



# Public Document Pack

## Cambridge City Council

### ENVIRONMENT SCRUTINY COMMITTEE

**To:** **Scrutiny Committee Members:** Kightley (Chair), Saunders (Vice-Chair), Johnson, Marchant-Daisley, Owers, Reid, Reiner and Herbert

**Alternates:** Councillors Pogonowski and Brierley

**Executive Councillor for Planning and Climate Change:** Councillor Ward

**Executive Councillor for Environmental and Waste Services:** Councillor Swanson

*Despatched: Monday, 7 January 2013*

**Date:** Tuesday, 15 January 2013

**Time:** 5.00 pm

**Venue:** Committee Room 1 & 2 - Guildhall

**Contact:** Toni Birkin

**Direct Dial:** 01223 457013

### AGENDA

#### 1 APOLOGIES

To receive any apologies for absence.

#### 2 MINUTES *(Pages 1 - 12)*

#### 3 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 Head of Legal Services **before** the meeting.

#### 4 PUBLIC QUESTIONS (SEE INFORMATION AT THE END OF THE AGENDA)

## **5 DECISION TAKEN BY EXECUTIVE COUNCILLORS**

5a Delegation to South Cambridgeshire District Council (*Pages 13 - 16*)

### **Items for decision by the Executive Councillor, without debate**

These Items will already have received approval in principle from the Executive Councillor. The Executive Councillor will be asked to approve the recommendations as set out in the officers report.

There will be no debate on these items, but members of the Scrutiny Committee 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.

### **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.

<b>Decisions for the Executive Councillor for Environmental and Waste Services</b>
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### **Items for Debate by the Committee and then Decision by the Executive Councillor**

**6 ANNUAL UPDATE ABOUT THE WORK OF "STRATEGIC" PARTNERSHIPS** (*Pages 17 - 26*)

### **Items for Decision by the Executive Councillor, Without Debate**

**7 CHANGES TO THE COMMERCIAL WASTE POLICY IN RELATION TO THE CONTROLLED WASTE REGULATIONS 2012** (*Pages 27 - 56*)

<b>Decisions for the Executive Councillor for Planning and Climate Change</b>
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### **Items for Debate by the Committee and then Decision by the Executive Councillor**

- 8**      **CAMBRIDGE 20MPH PROJECT** (*Pages 57 - 154*)
  
- 9**      **RESTORATION OF CAMBRIDGE'S HISTORIC ADVERTISING SIGNS**  
(*Pages 155 - 170*)

## Information for the Public

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

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After 5 p.m. access is via the Peas Hill entrance.

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**ENVIRONMENT SCRUTINY COMMITTEE**

9 October 2012

5.00 - 7.40 pm

**Present:** Councillors Kightley (Chair), Saunders (Vice-Chair), Johnson, Marchant-Daisley, Owers, Reiner, Brierley and Herbert

**Also Present:**

Executive Councillor for Environmental and Waste Services: Jean Swanson

Executive Councillor for Planning and Climate Change: Tim Ward

**Officers Present:**

- Director of Environment - Simon Payne
- Head of Planning Services - Patsy Dell
- Head of Corporate Strategy - Andrew Limb
- Head of Refuse & Environment - Jas Lally
- Head of Streets and Open Spaces - Toni Ainley
- Planning Policy Manager - Sara Saunders
- Senior Planning Policy Officer - Bruce Waller
- Democratic Services Manager - Gary Clift
- Committee Manager - Toni Birkin

**FOR THE INFORMATION OF THE COUNCIL**

**12/48/ENV Apologies**

Apologies were received from Councillor Reid and Councillor Brierley was present as an alternate.

**12/49/ENV Declarations of Interest**

Councillor	Item	Interest
Saunders	12/57/ENV	Personal: Member of Cambridge Past, Present and Future
Reiner	12/57/ENV	Personal: Members of Cambridge Past Present and Future Personal: Members of Camra

**12/50/ENV Minutes**

The minutes of the meeting of the meeting of the 26<sup>th</sup> June 2012, were approved and signed as a correct record subject to the following correction.

Minute Number 12/34/ENV: Decision incorrectly attributed to the Executive Councillor for Planning and Climate Change and should read Executive Councillor for Environmental and Waste Services.

**12/51/ENV Public Questions**

Alistair Cook and Nigel Bell addressed the committee. Details are listed under item 12/ 56/ENV.

**12/52/ENV Change to Published Agenda Order**

Under paragraph 4.2.1 of the Council Procedure Rules, the Chair used his discretion to alter the order of the agenda items. However, for ease of the reader, these minutes will follow the order of the agenda.

**12/53/ENV Decision Taken by Executive Councillors**

The Scrutiny Committee noted the decisions.

**5a** Hackney Carriage Fair Fare Scheme

**5b** Grand Arcade Car Park Repairs

**12/54/ENV Update on Recycling****Matter for Decision:**

To decide on the way forward in terms of increasing recycling.

**Decision of Executive Councillor for Environmental and Waste Services:**



- i. Agreed that officers carry out further detailed work taking into consideration the final report from MEL and look at the effectiveness of different strategies to increase the overall recycling rate.
- ii. Agreed to include the strategy within the Portfolio plan for 2013/14

**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 Head of Refuse and Environment regarding recycling options. This was accompanied by a consultant presentation. Phillip Wells of M-E-L Research presented his research report regarding evaluation of kerbside waste and recycling via compositional analysis and participation monitoring.

In response to members' questions Mr Wells and Head of Refuse and Environment confirmed the following:

- i. There was high participation with the current recycling options.
- ii. The public engage less well with food waste recycling. It was suggested that there are a variety of reasons for this including; lack of appropriate storage within the home, fears of leaving waste food loose in the bin between fortnightly collections and waste food being disposed of still in it's original packaging.
- iii. Free food caddies and brown paper bags were currently available to the public for food waste. At members' suggestion, the cost of caddies with carbon filters to minimise odours would be investigated.
- iv. Recycling champions had been recruited and their role would be increased in future. A new member of staff has been recruited and would lead on this. Improved publicity around the champions was also planned.
- v. Future options for recycling partners would be considered in the near future. The existing partnerships had worked well and Viridor had provided a good service.
- vi. A decision on the bid to the Department of Communities and Local Government for funding for the collection of food waste from flats was expected shortly. If the bid was successful there would be resource implication including funding for the scheme in years 4 and 5 and officer time.
- vii. Options for recycling textiles would be investigated.

- viii. Future research would investigate the socio economic spread of recycling with a view to targeting promotional and education initiatives.
- ix. Members also suggested that further work was needed to encourage safe disposal of hazardous domestic waste such as light bulbs and batteries.

The Committee resolved unanimously to endorse the recommendations.

The Executive Councillor approved the recommendation.

**Conflicts of interest declared by the Executive Councillor (and any dispensations granted)**

Not applicable.

**12/55/ENV Introduction of Dog Control Orders**

**Matter for Decision:**

The Officer's report outlined the process that has to be undertaken to introduce Dog Control Orders and requested approval from the Executive Councillor to implement Dog Control Orders.

The introduction of Dog Control Orders would offer transparency and consistency within the City Council boundary and would give Police Community Support Officer's (PCSO's) the ability to issue fixed penalty notices for offences.

**Decision of Executive Councillor for Environmental and Waste Services:**

- i. Approved the implementation of Dog Control Orders.
- ii. Approved a schedule of Dog Control Orders for public consultation and representations.
- iii. Agreed that the finalised Dog Control Orders would be approved following consultation with Spokes.
- iv. Approved the fixed penalty charge of £75 full cost, £50 reduced cost.

**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 Head of Streets and Open Spaces regarding the introduction of dog control orders.

The committee made the following comments in response to the report:

- i. Members welcomed the report and were pleased to see joint working with the Police and PCSO's.
- ii. The consultation process was discussed and the Officer confirmed that the Area Committees would be included in the process.
- iii. Members asked for more information in the evidence that supported the need for such measures. It was suggested that public complaints and feedback from the street cleansing services showed that dog fouling was a problem across the city.
- iv. Members agreed that education and encouragement, such as the provision of free dog waste bags, were the most effective way to change public behaviour.
- v. Bin stickers to inform the public that dog waste could be placed in any bin were suggested.

The Officer confirmed that the Enforcement Officers would have some discretion about how the orders were used. The new powers would allow enforcement of dog exclusion areas such as children's play areas, which had previously been advisory.

The Committee resolved unanimously to endorse the recommendations.

The Executive Councillor approved the recommendation.

**Conflicts of interest declared by the Executive Councillor (and any dispensations granted)**

Not applicable.

**12/56/ENV Cambridge City Council Climate Change Strategy**

**Matter for Decision:**

The City Council has consulted on a revised Climate Change Strategy for 2012-2016 that will set the framework for action by the Council to address climate change over the next five years. An updated draft of the Strategy was attached at Appendix A to the Officer's report. The Strategy set out three strategic objectives for action by the Council aimed at reducing carbon emissions and managing the risks associated with climate change. It included

an Action Plan that set out the key steps the Council would take over the following four years to deliver these objectives.

**Decision of Executive Councillor for Planning and Climate Change:**

Approved the revised Climate Change Strategy for 2012-2016 with the acknowledgement that targets would be revised in 2014 when there would be more robust baseline data available.

**Reason for the Decision:**

The City Council made a formal commitment to tackle climate change by signing the Nottingham Declaration on Climate Change in September 2006 and published its first Climate Change Strategy and Action Plan in 2008, which set out a vision and framework for action over a five-year period. This strategy expires in 2012 and is therefore due for revision.

**Any Alternative Options Considered and Rejected:**

Not applicable.

**Scrutiny Considerations:**

The Committee received a report from the Strategy and Partnership Manager regarding Cambridge City Council Climate Change Strategy.

The committee made the following comments:

- i. The high calibre of the public responses was praised.
- ii. The quality of the data was questioned and the Officer acknowledged that the current monitoring of energy use by the council on some of its sites was problematic, as the equipment did not give currently provide real time reading. This problem should be resolved by 2014 with a combination of automatic meter reading and visual readings.
- iii. Members also questioned how the impact of Cambridge City Council actions across the city could be measured. The Executive Councillor agreed that it was hard to measure impact but suggested that partnership working was the way to achieve results.
- iv. Members were reminded that the strategy also had a role in mitigating the impact of climate change on local residents by considering risks such as flooding and future fuel poverty.

Members thanked the officers involved for their hard work and agreed that the report highlighted a need to concentrate efforts where they could have an influence. However, members also noted that Cambridge had a role as an educator, with good practice from Cambridge being replicated elsewhere, notably on planning policy.

Members agreed that the recommendation should be amended to read: To approve the revised Climate Change Strategy for 2012-2016 with the acknowledgement that baselines and targets would be reviewed in 2014 when there would be more robust data available.

The Committee resolved unanimously to endorse the amended recommendations.

The Executive Councillor approved the recommendation.

**Conflicts of interest declared by the Executive Councillor (and any dispensations granted)**

Not applicable.

**12/57/ENV Adoption of Interim Planning Policy Guidance (IPPG) on the Protection of Public Houses in Cambridge**

**Public Speakers**

**Alistair Cook, Public Affairs Officer, Cambridge & District Branch, CAMRA** addressed the committee and made the following points:

- The Council's recognition of the value of Public Houses is welcomed.
- Article 4 should be pursued as a city-wide approach.
- The proposed policy would not have prevented recent closures.
- The report contains inaccuracies and should include any premises shown to have been a Public House in the relevant period.
- The proposal does not offer anything to existing communities will low provision.

In response to the speaker, the Planning Policy Manager acknowledged that the guidance has its limitations. However, Article 4 was a separate issue, which could be considered along with the revised Local Plan. Article 4 powers rest with the Secretary of State and not the City Council.

Councillor Ward reminded the committee that preservation of building and preservations of Public houses were different issues covered by different regulation.

The Head of Planning confirmed that this document was ground breaking as no other authority had taken this approach. Therefore, there was no evidence

of the likely impact. She also stated that while new applications for existing communities would be welcomed, the council was unable to actively make this happen.

**Nigel Bell, Cambridge Past Present and Future addressed the committee and made the following points:**

- Many Public Houses had already been lost.
- Additional provision is already needed.
- Planning policy needs to balance the needs of businesses and communities.
- Small breweries and independent operators would be willing to take on existing Public Houses.
- The document does not address permitted development rights.
- Could additional safeguard be added to ensure that any if any Public Houses was lost, a replacement was required.
- Cambridge Past, Present and Future had asked for further Public Houses to be included in the protection because they had been omitted.

The Planning Policy Manager responded. Demolition of a Public house does not give an automatic change of use consent. The survey is a snapshot and care would be needed regarding retrospective inclusion.

**Matter for Decision:**

The Council, in response to local concern regarding the loss of public houses in Cambridge, commissioned consultants to produce the Cambridge Public House Study and Interim Planning Policy Guidance (IPPG) on The Protection of Public Houses in the City of Cambridge.

The decision relates to the adoption of the IPPG on The Protection of Public Houses in the City of Cambridge.

**Decision of Executive Councillor for Planning and Climate Change:**

- i. Agreed the draft responses to the representations received to the draft IPPG (Appendix A of the Officer's report) and the consequential amendments to the IPPG;
- ii. Agreed to adopt the IPPG (Appendix B of the Officer's report) with immediate effect;
- iii. Agreed the contents of Cambridge Public House Study (Appendix C of the Officer's report) and to endorse it as an evidence base document with immediate effect.

**Reason for the Decision:**

The Cambridge Public House Study explains how public houses are an important part of the Cambridge economy, not just for the direct and indirect jobs they provide in the pub, supplier, food and brewing industries, but in supporting the city's main industries by attracting and providing a meeting place for students, academics, scientists and entrepreneurs, and in attracting office workers, shoppers and tourists.

**Any Alternative Options Considered and Rejected:**

Not applicable.

**Scrutiny Considerations:**

The Committee received a report from the Senior Planning Policy Officer regarding the Protection of Public Houses in the City of Cambridge.

Members made the following comments;

- i. There was an urgent need to do something now and this could be improved on in the Local Plan.
- ii. The broader issues regarding the demolition of building needed to be considered.
- iii. Members would welcome further investigation of Article 4.

The Director of Environment stated that the IPPG was at the cutting edge of Planning Policy. Article 4 would create legal and resource implications for the authority and would need careful consideration. The IPPG and the Local Plan offered a good solution.

Councillor Marchant-Daisley proposed an additional recommendation to instruct officers to take forward research to investigate the use of Article 4 in relation to protection of Public Houses in Cambridge. It was agreed that officers would carry out some research and therefore a formal amendment was unnecessary.

