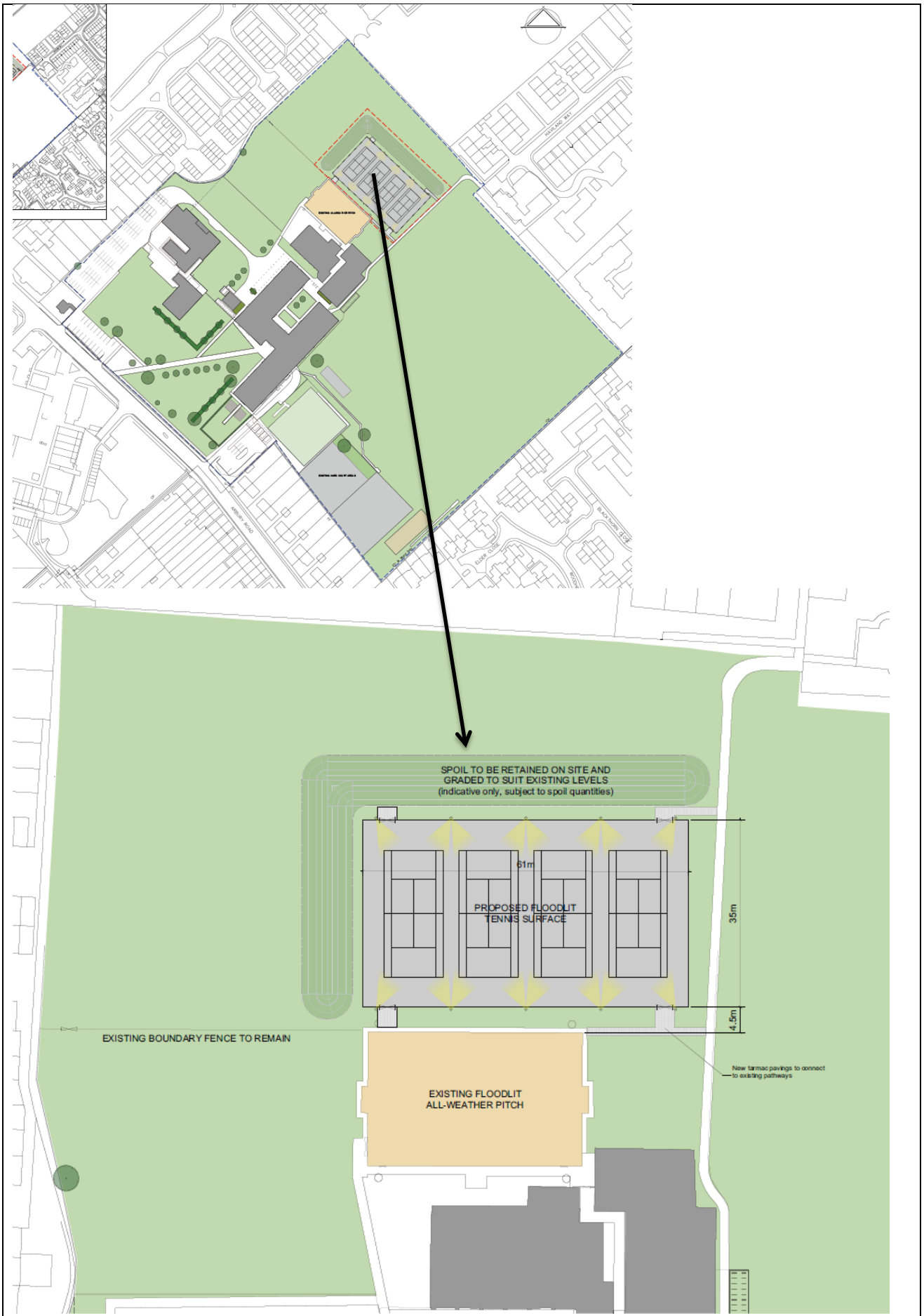
- Programmed Free use time for the General Public
- ParkTennis – Free coaching and community coached sessions
- Formation of a new local tennis club aligned with the Academy

On completion of the Project, the Academy will carry out a marketing and awareness campaign across local neighbourhoods, and work with the Active Lifestyles team for use of the site as part of the new “Lets Get Moving Cambridgeshire” programme.

### **Fees & Charges**

Fees and charges for the hire of the Tennis Courts and Netball courts and facilities will apply and;

- The Academy will work with the City Council to set fees and hire rates inline with Council facilities, and other similar S106 funded projects.
- The Academy envisages differential concessionary charging to encourage youth and disabled sport, and those on low incomes.
- There will be free use of the new courts built into the timetable for use by the local community
- Specific allocation of hours over the year for Active Lifestyles & “Let’s Get Moving” projects



North Cambridge Academy – Floodlit Tennis Court provision

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