The Committee resolved by unanimously to endorse the recommendations.

The Executive Councillor approved the recommendation.

**Conflicts of interest declared by the Executive Councillor (and any dispensations granted)**

Not applicable.

## **12/58/ENV Council Appointments To The Conservators Of The River Cam**

### **Matter for Decision:**

The terms of office for the seven Conservators of the River Cam appointed by the City Council end on 31 December 2012.

The report updated the committee on progress and set out the next steps to making these appointments.

### **Decision of Executive Councillor for Planning and Climate Change:**

- i. Agreed to recommend to Council on 25 October 2012 the appointment of four members of the public along with three City Councillor appointments, to the Conservators of the River Cam commencing 1 January 2013
- ii. Agreed to write, on behalf of the Council to those Conservators whose term will end thanking them for their valuable contribution.

### **Reason for the Decision:**

As set out in the Officer's report.

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

Not applicable.

### **Scrutiny Considerations:**

The Executive Councillor for Planning and Sustainable Transport, Councillor Ward, introduced the item. He pointed out a small error in the report and stated that although he had not had a vote, he had taken part in the discussions at the selection panel.

The committee thanked the selection panel for their work and accepted their recommendations.

The Committee resolved unanimously to endorse the recommendations.

The Executive Councillor approved the recommendation.

### **Conflicts of interest declared by the Executive Councillor (and any dispensations granted)**

Not applicable.



The meeting ended at 7.40 pm

**CHAIR**

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## CAMBRIDGE CITY COUNCIL

### Record of Executive Decision

**Delegation to South Cambridgeshire District Council pursuant to the  
Local Authorities (Arrangements for the Discharge of Functions)  
(England) Regulations 2000**

**Decision of:** Executive Councillor for Environmental and Waste Services, Cllr Swanson

**Reference:** 12/ENV/05

**Date of decision:** 03.12.12                      **Recorded on:** 03.12.12

**Decision Type:** Non-Key

**Matter for Decision:** To delegate to South Cambridgeshire District Council the authority to:

1. Take such enforcement action, including prosecution under the Environmental Protection Act 1990, as South Cambridgeshire District Council considers appropriate in relation to offences relating to disposal of waste (see attached confidential Report)

**Why the decision had to be made (and any alternative options):**

Background

South Cambridgeshire District Council (SCDC) has recently investigated the unlawful deposit of waste in its area. It is intending to prosecute the person responsible for passing waste to an authorised person or alternatively to an authorised carrier.

Powers

The City Council has power under the Local Authorities (Arrangements for the Discharge of Functions) (England) Regulations 2000, regulation 7, to delegate the function, which would enable South Cambridgeshire Council to make enforcement decisions and to take such action under the delegation as they consider appropriate.

**The Executive Councillor's decision(s):**

Pursuant to regulation 7 of the Local Authorities (Arrangement for the Discharge of Functions) (England) Regulations 2000, the Executive Councillor delegated to South Cambridgeshire District Council the power to take such enforcement action against B, including prosecution under the Environmental Protection Act 1990, as South Cambridgeshire District Council considers appropriate in relation to offences relating to disposal of waste.

**Reasons for the decision:**

These are explained above.

**Scrutiny consideration:**

The Chair and Spokesperson of Environment Scrutiny Committee were consulted prior to the action being authorised.

**Report:**

Confidential briefing note attached

**Conflicts of interest:**

None

**Comments:**

THE REPORT IS NOT FOR PUBLICATION: The report relates to an item during which the public is likely to be excluded from the meeting by virtue of paragraph 7 of Part 1 of Schedule 12A of the Local Government Act

1972 as amended by the Local Government (Access to Information) (Variation) Order 2006. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime.

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To: Environment Scrutiny Committee  
Report by: Head of Refuse and Environment  
Relevant scrutiny committee: ENVIRONMENT SCRUTINY COMMITTEE 15 January 2013  
Wards affected: All Wards

## **DRAFT ANNUAL REVIEW OF STRATEGIC PARTNERSHIPS**

### **Non- Key Decision**

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

1.1 The Executive Councillor for Environmental and Waste Services remit covers the work of the Cambridgeshire and Peterborough Waste Partnership (Recycling in Cambridgeshire and Peterborough). This report gives scrutiny members a feel for the direction of travel for this partnership and its developing priorities. It is part of a commitment given in the Council's "Principles of Partnership Working" that the Council's lead member in each partnership provide his or her scrutiny committee with an annual account of their work.

#### **2. Recommendations**

2.1 The Executive Councillor is recommended to:

- a) Continue to work with the Cambridgeshire and Peterborough Waste Partnership (Recycling in Cambridgeshire and Peterborough) to ensure that the strategic issues affecting the management of municipal waste (all waste under the control of an authority), environmental quality and wider waste management issues are responded to in a way that is appropriate for Cambridge.

#### **3. Overview**

3.1 Strategic partnerships in the county have begun to settle after a radical shake up that took place following the end of Cambridgeshire's Local Area Agreement and in response to national legislative and policy changes and a drive towards more efficient ways of working.

- 3.2 Some partnerships were rationalised or stopped meeting, a number of new partnerships covering the county and beyond emerged, but some, such as the Cambridgeshire and Peterborough Waste Partnership, continued because it was felt that they had a clear purpose and were performing well.
- 3.3 The Council's "Principles of Partnership Working" are intended to help guide our participation and provide aims that we wish to see achieved. The partnerships we are involved with should deliver benefits to local people and help achieve our vision for our communities. The principles also commit the Council's lead member within the partnership to providing an annual report giving an account of the work of the partnership to their scrutiny committee and for officers, where necessary, to bring 'in principle' decisions back through the City Council's own decision making and scrutiny processes to be confirmed (or otherwise). It is likely, therefore, that scrutiny committees may have discussed the work of partnerships more than once in a given year, depending on their work.
- 3.4 There are other significant partnerships that the Council is involved with that will be the subject of reports to other scrutiny committees that include:
- **Greater Cambridge Greater Peterborough Enterprise Partnership (LEP)**
  - **Cambridgeshire Horizons**
  - **Cambridge Community Safety Partnership**
  - **Cambridge and South Cambridge Local Strategic Partnership: Use of residual reward grant**
  - Cambridgeshire's **Shadow Health and Wellbeing Board** and its locality body, the Cambridge Local Health Partnership
  - Cambridgeshire's **Children's Trust** and its locality body, Cambridge and South Cambridgeshire Area Partnership

#### **4. Cambridgeshire and Peterborough Waste Partnership**

- 4.1 The Cambridgeshire and Peterborough Waste Partnership, also known as RECAP, involve the seven local authorities in the area. The purpose of the Partnership is to improve the management of municipal waste (all waste under the control of an authority), environmental quality and the wider waste role of local authorities influencing non-municipal waste management e.g. commercial and industrial waste. The partnership wants, through joint work, to help protect, maintain and enhance the environment through the provision of excellent services that meet local needs.



- 4.2 The partnership set out what it wanted to achieve in its Joint Municipal Waste Management Strategy (JMWMS) and supporting documents, which include a Waste Prevention Plan. Key targets within the strategy include:
- 50 – 55% of household waste recycled/composted by 2015
  - 55 – 65% of household waste recycled/composted by 2020
- 4.3 The partnership has also set the following as priority areas over the next three years:
- Waste prevention
  - Dry recycling
  - Trade waste recycling
- 4.4 The partnership has performed well, with its local authorities diverting a nationally significant proportion of their household waste from landfill. It operates through a networking structure and is directed by a Member level group (RECAP Board), which is supported by a Senior Officer group (Joint Waste Officer Group). It has two sub groups that cover: operations and marketing and communications. They help identify and pursue joint working and funding opportunities, share experience, knowledge and best practice, respond to changes in policy and legislation and maintain dependencies e.g. joint contracts. The Council contributes £11,000 to this partnership.
- 4.5 In addition RECAP administers a website that provides information on recycling at home, details of local recycling schemes and the location of recycling banks. It also shows how local people can reduce waste and swap and sell unwanted items, to promote and encourage this behaviour, and sponsors a number of events. There is help for local business that shows information on relevant legislation and recycling services.
- 4.6 The partnership is presently looking at how it can take forward a Whole System Approach to Waste Management and has agreed to work towards developing a full business case to improve the quality of waste management in the area and to obtain financial benefits. RECAP partners have also been working together to agree an approach on charging and recycling credits that is beneficial to all, including charges following changes to Controlled Waste Regulations.
- 4.7 Joint procurement is also being considered to look at purchasing vehicles and bins to generate savings. Other opportunities for joint ventures are being investigated. If, and when, these initiatives become sufficiently advanced and are appropriate to Cambridge's situation

they will be brought to this scrutiny committee and a decision to proceed taken.

- 4.8 An Advanced Partnership Working Charter that sets the direction for closer working across the Cambridgeshire and Peterborough Waste Partnership was agreed by the committee on 10 January 2012 and is shown in Appendix 1. It allows decisions to be taken within a formal framework and permits the partnership to be more ambitious in its collaborative working.
- 4.9 Recent partnership campaigns include:
- The Love Food/Hate Waste campaign, specifically the “Feeding the 1000”;
  - 59 community group events that had taken place as part of the Community Action Scheme
  - Recycling Education, which had focused on paper and cardboard at Primary School level;
  - The Wear it, Love it campaign – it was clear more people were using charity shops, although it was not known how far this was due to the campaign or the economic downturn.
- 4.10 The Council should continue to work with the Cambridgeshire and Peterborough Waste Partnership (RECAP) to ensure that the strategic issues affecting the management of municipal waste (all waste under the control of an authority), environmental quality and wider waste management issues are responded to in a way that is appropriate for Cambridge.

## 5. Implications

- (a) **Financial Implications**  
The City Council has interdependencies with the partnership and could face additional pressures if some initiatives fail to deliver or redirect resources.
- (b) **Staffing Implications** (if not covered in Consultations Section)
- (c) **Equal Opportunities Implications**  
The partnership will identify ways of involving all communities, including those who are more disadvantaged.
- (d) **Environmental Implications**  
Business models that promote low carbon use and improve the sustainability of developments will be supported by the partnership.

(e) **Procurement**

The partnership is likely to procure or commission services to achieve its aims. Each project will be the subject of a business case, which will be reviewed by the scrutiny committee.

(f) **Consultation**

The individual projects and bidding streams will specify the groups of people to be consulted, especially where targeted work is required.

(f) **Community Safety**

The impacts on community safety are considered as a part of the appraisal of projects.

## 6. **Background papers**

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

1. Information held on the RECAP website, which can be found here:

<http://www.recap.co.uk/>

2. Papers to Environment Scrutiny Committee on 10 January 2012, which can be found here:

<http://www.cambridge.gov.uk/democracy/ieListDocuments.aspx?CId=177&MId=710&Ver=4>

## 7. **Appendices**

1. RECAP ADVANCED PARTNERSHIP WORKING CHARTER

## 8. **Inspection of papers**

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

Author's Name: Graham Saint  
Author's Phone Number: 01223 457044  
Author's Email: [Graham.Saint@cambridge.gov.uk](mailto:Graham.Saint@cambridge.gov.uk)

## RECAP ADVANCED PARTNERSHIP WORKING CHARTER

Version: 1.0

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<b>Title/Group</b>	<b>Date</b>
Cambridge City Council - Cabinet	January 2012
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Fenland District Council - Cabinet	January 2012
Huntingdonshire District Council - Cabinet	January 2012
Peterborough City Council	
South Cambridgeshire District Council - Cabinet	January 2012

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### Purpose

This Partnership Charter was developed by the RECAP Board and encapsulates RECAP's approach to advanced partnership working. The Board has directed that the Partnership be 'more ambitious in its collaborative working' and 'bolder in its decision-making', with the expectation of 'tangible delivery' with 'pace and purpose'. Developments had to respect individual Council positions and differences – avoiding an 'all or nothing' approach in the progression of opportunities.

#### **RECAP Partners**

Cambridge City Council  
 Cambridgeshire County Council  
 East Cambridgeshire District Council  
 Fenland District Council  
 Huntingdonshire District Council  
 South Cambridgeshire District Council  
 Peterborough City Council

#### **RECAP Board Members**

Cllr Jean Swanson  
 Cllr Matthew Shuter  
 Cllr Kevin Ellis  
 Cllr Pete Murphy (Chair)  
 Cllr Darren Tysoe  
 Cllr Sue Ellington  
 Cllr Gavin Elsey

## Vision

In October 2011 RECAP agreed the following outline vision for advanced partnership working:

***‘Working ever closer together to deliver the best most cost effective waste services for the benefit of all local communities in Cambridgeshire’.***

## Objectives

Advanced Partnership Working in RECAP will seek to deliver:

- **Increased best value for money.** Achieving sustained value for money, not at the expense of customer service and satisfaction.
- **Increased service improvement.** Improving services for local areas based on what local communities say and need.
- **Improved environmental performance.** Reducing the carbon impact of service delivery and waste management.
- **Leveling-up of services.** Achieving consistently high quality services across the partnership area.

## Guiding Principles

Advanced Partnership Working guiding principles, underpinning the achievement of the vision and objectives are:

- **Strong leadership and clear governance**
- **Commitment to the partnership**
- **Good communications and continuous dialogue**
- **Build trust through openness, honesty and transparency**
- **Learn from each other**
- **Treat each other as equals with respect**
- **Willingness to compromise**
- **Seek a benefit to all partners to their mutual advantage**
- **Deal with issues promptly and effectively**
- **Deliver through clear and agreed project management methodology**
- **Contribute to joint ventures in a fair and equitable way**
- **Make decisions at the appropriate level**

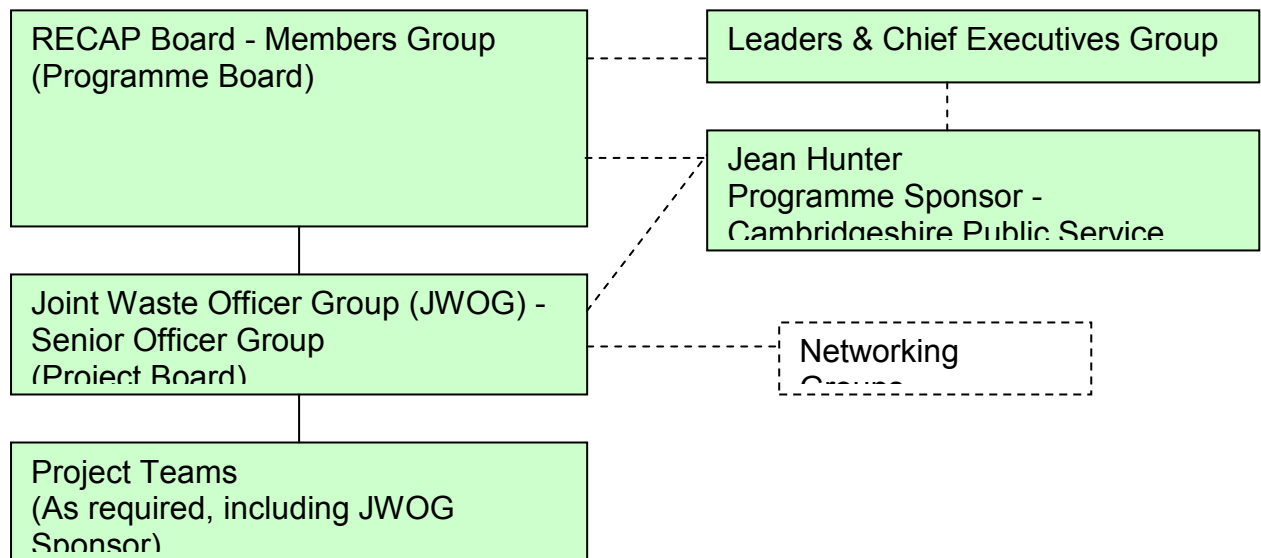
## Scope of Activities

Advanced partnership working activities will extend to all waste related service delivery.

### Governance

The following governance arrangements have been set up to oversee the RECAP Advanced Partnership Working development:

#### Organogram




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### Roles and responsibilities

#### Programme Sponsor

- Promotes visibility of work.
- Ensures clear communication and engagement with the Cambridgeshire Public Service Board.
- Provides briefings and ensures engagement with the Leaders' & Chief Executives' meeting.
- Oversees project deliverables.

#### Programme Board

- Oversees the development of a partnership work programme on behalf of their respective authorities.
- Approves and commissions all work on behalf of their respective authorities in accordance with internal decision-making processes.
- Sets all tolerances e.g. resources and timescales.
- Responsible for relevant communications to stakeholders as per communications plan.
- All papers for meetings of the Board will be made accessible to the public with an annual meeting of the Board to be held in public.

### Project Board

- Facilitates decision-making by the Programme Board and respective authorities on the development of a partnership work programme.
- Accountable to the Programme Board for the delivery of the advanced partnership working programme.
- Appoints and directs resource to deliver work programme, providing a sponsor for each project from the Project Board to sit on the Project Team.
- Provides direction and Mentorship to Networking Groups

### Project Teams

- Appointed as required Project Board as task and finish groups with roles and skills required by the project.
- Delivers project in accordance with direction from the Project Board.
- Includes an appointed Sponsor from the Project Board.

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To: Executive Councillor for Environmental and Waste Services: Councillor Jean Swanson  
Report by: Jas Lally, Head of Refuse and Environment  
Relevant scrutiny committee: Environment 15/1/2013 Scrutiny Committee  
Wards affected: All Wards

**CHANGES TO COMMERCIAL/CHARGABLE WASTE IN RELATION TO THE CONTROLLED WASTE (ENGLAND AND WALES) REGULATIONS 2012.**

**Not a Key Decision**

**1. Executive summary**

1.1 The Controlled Waste (England and Wales) Regulations 2012 were enacted on the 6<sup>th</sup> April 2012 and amended by The Controlled Waste (England and Wales) (Amendment) Regulations 2012 which came into force on the 9<sup>th</sup> October 2012. (Identified as CWR 2012 through the document) This identifies what and who should be charged for the collection of waste and its disposal. In particular the new regulations have changed the charging strategy and definitions surrounding waste previously described as 'household waste for which a collection charge can be made'

1.2 Whilst Government were seeking to clarify the previous regulations (Controlled Waste Regulations 1992) there remains some ambiguity in the new Regulations, in particular around local discretion on charging enabling decisions to be made by local authorities that are best suited to local circumstances. Officers have worked with the County Council to determine a process for implementation of this legislation and establish principles where charging discretion will be considered.

1.3 The principles are:-

- i. Council tax will be taken into account when setting charges to avoid double charging for collection and disposal (paragraph 3.2 in the policy).
- ii. Services commissioned by the Council(s) will be taken into account to avoid increased charges to those that are disadvantaged or vulnerable (paragraph 1.3 (3) in the policy).

- iii. Facilities that directly support the community, particularly the vulnerable, which are run for non-commercial benefit will be considered prior to setting charges (paragraph 1.3 (4) in the policy).

## **2. Recommendations**

The Executive Councillor is recommended:

2.1 Approve the implementation of the charging principles and strategy for Cambridge City Councils Commercial Waste Service as set out by the County Council's waste charging policy to be implemented in April 2013.

## **3. Background**

3.1 Cambridge City Council has operated a Commercial Waste Service since the early 1990's providing charged for waste collection services to local business and the education sector.

3.2 The service has grown into a thriving business and maintains a significant market share of the waste collection business within the city.

3.3 The service currently offers collections in commingled recycling, segregated cardboard, commercial waste and waste classified under the Controlled Waste Regulations 1992 as 'household waste for which a collection charge can be made'.

3.4 This report predominantly affects customers which fall into the latter category.

3.5 The CWR 2012 prescribes how certain types of household, commercial and industrial waste must be treated. This includes defining when a collection charge for household waste may be made. It also defines when household waste must be classified as commercial waste for the purposes of charging for disposal of the waste collected subject to the exemptions provided by the CWR 2012.

3.6 The Regulations apply the following exemptions:-

- i. The exemption will be for those premises which are (a) currently – i.e. immediately before the Regulations came into force received free disposal and (b) eligible for Small Business Rate Relief as defined in section 43(1) of the Local Government Finance Act 1998, calculated in accordance with section 43 (4A)(a).

- ii. Publically funded schools and Further Educational colleges who currently benefit from free disposal immediately prior to Regulations coming into force will continue to be exempt from waste disposal charges.
- iii. Institutions in the further education sector, as defined in section 91 of the Further Education and Higher Education Act, who currently benefit from free disposal immediately prior to Regulations coming into force will continue to be exempt from waste disposal charges.

3.7 The CWR 2012 are not therefore totally prescriptive and leave the decision on whether to charge or not to each local authority for some property types.

3.8 District Councils as Waste Collection Authorities (WCAs) have a duty to arrange for the collection of commercial waste when requested to do so under the Environmental Protection Act 1990 (EPA) Part II, Section 45. The authority can make a reasonable charge for the collection and disposal of commercial and industrial waste collected under EPA 1990, Part II, S.45 (4)

3.9 The County Council has a duty to make arrangements for the disposal of waste collected by the WCAs under the EPA 1990, Part II, S.51 (1) and the County Council is entitled to reimbursement for the disposal charges from the Districts for their collection of commercial and industrial waste EPA 1990, Part II, S.52 (9) These disposal charges are passed on by Cambridge City Council to our customers.

3.10 The Regulations principally make two changes. Some premises defined as household waste will now also incur disposal costs, these include:-

- Universities
- Schools and Further Education establishments
- Hospitals
- Residential and Care homes
- Community interest companies
- Charities collecting goods for reuse

3.11 The Regulations also change the categorisation (or clarify the categorisation) of some waste types from household waste to commercial waste of some premises, these include:-

- Premises occupied by charities
- Camping/Caravan sites

- Self-catering accommodation
- Clubs, societies or associations
- Medical Practitioners

3.12 It is anticipated that this change could have an impact on up to 60% of our customer base. The full details will be known once customers have been categorised.

3.13 Customers who have previously benefited from no disposal charge will be assessed against the exemptions and if they do not fall within an exemption will be charged disposal costs.

3.14 Disposal costs consist of a gate fee for processing the waste and landfill tax. Landfill tax for 2013/14 will be £72 per tonne.

3.15 Based on the results of the national consultation, which included representation from all stakeholders, a local consultation with RECAP Operations Panel of which we are members (and the local priorities of Cambridgeshire authorities) the following principles were agreed and form the basis of the County Council Policy: -

- i. The Councils support the polluter pays principle.
- ii. Council tax payers' money should not be used to offset / subsidise public/private sector commercial waste collection and disposal costs.
- iii. Care needs to be taken when imposing charging which impacts on services that are commissioned by Cambridgeshire County Council (County Council) and results in higher cost for those services.
- iv. Care should be taken where facilities directly support local communities or are owned or controlled by that community within the County.
- v. Consideration should be given to the impact decisions would have on the County Council and the District Councils in the area.

3.16 Organisations will be identified to the best of officer's ability, initially by writing to customers to gain information about their status. This is to ensure that the appropriate charging policy may be applied.

3.17 Where there is ambiguity in the CWR 2012 and in the County Council policy, the classification will be discussed at the RECAP Operations Panel who will reach a decision on how to class that premise type so that a joint approach can be adopted across Cambridgeshire on the charging policy.

3.18 Payment of council tax may be used as criteria to distinguish those organisations that may be classed as a non-chargeable under the CWR

2012. For example where in residential homes some residents are paying council tax and some are not.

3.19 A District Council may choose not to apply a charge for collection because of the principles set out in section 1.3 of the County Council policy and section 3.15 above. The District will inform the County Council of such decisions and a disposal charge will not be applied. It is proposed that these decisions will be taken back to the RECAP Operations Panel so that a joint approach can be adopted across Cambridgeshire.

3.20 Disposal charging will be implemented from 1 April 2013.

3.21 A summary of the charging policy for affected premises is outlined in the table below.

Description	Classification	Charging Policy	Policy Ref	Exceptions applied
Domestic caravan	Household waste	No collection or disposal charges to be applied.		
Places of worship	Household waste	No collection or disposal charges to be applied.		
Moored vessel for living accommodation	Household waste	No collection or disposal charges to be applied.		If used as business then to be treated as commercial waste.
Residential hostel <sup>1</sup> provides accommodation only to persons with no other permanent address.	Household waste	Only a collection charge can be applied.		
Garden Waste from domestic property	Household waste	Only a collection charge can be applied.		Chargeable if chargeable in the Regulations Schedule 1 paragraph 4 row 11 to 17.
Clinical Waste from domestic property	Household waste	Only a collection charge can be applied.		
Gypsies and travelers caravan site	Household waste	No collection or disposal charge if domestic waste.		May apply reasonable terms to the collection of waste from caravan sites, by issuing a notice under section 46 of the Environmental Protection Act 1990.
Asbestos from domestic property	Household waste	No charge if from small-scale DIY.		
Hall used for public meetings	Household waste	Only a collection charge can be applied.	Para 4.4	For lettings of more than 50% for commercial use will be classed as commercial waste and a disposal charge can be applied
Military Single Living Accommodation	Household waste	No collection or disposal charges to be applied if premise is a domestic accommodation and		

<sup>1</sup> Provision of accommodation only to persons with no other permanent address or who are unable to live at their permanent address.

Description	Classification	Charging Policy	Policy Ref	Exceptions applied
		is self contained living accommodation.		
University and colleges	Household waste	Chargeable for collection and disposal.	Para 4.2	Exempt if the establishment receives financial support from the Council or the Higher Education Authority or is an institution conducted by a higher education corporation and received a local authority collection with free disposal before 6 April 2012.
Schools and further education establishment	Household waste	Chargeable for collection and disposal. Disposal will not be charged to those that are public funded and receiving local authority collection with free disposal before 6 April 2012.		A disposal charge will not be applied if the qualify for an exemption.  Non-publicly funded schools and those on commercial collection are chargeable.
Hospital	Household waste	Chargeable for collection and disposal.	Para 4.3	Exemption applies to those premises occupied by council tax payers or accommodation is provided for persons with no other permanent address and the waste is collected separately from other waste collected on site, for example, multi-occupancy residential buildings.
Residential home, care home and care home with nursing and nursing homes	Household waste	These premises will be charged for waste collection and disposal when more than 50% of their residents are non-council tax payers.	Para 4.1	Exempt if receiving a District Council Collection with free disposal prior to 6 April 2012 providing there is no break in contract.
Prison or penal institution	Household waste	Chargeable for collection and disposal.		
Waste from premises occupied by— (a) a community interest company (a company registered with the registrar of companies), or (b) a charity or other not for profit body, which collects goods for re-use or waste to prepare for re-use from domestic property	Household waste	Only a charge for collection can be applied, unless waste originates from non-domestic premise then collection and disposal charges can be applied.	Para 5.1 (c)	Non-domestic waste may be exempt if agreed by RECAP in following the principles of the policy.
Charity Shops	Household waste	Only a charge for collection can be applied, unless waste originates from non-domestic premise then collection and disposal charges can be applied.	Para 5.1 (b)	Non-domestic waste may be exempt if agreed by RECAP in following the principles of the policy.

Description	Classification	Charging Policy	Policy Ref	Exceptions applied
Premises occupied by a charity used for charitable purposes	Commercial waste	Chargeable collection for and disposal.	Para 5.1 (a)	A disposal charge will not be applied if the qualify for an exemption.  May be exempt if agreed by RECAP in following the principles of the policy.
Camp and caravan site	Commercial waste	Chargeable collection for and disposal.		A disposal charge will not be applied if qualify for an exemption.  Waste from domestic premises is to be treated as household waste with no collection or disposal charges.
Royal Palace	Commercial waste	Chargeable collection for and disposal.		
Club, society or association	Commercial waste	Chargeable collection for and disposal.		A disposal charge will not be applied if the qualify for an exemption. May be exempt if agreed by RECAP in following the principles of the policy.
Self Catering accommodation	Commercial waste	Chargeable collection for and disposal.		A disposal charge will not be applied if they qualify for an exemption.
Medical Practitioners	Commercial waste	Chargeable collection for and disposal.		A disposal charge will not be applied if they qualify for an exemption.
Waste arising from works of construction or demolition, including waste arising from preparatory work by occupier of a domestic property.	Industrial Waste	Only a collection charge can be applied.		

## 4. Implications

### (a) Financial Implications

There is the potential for significant financial uncertainty in the 2013/14 budget.

Additional waste disposal charges are anticipated in the region of £340,000.

Charges will be increased to offset these costs however the impact in terms of loss of business is uncertain.

Close monitoring of variances will be required and reported back through the corporate processes.

(b) **Staffing Implications** (if not covered in Consultations Section)

There are currently no staffing implications, should the business suffer significant loses as a result of our new charging mechanisms the service resources will be reviewed.

(c) **Equal Opportunities Implications**

An Impact assessment was undertaken by DEFRA when considering the review of the legislation.

Cambridgeshire County Council has also undertaken a Community Impact Assessment. (See background papers)

(d) **Environmental Implications**

<b>Carbon Emissions</b>	<b>Is Impact +, - or Nil?</b>	<b>Is Impact High, Medium or Low?</b>	<b>Comments</b>
1. Reduce the City Council's energy consumption	Nil		
2. Reduce energy consumption by others in Cambridge	Nil		
3. Increase the proportion of the City Council's energy consumption from solar, wind, biomass or other renewable sources	Nil		
4. Increase the proportion of energy consumption by others in Cambridge from solar, wind, biomass or other renewable sources	Nil		
5. Reduce the level of motor vehicle traffic by City Council staff commuting or operations	+	Low	Potential for a reduction in vehicle movements due to loss of business
6. Reduce the level of motor vehicle traffic by others in Cambridge	Nil		
7. Increase the proportion of the City Council's vehicles powered by biofuel, electricity, LPG or other low-carbon fuels	Nil		
8. Increase the proportion of other vehicles in Cambridge powered by biofuel, electricity, LPG or other low-carbon fuels	Nil		
9. Reduce the amount or increase the level	Nil		



<b>Carbon Emissions</b>	<b>Is Impact +, - or Nil?</b>	<b>Is Impact High, Medium or Low?</b>	<b>Comments</b>
of recycling of the City Council's own waste			
10. Reduce the amount of waste or increase the level of recycling by others in Cambridge	+	Low	Potential for an increase in recycling by customers to offset price rises.

**(e) Procurement**

There are no procurement implications.

**(f) Consultation and communication**

Individual customers who are affected by these changes will be written to and asked to provide information on their status in order for us to assess the requirements under the charging policy. Customers will be offered face to face or over the phone advice on recycling options to help reduce the impact of charging increases.

**(g) Community Safety**

There are no community safety implications.

**5. Background papers**

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

Controlled Waste (England and Wales) Regulations 2012 as amended by the Controlled Waste (England and Wales) (Amendment) Regulations 2012  
<http://www.legislation.gov.uk/ukxi/2012/811/contents/made>

Impact Assessment on the Review of Schedule 2 of the Controlled Waste Regulations 1992.  
<http://archive.defra.gov.uk/environment/waste/localauth/documents/controlled-waste-regulations-ia.pdf>

Cambridgeshire County Council Community Impact Assessment

**6. Appendices**

Cambridgeshire County Council – Local policy on the implementation of the Controlled Waste (England and Wales) Regulations 2012 as amended by the Controlled Waste (England and Wales) (Amendment) Regulations 2012

## **7. Inspection of papers**

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

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Author's Email: [chloe.hipwood@cambridge.gov.uk](mailto:chloe.hipwood@cambridge.gov.uk)

## Cambridgeshire and Peterborough Waste Partnership local policy on the implementation of the Controlled Waste (England and Wales) Regulations 2012 as amended by the Controlled Waste (England and Wales) (Amendment) Regulations 2012

### 1. Overview and principles

- 1.1 The Controlled Waste (England and Wales) Regulations 2012<sup>1</sup> came into force on 6 April 2012. These Regulations were slightly amended by the Controlled Waste (England and Wales) (Amendment) Regulations 2012 which come into force on 9<sup>th</sup> October 2012. These two Regulations are collectively referred to in this policy document as the CWR 2012. Whilst Government were seeking to clarify the previous regulations (CWR 1992) there remains some ambiguity in the new Regulations, in particular around local discretion on charging so that decisions can be made by local authorities that are best suited to local circumstances. The purpose of this document is to set out the local policy to be adopted by the RECAP Partners in the Cambridgeshire area.
- 1.2 The CWR 2012 will be applied unless an organisation is affected by a specific policy listed in Section 4 of this document. The organisations where the CWR 2012 will be applied are listed in Appendix 1.
- 1.3 Based on the results of the national consultation<sup>2</sup>, which included representation from all stakeholders, a local consultation with RECAP Operations Panel and the local priorities of Cambridgeshire authorities the following principles were agreed: -
- 1) The Councils support the polluter pays principle.
  - 2) Council tax payers' money should not be used to offset / subsidise public/private sector commercial waste collection and disposal costs.
  - 3) Care needs to be taken when imposing charging which impacts on services that are commissioned by Cambridgeshire County Council (County Council) and results in higher cost for those services.
  - 4) Care should be taken where facilities directly support local communities or are owned or controlled by that community within the County.
  - 5) Consideration should be given to the impact decisions would have on the County Council and the District Councils in the area.
- 1.4 The national and local consultation, the five principles above and the Government Response to the Consultation<sup>3</sup> were used to reach the decisions contained in section 3 and 4 of this policy.

### 2. Legislative context

- 2.1 The CWR 2012<sup>4</sup> prescribes how certain types of household, commercial and industrial waste must be treated. This includes defining when a collection charge for household waste may be made. It also defines when household waste must be classified as commercial waste for the purposes of charging for disposal of the waste collected subject to the exemptions provided by the CWR 2012.<sup>5</sup>
- 2.2 The CWR 2012 are not therefore totally prescriptive and leave the decision on whether to charge or not to each local authority for some property types.

<sup>1</sup> <http://www.legislation.gov.uk/ukxi/2012/811/contents/made>

<sup>2</sup> <http://archive.defra.gov.uk/corporate/consult/controlled-waste-regs/120315-controlled-waste-regs-summary-responses.pdf>

<sup>3</sup> <http://www.defra.gov.uk/publications/2012/03/15/pb13727-controlled-waste-regulations/>

<sup>4</sup> <http://www.legislation.gov.uk/ukxi/2012/811/contents/made>

<sup>5</sup> CWR 2012 Schedule 1 subparagraph 4(8) and CWR (Amended) 2012 section 4A

- 2.3 The District Councils as Waste Collection Authorities (WCAs) have a duty to arrange for the collection of commercial waste when requested to do so<sup>6</sup>. The authority can make a reasonable charge for the collection and disposal of commercial and industrial waste collected.<sup>7</sup>
- 2.4 The County Council has a duty to make arrangements for the disposal of waste collected by the WCAs<sup>8</sup> and the County Council is entitled to reimbursement for the disposal charges from the Districts for their collection of commercial and industrial waste<sup>9</sup>.

### 3. Overarching Policy:

- 3.1 Organisations will be identified to the best of the Local Authorities ability so that the appropriate charging policy may be applied. Where there is ambiguity in the CWR 2012 and in this policy, the Operations Panel will reach a decision on how to class that premise type so that a joint approach can be adopted across Cambridgeshire on the charging policy.
- 3.2 Payment of council tax is used as criteria to distinguish those organisations that may be classed as a non-chargeable under the CWR 2012.
- 3.3 A District Council may choose not to apply a charge for collection because of the principles set out in section 1.3 of this policy. The District will inform the County Council of such decisions and a disposal charge will not be applied. These decisions will be taken back to Operations Panel so that a joint approach can be adopted across Cambridgeshire.
- 3.4 Cambridgeshire County Council may decide not to apply a disposal charge to those wastes classified as commercial waste because of the principles set out in section 1.3 of this policy. These decisions will be taken back to Operations Panel so that a joint approach can be adopted across Cambridgeshire.
- 3.4 Disposal charging will be implemented from 1 April 2013.
- 3.5 This policy will be reviewed as required or at least every 5 years.

### 4 Policy on waste types from specific premises

As previously mentioned, there remain some property types where the District Councils and the County Council can use their discretion whether or not to make a charge. In deciding whether a charge should or should not apply, the relevant principles in paragraph 1.3 above are shown in italics for each case.

#### 4.1 Residential, nursing and care homes

*Aligned to principles 1 to 5*

Waste from a residential, care and nursing home is classified as household waste.

- a) These premises will be charged for waste collection and disposal when more than 50% of their residents are non-council tax payers.
- b) Premises receiving a District Council Collection with free disposal prior to 6 April 2012 will continue to do so providing there is no break in contract. Returning customers to District Services would be charged disposal as in paragraph 4.1 (a).

#### 4.2 University and Colleges (Higher Educational Establishments)

*Aligned to principles 1, 2 and 5*

<sup>6</sup> Environmental Protection Act, Part II Section 45

<sup>7</sup> EPA, Part II Section 45 (4)

<sup>8</sup> EPA, Part II Section 51 (1)

<sup>9</sup> EPA Part II Section 52 (9)

Waste from a University and Colleges (Higher Educational Establishments) is classified as household waste.

- a) These premises will be charged for waste collection and disposal, unless otherwise exempt, for all waste from its business that is carried out on site, for example lecture /seminar rooms, staff offices, libraries. This will include Halls of Residence that are part of the establishments that carries out business on behalf of the University/College and is subject to University/College Rules and Regulations.
- b) Clarification on this definition was sought from Defra and was used to decide the above.

#### 4.3 Hospitals

*Aligned to principles 1, 2 and 5*

Waste from a hospital is classified as household waste.

- a) These premises will be charged for waste collection and disposal, unless otherwise exempt, for all waste from its business that is carried out on site, including waste from business, health care facilities and some accommodation.
- b) These premises will not be charged for disposal for accommodation that is occupied by council tax payers or accommodation is provided for persons with no other permanent address and the waste is collected separately from other waste collected on site, for example, multi-occupancy residential buildings.

#### 4.4 Premises used wholly or mainly for public meetings

*Aligned to principles 1, 3, 4*

Waste from a premises used wholly or mainly for public meetings is classified as household waste for which a collection charge may be made. For purposes of assessing wholly or mainly, this will apply if 51% or more of the lettings are for public meetings. For clarity, premises not used for public meetings can be classed as commercial waste.

### 5. **Clarification of premise types**

5.1 Waste from premises used for charitable purposes is dealt with in three places within the Regulations and can be either commercial or household waste. The following provides clarification:

- a) Waste from premises occupied by a charity, for example headquarters and offices, is to be regarded as commercial waste (Schedule 1 paragraph 2 row 13 of the Regulations).
- b) For charity shops selling donated goods originating from a domestic property, waste will be regarded as household waste for which a collection charge can be made. Where waste originates from a non-domestic property a collection and disposal charge can apply (Schedule 1 paragraph 4 row 11).
- c) Waste from a community interest company or charity or other non for profit company which collects goods for re-use or waste to prepare for re-use from domestic property is household waste for which a collection charge can be made. Where waste originates from a non-domestic property a collection and disposal charge can apply (paragraph 4 row 12).

## Appendix 1

**Below lists organisations where there is no local policy and the CWR 2012 will be applied. This list is not exhaustive and the CWR 2012 will be consulted when making any decision.**

The CWR 2012 provides the following exemptions: -

- (i) The exemption will be for those premises which are (i) currently – i.e. immediately before the Regulations came into force – receiving free disposal **and** (ii) receiving Small Business Rate Relief as defined in section 43(1) of the Local Government Finance Act 1998, calculated in accordance with section 43 (4A)(a).
- (ii) Publicly funded schools and Further Educational colleges who currently benefit from free disposal immediately prior to Regulations coming into force will continue to be exempt from waste disposal charges.

### Household waste

- Places of worship – *no collection or disposal charge applied (Schedule 1 para 2, row 5)*
- Residential hostel – *A collection charge can be applied. No disposal charge can be applied. (Schedule 1 para 2, row 10)*
- Publically funded schools and Further Education Colleges or other education establishments (publically funded as defined in Schedule 1 subparagraph 4 (8)) benefitting from a District Council collection with free disposal prior to 6 April 2012. *A collection charge can be applied. (Schedule 1 para 2, row 15)*
- Non-publicly funded schools, nursery and preschools – *A collection charge can be applied. A disposal charge may be applied, unless they qualify for an exemption as per (i) and (ii) above. (Schedule 1 para 2, row 15)*
- Penal institution – *A collection charge can be applied. A disposal charge may be applied, unless they qualify for an exemption. (Schedule 1 para 2, row 17)*

### **Commercial waste (all must be charged, collection and disposal, unless they qualify for an exemption as per (i) above)**

- Self catering accommodation, campsites and caravan sites used as holiday accommodation
- Premises occupied by a clubs, societies or any association of persons in which activities are conducted for the benefit of members.
- Premises occupied by a court, government department, local authority, persons appointed to discharge public functions and body incorporated by Royal Charter.
- Hotel
- Trade or commercial business
- General Practitioners

### **Industrial waste (all must be charged collection and disposal)**

- Workshop Laboratory waste
- Science research association
- Premises used for the breeding, boarding or stabling of animals

## COMMUNITY IMPACT ASSESSMENT

The following template has been put together to record the results of your impact assessment.

*For each of these questions, take account of the following equality strands:*

- Age
- Sex
- Gender reassignment
- Marriage and civil partnership
- Disability
- Ethnicity, race and culture
- Sexual orientation
- Religion or belief
- Pregnancy and Maternity

*You may also want to consider these characteristics, which can be significant in areas of Cambridgeshire:*

- Rural isolation
- Deprivation

	Key Sections	Your Answer
<b>1.</b>	<p><b>Scope:</b></p> <ul style="list-style-type: none"> <li>• What is the existing service, document or action being impact assessed?</li> <li>• What are the aims and objectives of the service, document or action?</li> </ul>	<p>The service being assessed is the County Council’s function as Waste Disposal Authority. The proposed change is for the County Council to raise charges with the District Councils for the disposal of waste from certain organisations where permitted to do so by the Controlled Waste (England and Wales) Regulations 2012 (“the Regulations”) as amended by the Controlled Waste (England and Wales) (Amendment) Regulations 2012 which came into force on 6<sup>th</sup> April 2012.</p> <p><b>Background on change in Regulation</b></p> <p>The District Councils, as Waste Collection Authorities, have a duty to arrange for the collection of commercial waste if requested to do so. The Waste Collection Authority can then raise a reasonable charge with certain organisations for the collection and disposal of that commercial waste. The County Council has a duty to make arrangements for the disposal of waste collected by the District Councils and is entitled to reimbursement for the disposal charges from the District Councils for the disposal of commercial and industrial waste.</p> <p>The District Councils currently provide some organisations across the County with a residual waste collection service whereby the County Council has a duty to provide the requisite disposal service. The Controlled Waste Regulations 1992 (“the CWR”) defined the types of household waste for which a collection (but not disposal charge) could be made. The Government carried out a review of the CWR from 2008 because they recognised times have changed and the cost of</p>

		<p>waste disposal has increased significantly. The review looked:</p> <ul style="list-style-type: none"> <li>• To encourage more sustainable waste management by not insulating certain organisations from the full cost of handling their waste.</li> <li>• To tackle the distortion in the market for waste services, with the District fees undercutting those of the private sector.</li> <li>• To remove public subsidy on disposal costs</li> <li>• To apply the polluter pays principle so that the cost of disposing certain waste streams is not borne by local government rather than by the particular premises.</li> <li>• To allow Local Authorities to fully recover (subject to the exemptions referred to below) the costs of disposal which now accounts for over 50% of total waste management costs and this continues to rise with landfill tax.</li> <li>• To remove the burden to pay for non-domestic waste from taxpayers.</li> <li>• To promote localism by giving decision-making powers and responsibility of levying a disposal charge to local authorities.</li> </ul> <p><b>Revised Regulation</b></p> <p>The Regulations were laid in Parliament and came into force 6 April 2012 which now give power to local authorities to charge for the disposal of waste from certain organisations classed as household waste. Table 1 summarises the Regulations and identifies the exemptions from disposal charges that can be applied to eligible organisations. These exemptions include: -</p> <ul style="list-style-type: none"> <li>• Some organisations will be exempt if they currently receive a District Council collection with free disposal and receive small business rate relief.</li> <li>• Publically funded schools and Further Education Colleges or other education establishment who have benefitted from a District Council collection with free disposal prior to 6 April 2012.</li> </ul> <p><b>Local implementation of the Regulations</b></p> <p>The District Councils have the arrangement with the organisations and the power to pass a disposal charge to these organisations rests with the District Councils. However, it is the County Council that will have the financial benefit of the use of this power. There is currently no consistency across the District Councils on how charging is applied. The County Council and the District Councils have been working together to develop a common charging policy for implementation of the Regulations for the application of both collection and disposal charges.</p>
		<p>The Regulations give councils the power to charge for</p>



	<ul style="list-style-type: none"> <li>• What is the proposed change? What will be different?</li> </ul>	<p>disposal of waste classified as household waste from certain organisations. The Regulations enable authorities to classify waste from these organisations as commercial waste for purposes of charging. Table 1 summarises the Regulations and identifies where exemptions can be applied.</p> <p>There will be no change to organisations currently on a private sector contractor collection since they already pay the full cost of waste collection and disposal. In addition, there will be no change to organisations that are exempt within the Regulations.</p> <p>Based on estimated tonnage, the County Council currently spends approximately £290K to £406K (based on the current rate of landfill tax) to dispose of waste collected from organisations listed in the Regulations. Some of these organisations are currently already charged waste disposal charges, for example GP surgeries and private schools, which accounts for between £30K to £60K of this total.</p> <p>The District Councils will notify affected customers to advise them that a disposal charge will be levied. Until this time, it is difficult to estimate how much of the current spending on waste disposal for this waste stream will be recovered. The majority of the waste eligible for a disposal charge, and most likely will not be exempt, is Cambridge City Councils collection arrangements with the University and Colleges. The estimated cost to dispose of this waste, based on current levels of landfill tax, is approximately £260K to £316K for this year.</p> <p>Waste from the third sector, which includes community, voluntary and social enterprise, can fall into six different premise types within the Regulations:</p> <p><i>No collection or disposal charge</i></p> <ul style="list-style-type: none"> <li>• Place of worship</li> </ul> <p><i>Collection charge but no disposal</i></p> <ul style="list-style-type: none"> <li>• Premises wholly or mainly used for public meetings</li> <li>• Charity shops selling donated goods originating from a domestic property.</li> <li>• A community interest company or charity or other not-for-profit company which collects goods for re-use or waste to prepare for re-use from domestic property.</li> </ul> <p><i>Commercial waste – collection and disposal charge applied</i></p> <ul style="list-style-type: none"> <li>• Premises occupied by a charity and wholly or mainly used for charitable purposes</li> <li>• Premises occupied by a club, society or any association of persons in which activities are conducted for the benefit of the members.</li> </ul>
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		<p>These organisations will be considered by the District Councils on a case by case basis with the waste and premises type being considered when deciding if a collection or disposal charge may or may not be applied.</p>
2.	<p><b>Who should be involved:</b></p> <ul style="list-style-type: none"> <li>Who is involved in this impact assessment?</li> </ul> <p>e.g. Council officers, stakeholders from partner organisations, service users and community experts</p>	<p>Cambridgeshire County Council officers in:</p> <ul style="list-style-type: none"> <li>Adult Social Care</li> <li>Children Services</li> <li>Community And Adult Services</li> <li>Community And Adult Services (including Community Engagement and Libraries, Learning and Culture)</li> </ul> <p>Partnership Organisations including:</p> <ul style="list-style-type: none"> <li>Cambridge City Council</li> <li>East Cambridgeshire District Council</li> <li>Fenland District Council</li> <li>Huntingdonshire District Council</li> <li>South Cambridgeshire District Council</li> </ul> <p>The District Councils, who have the arrangement with organisations to collect their waste, did not want the County Council to carry out a direct consultation with their customers. The District Councils agreed that they would use the local policy to make decisions on how to apply these charges. The District Councils also agreed they would take the responsibility for applying the charges and would carry out their own impact assessment which could be in the form of a desktop analysis. This can be evidence based where the District Councils will review their contracts with various organisations to determine impact and cost. The District Council will give notice to premises when new charges will apply.</p> <p>The Department for the Environment, Food and Rural Affairs (“Defra”) has consulted extensively on these proposals and have provided the results in the ‘Consultation on the Revocation and Replacement of the Controlled Waste Regulations (1992), Government Response to the Consultation, March 2012’. An informal consultation took place which included four stakeholder workshops held around the country, involving over 150 representatives from local authorities, industry and affected customer groups. A formal public consultation was held between November 2010 and January 2011. This received responses from 270 organisations and individuals, including local authorities, community groups, small businesses, and institutions. Responses were overwhelmingly supportive with over 90% of respondents agreeing with the majority of proposals. The results of this consultation have been included in this Community Impact Assessment.</p>
3 a)	<b>What will the impact</b>	<b>Impact to groups</b>

	<p><b>be?</b></p> <ul style="list-style-type: none"> <li>• What groups will be affected by this?</li> <li>• What will the impacts on these groups be?</li> <li>• What evidence has been used to inform this view?</li> <li>• What plans are in place to mitigate any negative impacts identified?</li> </ul>	<p>Organisations that currently have a collection service with a District Council and do not qualify for an exemption or are classified as commercial waste would be affected if a disposal charge was levied, these are listed in Table 1 attached.</p> <p>Some groups may see a positive impact and have their disposal charges removed from their waste service costs.</p> <p>Organisations currently on a private sector contractor collection would not be affected by the power to charge since they already pay the full cost of waste collection and disposal services. If organisations on a private sector collection requested a District Council collection, the Regulations and local policy would result in a collection and disposal charge in most cases. There would be no impact to these organisations since they already paid the full cost of collection and disposal with the private sector.</p> <p>The overall effect of the local policy and Regulations is positive as many will continue to be exempt from disposal charging. The Cambridge University and Colleges will be the most impacted. When the University contract was let it was built into their contract that when the Regulations were laid it may affect the cost of their service. The Colleges are on a three month rolling contract and would also be affected by the increase in cost.</p> <p>The proprietors of premises can choose who collects their waste whether it be a Local Authority or private sector contractor. The District Councils can provide a competitive service that are VAT exempt while the private sector already must apply a collection and disposal cost to their collection contracts.</p> <p>Where disposal charges do apply it is difficult to determine the impact because each District Council has a different methodology to set their charges. Based on Defra's impact assessment, disposal now accounts for 50% of the total waste management costs. The District Councils would need to squeeze services to include the disposal charge so that they remain competitive in the marketplace, but inevitably, the cost of their waste collection service would increase where the disposal charges levied.</p> <p><b>Evidence used to inform local policy</b>  <u>National Defra consultation impact assessment</u></p> <p>The Defra impact assessment reported that the current split of public to private waste collected from these premises is 32% and 57% respectively (with an additional 10% being categorised as either public or private), however some 75%</p>
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of the waste, by weight, arises in the public sector. With the rising cost of landfill tax means that many of the private sector contracts are becoming a more expensive option than Local Authority collection. Some organisations have already switched to Local Authority services to take advantage of the cheaper fees, and there is a significant risk that large amounts of waste, which Local Authorities have not budgeted for, will come into the public sector for disposal. An **Enviros report** calculated in 2007/08 this would amount to an additional 600,000 tonnes of waste transferring into the public sector. They assumed that if recycling rates of 30% could be achieved for this waste, then around 400,000 tonnes would be landfilled, placing an additional cost of £24-£32 million pounds, based on charges of £60-£80 per tonne of waste and also assuming that the recycling services cover their own costs. This represented an increase of between 2.2% and 2.9% in disposal costs for local authorities; these costs are offset by a reduction in disposal costs from organisations currently paying private waste contractors for the full cost of disposal.

Some of the results from the Defra consultation<sup>1</sup>, which informed the Regulations and local policy, are highlighted below: -

- The community and charity sector were opposed to disposal charging. However, Defra were not persuaded that local taxpayers should be required to support all charities operating in their area and that free disposal is a means of supporting charities. Local discretion can be exercised on applying disposal charging to these organisations.
- The community sector was also opposed to charging premises used for public meetings.
- Majority of respondents supported that residential homes should be charged for disposal, however all representatives from residential homes disagreed. Defra suggest that contribution towards waste collection and disposal should be considered when setting fees.
- Charity shops felt that it would be impractical to restrict free waste disposal for charity shops and re-use organisations to goods originating from a domestic property, but disposal authorities were not minded to accept all waste.

#### Local consultation

The District Councils have been consulted to determine which organisation they currently provide a waste collection service and the impact a disposal charge could have on their

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<sup>1</sup> Consultation on the revocation and replacement of the Controlled Waste Regulations 1992, Summary of Responses, March 2012

		<p>customers and customer base.</p> <p>In absence of a Cambridgeshire agreed volumetrics, a national benchmark using minimum to maximum weights was used to calculate the estimated tonnages from the quantitative survey. It is estimated that in Cambridgeshire the amount of waste collected from these premises, for which a charge may be made, is approximately between 4,500 and 6,000 tonnes. Based solely on landfill tax, this costs the County Council between £290K and £400K in this financial year.</p> <p>The majority of this waste is collected by Cambridge City Council, which accounts from approximately 94% of the total proportion. In addition, the majority of the waste collected is from Cambridge University and Colleges which accounts for 80% of the total proportion. Assuming they do not qualify for an exemption then the Council could be reimbursed for the disposal of this waste which would be approximately £260K to £316K based on the cost of landfill tax next year.</p> <p>The District Councils have raised concern that they may lose customers where disposal charges are levied. This will affect the City Council most as they have the contract with the University and arrangements with the Colleges. They have requested consideration of a phased introduction of charges to minimise the impact and provide the opportunity to adjust their pricing mechanism over a period to ease the burden of price rises rather than a sharp increase which could result in customers moving to the private sector.</p> <p>In addition, internal Social Services have identified that any additional charging to residential, nursing and care homes could have a negative impact on the customers that are funded through the Council. Additional disposal charges to an organisation would most likely be passed onto the individuals.</p> <p>The concerns were raised by internal County Council departments on how charges would be applied to those organisations providing services to the community, similar to those raised in the national review outlined above.</p> <p><b>Mitigation</b></p> <p>The exemptions within the Regulations and local policy provide mitigation of impact to organisations currently on a District collection, see Table 1.</p> <p>To reduce the impact to the District Councils and their customers, the County Council are considering a reduced rate to charges in the first year, this has yet to be agreed by Partners. After the first year, the charges will be in line with</p>
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the commercial rate charged for general commercial waste. This will reduce the initial impact of the charge and that in subsequent years there is less risk of challenge that Councils in Cambridgeshire are undercutting private sector waste contractors.

The risk of flytipping is low since the Regulations provide exemptions for certain organisations and the District Councils do not expect this to increase.

Five core principles were developed using the Defra and District Council consultation results along with guidance from Cambridgeshire County Council members. These principles helped inform the local policy for the implementation of the Regulations. In applying these principles there is mitigation in place to reduce the impact to the following groups:

Residential, care and nursing homes:

Since this is regarded as household waste, the Regulations provide flexibility on how charging may be applied. It has been highlighted by internal Social Services that any additional charging would have an impact on this type of organisation. Since there are a variety of possible permutations of occupancy use it had been further defined in the local policy that when more than 50% of their residents are non-council tax payers a disposal charge will be applied to new contracts. This will take into account any contribution towards waste collection and disposal which is already being made by residents and owners when setting fees.

To reduce the impact on these organisations the local policy provides an exemption to those currently receiving a District Council collection with free disposal. This may present a level of inequality to new customers who would pay both collection and disposal costs if more than 50% of their residents were non-council tax payers.

Premises used wholly or mainly for public meetings

Many premises, including village halls, are being used commercially, for example, for parties, selling trade products, fitness clubs etc. To reduce the burden on taxpayers and avoiding paying for commercial waste there is a test in the policy for 'wholly and mainly' in the local policy. Those premises that hire the site commercially for more than 50% of the time will **not** be classed as 'a premises wholly or mainly used for public meetings' and will be classed as commercial waste.

Third Sector

The Waste from the third sector, which includes community, voluntary and social enterprise, can fall into six different premise types within the Regulations as described above. These organisations will be considered by the District

		<p>Councils on a case by case basis with the waste and premises type being considered when deciding if a collection or disposal charge may or may not be applied. However, there could be inequality for community organisations that do not challenge a decision to charge and those that do. However, there is no guarantee that such a challenge would lead to a change of heart by the county council and therefore such inequality of treatment is by no means certain, particularly as the council may have already taken arguments into account before deciding to charge.</p> <p>The District Councils will notify the premises where there will be change in the application of charges</p>																																																																										
<p><b>4.</b></p>	<p><b>Making a judgement:</b></p> <ul style="list-style-type: none"> <li>Your final judgement – will your service, document or action have a positive, negative or neutral equality impact?</li> <li>If it will have a positive impact on some groups and a neutral impact on others, is this justified?</li> <li>Are there any existing or potential equality issues with your service, document or action that need to be addressed?</li> </ul>	<table border="1"> <thead> <tr> <th data-bbox="619 658 842 927"><b>Equality strand</b></th> <th data-bbox="842 658 1171 927"><b>Judgement based on evidence cited above (positive, negative, neutral)</b></th> <th colspan="3" data-bbox="1171 658 1474 927"><b>Issues or opportunities that need to be addressed</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="619 927 842 972">Age</td> <td data-bbox="842 927 1171 972">Neutral</td> <td colspan="3" data-bbox="1171 927 1474 972"></td> </tr> <tr> <td data-bbox="619 972 842 1016">Sex</td> <td data-bbox="842 972 1171 1016">Neutral</td> <td colspan="3" data-bbox="1171 972 1474 1016"></td> </tr> <tr> <td data-bbox="619 1016 842 1061">Disability</td> <td data-bbox="842 1016 1171 1061">Neutral</td> <td colspan="3" data-bbox="1171 1016 1474 1061"></td> </tr> <tr> <td data-bbox="619 1061 842 1173">Ethnicity, race and culture</td> <td data-bbox="842 1061 1171 1173">Neutral</td> <td colspan="3" data-bbox="1171 1061 1474 1173"></td> </tr> <tr> <td data-bbox="619 1173 842 1263">Sexual orientation</td> <td data-bbox="842 1173 1171 1263">Neutral</td> <td colspan="3" data-bbox="1171 1173 1474 1263"></td> </tr> <tr> <td data-bbox="619 1263 842 1352">Religion or belief</td> <td data-bbox="842 1263 1171 1352">Neutral</td> <td colspan="3" data-bbox="1171 1263 1474 1352"></td> </tr> <tr> <td data-bbox="619 1352 842 1442">Pregnancy &amp; Maternity</td> <td data-bbox="842 1352 1171 1442">Neutral</td> <td colspan="3" data-bbox="1171 1352 1474 1442"></td> </tr> <tr> <td data-bbox="619 1442 842 1554">Marriage and Civil Partnership</td> <td data-bbox="842 1442 1171 1554">Neutral</td> <td colspan="3" data-bbox="1171 1442 1474 1554"></td> </tr> <tr> <td data-bbox="619 1554 842 1632">Gender reassignment</td> <td data-bbox="842 1554 1171 1632">Neutral</td> <td colspan="3" data-bbox="1171 1554 1474 1632"></td> </tr> <tr> <td colspan="5" data-bbox="619 1632 1474 1677" style="text-align: center;"><i>You may also want to make a judgement on:</i></td> </tr> <tr> <td data-bbox="619 1677 842 1756">Rural isolation</td> <td data-bbox="842 1677 1171 1756">Neutral</td> <td colspan="3" data-bbox="1171 1677 1474 1756"></td> </tr> <tr> <td data-bbox="619 1756 842 1800">Deprivation</td> <td data-bbox="842 1756 1171 1800">Neutral</td> <td colspan="3" data-bbox="1171 1756 1474 1800"></td> </tr> <tr> <td data-bbox="619 1800 842 1843"></td> <td data-bbox="842 1800 1171 1843"></td> <td colspan="3" data-bbox="1171 1800 1474 1843"></td> </tr> </tbody> </table>					<b>Equality strand</b>	<b>Judgement based on evidence cited above (positive, negative, neutral)</b>	<b>Issues or opportunities that need to be addressed</b>			Age	Neutral				Sex	Neutral				Disability	Neutral				Ethnicity, race and culture	Neutral				Sexual orientation	Neutral				Religion or belief	Neutral				Pregnancy & Maternity	Neutral				Marriage and Civil Partnership	Neutral				Gender reassignment	Neutral				<i>You may also want to make a judgement on:</i>					Rural isolation	Neutral				Deprivation	Neutral								
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<p><b>5.</b></p>	<p><b>Action planning:</b></p> <ul style="list-style-type: none"> <li>Are there any actions that you have identified to address any potentially</li> </ul>	<table border="1"> <thead> <tr> <th data-bbox="619 1883 826 2024"><b>Issue/opportunity</b></th> <th data-bbox="826 1883 986 2024"><b>Action</b></th> <th data-bbox="986 1883 1129 2024"><b>Lead officer</b></th> <th data-bbox="1129 1883 1321 2024"><b>Timescale</b></th> <th data-bbox="1321 1883 1474 2024"><b>Action plan recorded in</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="619 2024 826 2069">Change in</td> <td data-bbox="826 2024 986 2069">Monitor</td> <td data-bbox="986 2024 1129 2069">M Pratt</td> <td data-bbox="1129 2024 1321 2069">On-going</td> <td data-bbox="1321 2024 1474 2069">Service</td> </tr> </tbody> </table>					<b>Issue/opportunity</b>	<b>Action</b>	<b>Lead officer</b>	<b>Timescale</b>	<b>Action plan recorded in</b>	Change in	Monitor	M Pratt	On-going	Service																																																												
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	<p>unjustifiable differences in impact on different equality groups</p> <ul style="list-style-type: none"> <li>Are there any actions you have identified to take advantage of an opportunity you have identified to promote equality and diversity</li> <li>Where will these actions be recorded (i.e. which service plan, strategy action plan etc.)?</li> </ul>	customers which could increase or decrease waste disposal .	waste levels and customer base.			Plan
		Loss of customer base for Districts.	Monitor customer base.	M Pratt	Ongoing	RECAP Ops Panel
		<p>A local policy on implementing the Regulations take equality into account since it provides the application of exemptions. However, this does mean that those currently with a District Council collection may have a lower cost for their waste service as opposed to those with the private sector. The Regulations enable this exemption and helps reduce the impact on certain organisations.</p> <p>Districts will be encouraged to monitor waste from charity shops, particularly from charity shops that are selling non-domestic goods to ensure the Regulations are appropriately applied.</p>				
<b>6.</b>	<p><b>Monitoring and Review:</b></p> <ul style="list-style-type: none"> <li>If the actions identified in stage 5 are not incorporated into an existing action plan, how will you monitor them?</li> <li>When will you review this impact assessment? Who will be responsible?</li> </ul>	<p>The District Councils will be requested to inform the County Council of changes to their customer base. This will be monitored against increases in waste tonnages.</p> <p>The policies for applying these Regulations will be reviewed as required or at least every 5 years.</p>				

*If it is relevant to your area, you may also need to consider the impact on community cohesion:*

<p><b>Community Cohesion</b></p> <p><i>Answer the above with yes, no, or not applicable</i></p> <p>a. Will this service,</p>	N/A
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document or action help community groups to develop a vision of a shared future?

b. Will this service, document or action help community groups to improve their understanding and respect for each other?

c. Does this service, document or action promote engagement of children and young people in the locality?

d. Have local stakeholders and community leaders been engaged in the planning of this service, document or action?

If you have answered **NO** to any of these questions please outline the reasons and consider if and how this work needs doing

**Table 1**

Summary of the Controlled Waste (England and Wales) Regulations 2012 as amended by the Controlled Waste (England and Wales) (Amendment) Regulations 2012 which came into affect 6 April 2012 and local policy for Cambridgeshire. The Regulations apply the following exemptions:

- (i) The exemption will be for those premises which are (a) currently - i.e. immediately before the Regulations came into force received free disposal and (b) eligible for Small Business Rate Relief as defined in section 43(1) of the Local Government Finance Act 1998, calculated in accordance with section 43 (4A)(a).
- (ii) Publically funded schools and Further Educational colleges who currently benefit from free disposal immediately prior to Regulations coming into force will continue to be exempt from waste disposal charges.

Description	Classification	Charging Policy	Exceptions applied
Domestic caravan	Household waste	No collection or disposal charges to be applied.	
Places of worship	Household waste	No collection or disposal charges to be applied.	
Moored vessel for living accommodation	Household waste	No collection or disposal charges to be applied.	If used as business then to be treated as commercial waste.
Residential hostel <sup>2</sup> provides accommodation only to persons with no other permanent address.	Household waste	Only a collection charge can be applied.	
Garden Waste from domestic property	Household waste	Only a collection charge can be applied.	Chargeable if chargeable in the Regulations Schedule 1 paragraph 4 row 11 to 17.
Clinical Waste from domestic property	Household waste	Only a collection charge can be applied.	
Gypsies and travelers caravan site	Household waste	No collection or disposal charge if domestic waste.	May apply reasonable terms to the collection of waste from caravan sites, by issuing a notice under section 46 of the Environmental Protection Act 1990.
Asbestos from domestic property	Household waste	No charge if from small-scale DIY.	
Hall used for public meetings	Household waste	Only a collection charge can be applied.	For lettings of more than 50% for commercial use will be classed as commercial waste and a disposal charge can be applied.
Military Single Living Accommodation	Household waste	No collection or disposal charges to be applied if premise is a domestic accommodation and is self contained living accommodation.	
University and colleges	Household waste	Chargeable for collection and disposal.	Exempt if the establishment receives

<sup>2</sup> Provision of accommodation only to persons with no other permanent address or who are unable to live at their permanent address.

Description	Classification	Charging Policy	Exceptions applied
			financial support from the Council or the Higher Education Authority or is an institution conducted by a higher education corporation and received a local authority collection with free disposal before 6 April 2012.
Schools and further education establishment	Household waste	Chargeable for collection and disposal. Disposal will not be charged to those that are public funded and receiving local authority collection with free disposal before 6 April 2012.	A disposal charge will not be applied if the qualify for the exemption in paragraph (ii) above. Non-publically funded schools and those on commercial collection are chargeable.
Hospital	Household waste	Chargeable for collection and disposal.	Exemption applies to those premises occupied by council tax payers or accommodation is provided for persons with no other permanent address and the waste is collected separately from other waste collected on site, for example, multi-occupancy residential buildings.
Residential home, care home and care home with nursing and nursing homes	Household waste	These premises will be charged for waste collection and disposal when more than 50% of their residents are non-council tax payers.	Exempt if receiving a District Council Collection with free disposal prior to 6 April 2012 providing there is no break in contract.
Prison or penal institution	Household waste	Chargeable for collection and disposal.	
Waste from premises occupied by— (a) a community interest company (a company registered with the registrar of companies), or (b) a charity or other not for profit body, which collects goods for re-use or waste to prepare for re-use from domestic property	Household waste	Only a charge for collection can be applied, unless waste originates from non-domestic premise then collection and disposal charges can be applied.	Non-domestic waste may be exempt if the principles in section 3 of the local policy can be applied and agreed by RECAP Operations Panel.
Charity Shops	Household waste	Only a charge for collection can be applied, unless waste originates from non-domestic premise then	Non-domestic waste may be exempt if the principles in section 3 of the local policy can be applied and agreed by

Description	Classification	Charging Policy	Exceptions applied
		collection and disposal charges can be applied.	RECAP Operations Panel.
Premises occupied by a charity used for charitable purposes	Commercial waste	Chargeable for collection and disposal.	A disposal charge will not be applied if the qualify for the exemption in (i) above.  May be exempt if the principles in Section 3 of the local policy can be applied and agreed by RECAP Operations Panel.
Camp and caravan site	Commercial waste	Chargeable for collection and disposal.	A disposal charge will not be applied if qualify for the exemption in (i) above.  Waste from domestic premises is to be treated as household waste with no collection or disposal charges.
Royal Palace	Commercial waste	Chargeable for collection and disposal.	
Club, society or association	Commercial waste	Chargeable for collection and disposal.	A disposal charge will not be applied if the qualify for the exemption in (i) above.  May be exempt if the principles in Section 3 of the local policy can be applied and agreed by RECAP Operations Panel.
Self Catering accommodation	Commercial waste	Chargeable for collection and disposal.	A disposal charge will not be applied if they qualify for the exemption in (i) above.
Medical Practitioners	Commercial waste	Chargeable for collection and disposal.	A disposal charge will not be applied if they qualify for the exemption in (i) above.
Waste arising from works of construction or demolition, including waste arising from preparatory work by occupier of a domestic property.	Industrial Waste	Only a collection charge can be applied.	



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**Cambridge City Council**

**Item**

To: Executive Councillor for Planning and Climate Change – Cllr Tim Ward  
 Report by: Simon Payne – Director of Environment  
 Relevant scrutiny committee: Environment 15/01/13 Scrutiny Committee  
 Wards affected: All Wards

## **Cambridge 20mph Project**

### **Key Decision**

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

This report seeks to agree the project scope, initiation, and programme. Also for spending to be authorised on initial project costs.

#### **2. Recommendations**

The Executive Councillor is recommended:

- i. to approve initiation of the project and initial project costs in accordance with the project documentation referenced in this report, with implementation subject to further scrutiny, and approval of project appraisals.

Specific approval is sought for the project:

- Programme (see **Appendix A** provided as separate PDF file)
- Governance/Decision making process as set out in section 4 below
- Board terms of reference (see **Appendix B**)
- Phasing (see **Appendix C**)
- Engagement/Consultation to commence for the first phase (See **Appendix D**)

Approval is also sought for the following estimated initial project spending:

- Automatic Traffic Counts (ATCs) for project baseline data collection – < £12,000
- Phase 1 Engagement/Consultation Activities – < £50,000

### 3. Background

3.1 In July 2011, a motion to Council was agreed that requested the Executive Councillor for Planning and Climate Change (Cllr Tim Ward) to evaluate existing 20mph schemes in Cambridge and where appropriate, consult on expansion of schemes. Support and commitment from Cambridgeshire County Council was secured, and potential project scope and resourcing were investigated, which culminated in Council Budget funding bids for 'the Cambridge City 20mph Zones Project'. A capital bid for £400,000 to cover works was agreed in February 2012. A further revenue Priority Policy Fund bid for £59,800 to cover staffing was also approved.

3.2 Both funding bids stipulate that the project should have a citywide approach. As such the project will consider all appropriate roads within the Cambridge City Boundary where it is appropriate/feasible to introduce a self enforcing 20mph limit. Works will be subject to agreement with the Highway Authority (Cambridgeshire County Council).

3.3 Due to the size of the project, it is intended that it be divided over four separate phases, roughly reflecting existing area committee boundaries (for further details see Project Phase Identification and Phase Prioritisation Report **at Appendix C**). It is intended that each phase be progressed separately and brought to the relevant area committee and adjacent area committees as necessary for recommendation (for further details see the Project Engagement/Consultation/Marketing Plan **at Appendix D**)

3.4 The project aims to:

- provide conditions that are conducive to an increase in active travel modes such as walking and cycling and encourage a modal shift towards these modes



- reduce the severity of personal injury accidents (PIAs) that occur on the city's road network
  - reduce noise and air pollution levels
- 3.5 The project is reflected in the City's current policy context including strategic objective PST4.4 in the Planning and Sustainable Transport Portfolio Plan 2012-13. The extension of 20mph zones is also included within the Council's Annual Statement 2012-13 and contributes to the 'Vision for the City'. The project will help to achieve objectives set out in the council's Medium Term Strategy, which includes an action to 'Improve facilities for pedestrians, cyclists and public transport users, including consideration of extending areas with a 20mph limit'. In addition forthcoming Climate Change Strategy 2012-2016 includes an action to 'Identify opportunities in the development of the Cambridge Local Plan to minimise traffic generation and promote public transport, cycling and walking'.
- 3.6 Full details of current project risks are available in the Project Brief Report (**Appendix G** provided as a separate PDF file), however the current headline risks are as follows:
- Change in political priorities resulting in funding being pulled or allocated to an alternative project
  - Inability to successfully appoint appropriate contractor
  - Insufficient/inappropriate engagement/consultation resulting in negative response to consultation
  - Lack of co-operation from project partners (County Council and Cambridgeshire Constabulary)
  - Inability to make traffic orders due to reorganisation at Cambridgeshire County Council resulting in loss of expertise/capacity at the county
  - Insufficient funding available to successfully implement the scheme across all four phases –Factors such as consultation responses may have an impact on the project cost, however this impact is yet to be defined.
  - Scheme overrun due to factors out of project control such as consultation responses

#### **4. Governance/Decision Making**

- 4.1 It is proposed that a project board is set up, as outlined in the terms of reference at **Appendix B**. The board would meet bi-monthly and be chaired by the Executive Councillor for Planning and Climate Change. Invitees would include Councillor Gail Marchant-Daisley and board members would provide steer on various project related issues throughout the life of the project.
- 4.2 Following this initial Committee, it is proposed that the project proceed with first phase engagement. During this period the project would be taken to the relevant Area Committee(s) to provide recommendation to the Executive Councillor for Planning and Climate Change regarding formal consultation. The project would also be taken to adjacent Area Committees as appropriate. The manner in which the project would be brought to adjacent area committees would be defined following discussion with the relevant committee chairs. Following formal consultation the project would be presented back to the Area Committee(s) for recommendation. The project would then be taken to the Asset Management Group and then presented to this Committee for appraisal to seek permission to advertise and make traffic orders, then implement. Following the advertisement of traffic orders, any objections would be taken to the Traffic Management Area Joint Committee or its replacement decision making mechanism.

#### **5. Implications**

(a) **Financial Implications**

Financial implications will be reviewed for each stage following preliminary design work. There will be revenue implications associated with commuted signage maintenance, which will be discussed with the county council.

(b) **Staffing Implications**

The project delivery team within the Streets and Open Spaces Service will provide the vast majority of staffing for

the project. However, other resources will be required for attendance at Officer and Project board meetings as well as specialist services from the council web team.

(c) **Equal Opportunities Implications**

Please see equalities impact assessment (**Appendix E**)

(d) **Environmental Implications**

Following assessment the project has been rated as +M (medium positive environmental impact). Please see climate change rating report (**Appendix F**)

(e) **Procurement**

Highways works associated with the project will be procured through the forthcoming Civils Framework. Procurement for all other works/items associated with the project that are not covered by this framework will be undertaken in accordance with the council's procurement policy.

(f) **Consultation and communication**

It is recognised that consultation, communication and engagement will contribute significantly to the success of the project. Please see the Project Engagement/Consultation/Marketing Plan at **Appendix D** for further details.

Each phase would be fully consulted on, and brought to this Committee following consultation, prior to implementation.

Project events/outcomes to be communicated to stakeholders via a project website attached to the city website, press releases, and tweets.

(g) **Community Safety**

Due to the nature of this project it will improve safety for all road users, particularly more vulnerable groups such as pedestrians, cyclists, the young, and the old. Research indicates that fewer PIAs occur at 20mph, and where they do occur their severity is reduced.

## 6. Background papers

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

- Department for Transport Local Transport Note 1/07 – Traffic Calming -  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/3811/ltn-1-07.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/3811/ltn-1-07.pdf)
- Department for Transport Draft Speed Limit Circular July 2012 – Setting Local Speed Limits –  
<http://assets.dft.gov.uk/consultations/dft-2012-32/setting-local-speed-limits.pdf>
- Cambridge City Council Budget Setting Report  
[http://mgsqimh01/documents/s8599/BSR%20Version%20Ver%201.1%2021%20Dec%202011\\_1.pdf](http://mgsqimh01/documents/s8599/BSR%20Version%20Ver%201.1%2021%20Dec%202011_1.pdf)
- Planning and Sustainable Transport Portfolio Plan 2012-13  
[http://mgsqimh01/documents/s8526/PST\\_Planning\\_and\\_Sustainable\\_Transport\\_Portfolio\\_Plan\\_2012-13.pdf](http://mgsqimh01/documents/s8526/PST_Planning_and_Sustainable_Transport_Portfolio_Plan_2012-13.pdf)
- Cambridge City Council Medium Term Financial Strategy 2011/12 – 2015/16  
[http://mgsqimh01/documents/s13580/MTS\\_Version\\_2\\_Executive\\_-\\_FINAL\\_2.pdf](http://mgsqimh01/documents/s13580/MTS_Version_2_Executive_-_FINAL_2.pdf)
- Cambridge City Council Climate Change Strategy 2012-2016  
[http://mgsqimh01/documents/s13710/Appendix\\_A\\_Cambridge\\_City\\_Council\\_Climate\\_Change\\_Strategy.pdf](http://mgsqimh01/documents/s13710/Appendix_A_Cambridge_City_Council_Climate_Change_Strategy.pdf)
- Cambridge City Council 20mph Project – Project Brief – Appendix G

## 7. Appendices

Appendix A – Project Programme (Separate PDF file)

Appendix B – Project Board Terms of Reference

Appendix C - Project Phase Identification and Phase Prioritisation Report

Appendix D – Project Engagement/Consultation/Marketing Plan

Appendix E – Equalities Impact Assessment

Appendix F – Environmental Impact Assessment

Appendix G – Project Brief Report (Separate PDF file)

## **8. Inspection of papers**

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

Author's Name: Ben Bishop or Andy Preston  
Author's Phone Number: 01223 457385 or 01223 457271  
Author's Email: [ben.bishop@cambridge.gov.uk](mailto:ben.bishop@cambridge.gov.uk)

## **Appendix B**

### **Cambridge 20mph Project Board Terms of reference**

#### **Purpose / role:**

The project board has been identified to provide steer on various project related issues throughout the life of the project. Board members have been chosen to represent major stakeholder groups associated with the project. The board has been identified at project inception in order to ensure the requirements/preferences of stakeholders are taken into account throughout project development and progress. It is intended that in so doing, the project board will help to ensure success of the project.

#### **Membership:**

Board members have been chosen to represent the views of all major stakeholder groups affected by the project.

Proposed Cambridge City Council invitees:

- Cllr Tim Ward – Executive Councillor for Planning and Climate Change
- Simon Payne – Director of Environment
- Andrew Preston – Project Delivery & Environment Manager
- Patsy Dell – Head of Planning
- Cllr Gail Marchant-Daisley – Spokes for Planning and Climate Change
- Ben Bishop – Cambridge 20mph Project Officer
- City Business Support - TBC

Proposed Cambridgeshire County Council invitees:

- Cllr Tony Orgee – Cabinet Member for Community Infrastructure
- John Onslow - Director of Infrastructure Management and Operations: Environment Services
- Nicola Debnam – Head of Local Infrastructure and Street Management
- County Officer - Brian Stinton or nominated officer

### Proposed Other Stakeholder/Partner invitees:

- Representative from local 20mph Campaign 20 Sense – Hugh Kellett
- Representative from Cambridgeshire Constabulary – Clive Holgate – Area Traffic Management Officer
- Representative from Cambridge Cycling Campaign – Jim Chisholm
- Representatives from Local Bus and Taxi Operators – Panther, Camcab, Stagecoach
- Representative from local Public Health Authority – Cambridgeshire NHS

It may not be necessary for all proposed invitees at Project Board to attend all meetings. Specific attendance would be designated by project stage.

### **Accountability:**

The board is accountable to the Cambridge City Council Environment Scrutiny Committee. Activities/decisions of the board will be outlined in appraisal reports submitted to the committee prior to implementation of each project phase.

### **Review:**

Terms of reference to be reviewed once a year in December

### **Working methods / ways of working:**

Meetings to be organised by Project Manager. Meetings to be held bi-monthly - on the third Wednesday of every other month (subject to invitees availability) at the Guildhall and chaired by Executive Councillor for Planning and Climate Change. Agenda and any associated reports/resources to be distributed to all invitees 1 week prior to meeting via email. Should any resource be too large for email, it will be distributed via a file transfer protocol (FTP) site.

For every meeting the agenda will include: progress report and programme, project risks/issues, change control, and finance log, to be presented by project manager and AOBs.

Previous meeting minutes to be covered as relevant agenda item is covered at subsequent meeting.

Specific issues to be covered and where appropriate agreed at each meeting in relation to project stage. Details of specific issues to be distributed with agenda prior to each meeting and covered during progress report and programme section of agenda. For example proposed project KPIs to be presented at first board meeting.

Last item on agenda to ask all attendees if they have any other business.

Minutes of each meeting to be taken by Cambridge City Council Business Support and distributed to all invitees 1 week after meeting.

Outside speakers may be invited to present at certain meetings such as: 20s Plenty for Us or, specific equipment suppliers as appropriate.

Subject to consent, email addresses of all invitees to be distributed to all board members to facilitate communications.

### **Definition of terms**

Project Phase – due to its size project has been divided into four phases, which would be consulted and implemented separately. For more details see Project Phase Identification and Phase Prioritisation Report.



## Appendix C

### Cambridge 20mph Project Briefing Note Project Phase Identification and Phase Prioritisation Report

#### Summary

This note outlines the reasons behind the alignment of the project phase boundaries, and also analyses factors to inform the order in which the phases should be progressed on the basis of a cost/benefit analysis.

Note: Analysis is based on the data that is currently available.

#### 1.0 Identification

1.1 The Cambridge 20mph Project is proposed to cover all appropriate roads within the Cambridge City Boundary. An area of roughly 40km<sup>2</sup>. Due to the scale of work that would be involved in consulting and implementing a new speed limit on all appropriate roads across this entire area in one instance, it is proposed to phase the works into smaller more practical areas or phases. It is currently proposed for there to be four phases, which divide the City's road network roughly into quarters.

1.2 The phase boundaries have been identified in line with the existing Cambridge City area committee boundaries. Each area committee is formed of three or four wards and are identified as North, East, South and West Central. The wards within each area committee are as follows:

- North: Arbury, West Chesterton, East Chesterton and Kings Hedges
- East: Petersfield, Abbey, Romsey and Coleridge
- South: Trumpington, Queen Edith, Cherry Hinton
- West Central: Castle, Newnham and Market

14 wards in all.

1.3 Existing ward boundaries and therefore area committee boundaries run along building lines and cut across sections of road between junctions. As such these boundaries are not

ideal for the phasing of a project based on the road network. For this reason, the boundaries have been amended to fit more practically with potential implementation. To this end, in certain locations the boundaries have been relocated from building lines to run along the nearest practical road. Particular attention has been made to the strategic A and B road network, along which the new limit would not be implemented, and as such the network provides useful boundaries. Similarly where the boundary runs across a road between junctions, it has been relocated to a junction. Other practical boundary features include watercourses and railway lines. The phase boundaries identified allow for entry/exit points to be positioned at practical locations for signage/gate features. The phase boundaries have also been identified in order to avoid, wherever possible, the need to amend works that have been implemented as part of a previous phase when building a subsequent phase. This could occur where a road forming the boundary of a previous phase, is included within a subsequent phase.

- 1.4 The proposed phase boundaries are illustrated at **Annex A**. As the phases are still a close approximation to the area committee boundaries, it would still be possible to include area committees within the project engagement/consultation plan. Please note the phase boundaries currently include some sections of the road network that sit outside any of the Cambridge City wards, and as such are officially outside the city boundary. These roads, including Fen Road, the estate roads off Gazelle Way, and some roads off the north end of Arbury Road have been included as they could be deemed to form part of the Cambridge City Road network. However, the inclusion of these roads is yet to be finalised and will be subject to consultation with relevant stakeholders.

## 2.0 Prioritisation

- 2.1 Subsequent to agreement of the phase boundaries, it is necessary to identify how the phases should be ordered within the project. This can be achieved through a cost/benefit analysis with a view to providing maximum benefit for the time/funding invested.

2.2 In order to analyse the cost benefits for each phase, firstly the benefits of the project have been identified. These include:

- Facilitating/encouraging modal shift towards more active and sustainable transport modes with associated health benefits, reduction in air borne and noise pollution, and reduced levels of transport poverty
- Reduction in personal injury accidents (PIAs)

2.3 Then the ways in which these benefits affect the different phase areas has been identified, with a view to maximising the potential positive impact.

### Modal Shift

Travel to Work data was collected as part of the 2001 census. This data has been analysed to indicate which transport modes are used to get to work on a ward-by-ward basis in Cambridge. For the purposes of this report, the data was further analysed to identify the proportion of transport for work that was undertaken through active modes for each ward. The results are set out in the table below.

Table 1 – Transport for work using active modes

Rank - Proportion of transport for work using active modes	2003 ST ward	S129:10 (ALL PEOPLE : Bicycle)	S129:11 (ALL PEOPLE : On foot )	Sum of Active Travel Modes	Total number of census responses per ward	Portion of total responses using active modes
14	12UBFZ Newnham	1,880	421	1,501	9,000	16.68
13	12UBFY Market	3,960	2,202	6,162	37,004	16.65
12	12UBGA Petersfield	797	444	1,241	8,002	15.51
11	12UBFS Castle	1,175	571	1,746	12,196	14.32
10	12UBGB Queen Edith's	1,447	788	2,235	19,164	11.66
9	12UBGD Trumpington	1,672	692	2,364	20,432	11.57
8	12UBGE West Chesterton	426	259	685	5,972	11.47
7	12UBFU Coleridge	471	197	668	6,176	10.82
6	12UBFQ Abbey	703	336	1,039	9,986	10.39
5	12UBGC Romsey	434	256	690	6,916	9.98
4	12UBFT Cherry Hinton	256	163	419	4,284	9.76
3	12UBFR Arbury	177	129	306	3,138	9.75
2	12UBFW East Chesterton	666	320	986	10,956	9.00
1	12UBFX King's Hedges	216	150	366	4,146	8.83
		13,480	6,928	20,408	157,394	

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The table indicates that in terms of transport for work, active modes are least well represented in the Kings Hedges, East Chesterton, Arbury and Cherry Hinton Wards. Three of these fall within the northern phase and as such, this factor suggests maximum benefit from potential modal shift towards active modes may be gained within this phase area.

## Health

With regard potential health benefits, data from the Cambridge ward profiles atlas available at: <http://atlas.cambridgeshire.gov.uk/Profiles/WardProfiles/atlas.html>, has been analysed. Health issues are linked to deprivation. The '*Strategy to tackle Health Inequalities in Cambridgeshire 2009-2011*' states "there are marked geographical and socio-environmental health inequalities in Cambridgeshire. These are closely linked with the index of multiple deprivation". The Cambridge Ward atlas includes the index of multiple deprivation. Cambridge wards are listed below in order of level of deprivation from lowest to highest:

- Newnham
- Castle
- Queen Edith's
- Market
- West Chesterton
- Coleridge
- Cherry Hinton
- Romsey
- Trumpington
- Petersfield
- Arbury
- East Chesterton
- Abbey
- Kings Hedges

East Chesterton, Abbey and Kings Hedges are the most deprived wards in the city. In addition the ward atlas indicates that Kings Hedges and East Chesterton have the highest mortality figures across the city. As such the health benefits of the project may well be best realised within the northern phase area.

## Personal Injury Accidents

Traffic accident data has yet to be provided by the county council. Once this has been provided it will be analysed and the results added to this report.

- 2.4 Following analysis of the benefits, it is also useful to analyse the phase areas in terms of the number of people who could potentially benefit.

### Population Density

The ward profiles atlas indicates that population density across the wards is as follows from high to low:

- Petersfield
- Arbury
- Romsey
- West Chesterton
- Kings Hedges
- Market
- Coleridge
- East Chesterton
- Cherry Hinton
- Abbey
- Castle
- Queen Edith's
- Newnham
- Trumpington

The population density can be taken as a rough indicator of the population per mile of road brought into 20mph working. In terms of cost benefit, population density is useful as a high density indicates that a larger number of people would be likely to benefit from the project for a similar level of time/funding spent. All of the wards in the northern phase are located within the top eight most densely populated wards. As such this is on average the most densely populated phase. The second most densely populated phase is the eastern phase.

### Schools/Colleges

It is useful to look at the density of schools within the phase areas as journeys to and from school are likely to benefit from the project in real terms and provide benefits to the project in terms of marketing/engagement. Not only does the

density of schools provide an indication of overall potential benefit to pupils/parents/staff with a less intimidating road environment and a potential reduction in PIAs, but also may provide opportunities for engagement and potentially improve compliance, with the wider community influenced by the school and issues that are of benefit to the school. The table below provides the density of schools within each phase area.

Table 2 – Density of schools per phase area

Phase Area	Area (Km square)	No. of Schools	Schools per square km
North	7.9	13	1.65
East	7.2	8	1.11
South	13.2	14	1.06
West and Central	8.1	4	0.49

As the table above illustrates the north area has the highest density of schools, followed by the eastern phase.

- 2.5 Consideration has also been given to likely compliance with the project following implementation. It is judged that if the first phase implemented achieves reasonable compliance and success, this would promote compliance for the following phases. Probable levels of compliance are hard to estimate without details of the existing traffic speed, however, the estate type roads, which dominate in the northern area, may well be more conducive to compliance than for instance, the straighter suburban roads which characterise the southern phase area.

In addition as mentioned above schools may form a key opportunity for marketing and engagement. Schools could act as conduits for demonstrating the benefits of and reasons for the proposed limit to the wider community. Compliance with the limit is likely to be significantly effected by the level of understanding road users have for the reasons behind it. The northern phase does not currently have any existing 20mph limits or zones located within it. Without 20mph limits already in place, post implementation speed monitoring is likely to register a reduction in speed over a wider number of roads. It would also serve to provide the benefits of 20mph to an area that has as yet has not benefited from any.

### 3.0 Conclusion / Recommendations

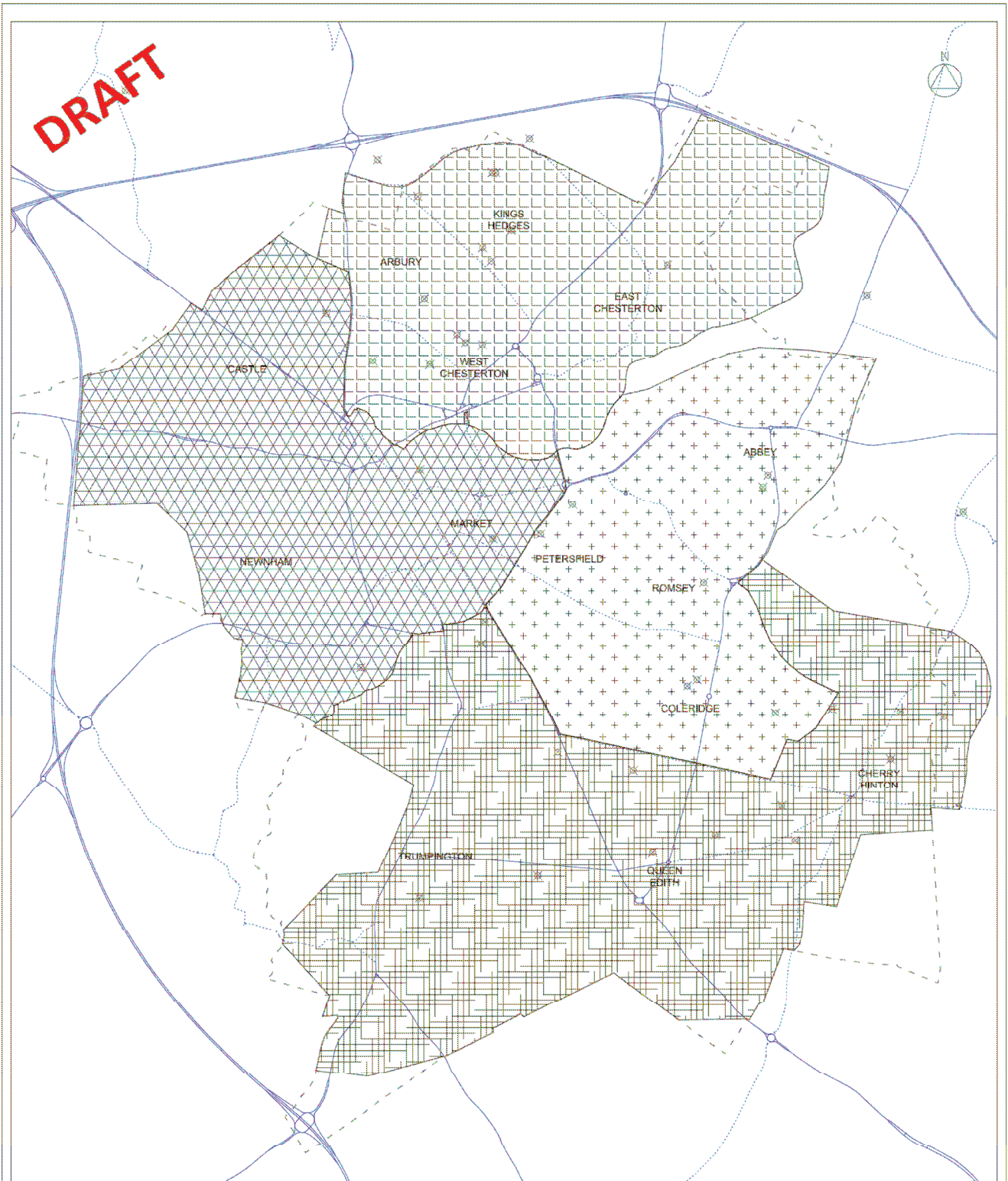
3.1 Following the analysis above it is recommended that the identified phase boundaries be adopted.

3.2 Although it has not been possible to analyse accident statistics as part of this report as yet, the factors taken into account to date suggest that in terms of cost/benefit, the phases should be progressed in the following order:

- North
- East
- South
- West Central

Analysis has indicated that prioritisation of the northern phase for a 20mph limit is likely to result in the greatest improvements in terms of benefits identified in 2.2, per the amount of time and funding invested. This report also suggests that potential success of the project within the northern phase is likely to promote success and compliance in subsequently implemented phases.

# Annex A



**KEY**

- Proposed Phase Boundary
- City Boundary
- Classified Unnumbered (C Class) Road
- A or B Classified Road
- Road within an existing 20mph Limit or Zone
- Proposed Phase 1
- Proposed Phase 2
- Proposed Phase 3
- Proposed Phase 4
- Location of existing School/College

**ENVIRONMENT DEPARTMENT**  
**PROJECT DELIVERY & ENVIRONMENT**  
 Simon Payne  
 Director of Environment  
 CAMBRIDGE CITY COUNCIL  
 PO BOX 700, Cambridge, CB1 0JH  
 Tel: 01223-457200 or 457201

Rev	Date	By	Check	App	Scale

**DO NOT SCALE**  
 Figure dimensions must be taken in preference to scaled dimensions.

Scale: NTS  
 By: GB  
 Date: 09/11/2012

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Project: Cambridge 20mph Project  
 Drawing: Draft Project Phasing Plan  
 Job Ref: DW6.No C2755\_004  
 Revision: -

Notes:



## **Cambridge 20mph Project Briefing Note Project Engagement/Consultation/Marketing Plan**

### Summary

This note outlines the proposed manner in which engagement, consultation, and marketing could be undertaken over the course of the project.

### Notes:

- It is intended for consultation and implementation of the project to be divided into 4 phases roughly based on Cambridge Area Committee boundaries. Please see Phase Boundaries and Phase Identification Report for more details.
- It is proposed that the project be taken to the Environment Scrutiny Committee (ESC) at an early stage in order to obtain approval for authority to initiate the project.
- It is intended that all project engagement/consultation/marketing activities are authorised by the Executive Cllr for Planning and Climate Change. As necessary, options would be brought before the Project Board. Similarly, wherever necessary the County Council as the Highway Authority and Cambridgeshire Constabulary would be consulted to ensure proposals are feasible.
- It is recognised that the success of the project (in terms of compliance with the proposed new 20mph speed limit), relies heavily on its ability to engage effectively with stakeholders

### 1.0 Pre-Consultation Engagement

#### 1.1 Project Web Content

It is proposed that the first engagement operation would be to set up a project specific website or alternatively project specific pages on the city council website. Web content would act as a central hub for all project communications. All engagement/consultation materials would include the website's address as a first point of call for further information. The website would be regularly updated and would include information covering: why the city council is proposing 'Total 20', how the council proposes to implement the project, responses/explanations addressing the objections that generally get raised with this type of proposal,

and details on how to comment/get involved including dates of events such as drop in sessions. It may also be possible to include an option to leave a comment/ask a question on the project, which could be adapted to later form part of formal consultation.

It is proposed that as with all communications associated with the project the website would be branded with the project logo and slogan. This is covered in more detail in section 4.0 below.

## 1.2 Initial Distribution of Information

Produce and distribute a short letter/leaflet outlining the project to a list of core stakeholder/marketing partner groups. A list of potential groups is provided at **Annex A**. The leaflet would include information on the intended timeline for the project, how engagement will take place, some background covering the why and how, include the link to the website for further information or potentially to post a comment, and ask if the group in question would like to be involved/help with the project. Also include details of a proposed project launch seminar/exhibition.

At the same time a press release could be submitted to announce the distribution of information, launch of the project website and details of the proposed seminar.

## 1.3 Seminar/Exhibition

A proposed ½ day seminar to take place at one of the council offices, or possibly the Guildhall. Representatives of core stakeholder/marketing partner groups to be invited. Provide an explanation as to why and how. Possibly ask a representative of 20s Plenty For Us to present. Outline the proposed way forward in more detail including the proposed process for formal consultation. Hold a Q & A session. Launch design competition for the proposed 20mph Zone entry signs which could engage local school children and their parents. Unveil project exhibition/information boards and provide details of where these will be located for others to view.

The seminar would also provide an opportunity to potentially distribute some marketing material such as; stickers, window stickers or bike seat covers. Post seminar, details of the seminar outcomes, sign competition, and exhibition could be submitted in a press release.

#### 1.4 Exhibition Boards

A set or sets of exhibition boards could be designed and located at appropriate sites for the public to view throughout the engagement and consultation process. Boards would provide information on the why and how, project timeline, proposed streets included, also provide details of the website and any forthcoming engagement events. At each exhibition location a drop box and comment sheets would be left for stakeholders to leave their views. Comments to be collected on a weekly basis and logged on a spreadsheet. It is proposed that one exhibition is set up at a central location such as the central library or customer service centre at Mandela House, for the duration of the project. Further sets of boards and comment drop boxes could be provided in at least one venue located within a phase area during the period over which that phase is being progressed. For instance whilst the north phase is progressed, a temporary exhibition could be located at the Arbury Community Centre until the consultation on that phase closed.

Board content would be designed for clarity, and text printed at a suitable large size to aid visually impaired stakeholders.

#### 1.5 Role of Area Committees

During pre-consultation engagement for each phase, it is proposed for the current phase to be brought to the relevant Area Committee. It is proposed that the Area Committee provides recommendation to the Councillor for Planning and Climate Change with regard progression to formal consultation. Adjacent Area Committees would also be made aware of the consultation taking place in the area next door. The involvement that neighbouring committees have would be identified following consultation with Committee Chairs. The relevant area committee(s) would be revisited following consultation to provide recommendation to the Councillor

from Planning and Climate Change with regard implementation.

## 1.6 Sign Design Competition

It is proposed to hold a sign design competition amongst local school children to come up with a design to be used on the supplementary plate section of signs mounted at entry points to the proposed 20mph limit areas. This is subject to agreement as to whether 20mph Zone entry signs to TSRGD dia. 674 are adopted for use in the design or not. If they were, then schools within each phase would be contacted and asked to participate. It is proposed that a separate design is used for each phase area. Designs would be submitted in advance of the close of formal consultation for each respective phase. Should the project meet with a positive response at consultation, the Executive Councillor for Planning and Climate Change would choose the winning design and it would be incorporated into the zone entry signs.

Holding competitions of this type provides an opportunity to engage with schools and families who are likely to be one of the main target markets for the proposals.

## 1.7 Additional Optional Engagement Activities

The profile, public awareness and local ownership of the project would be further enhanced through additional optional engagement/marketing activities. These could take place before, during and/or after formal consultation. These activities would be subject to available funding and the co-operation of various partner/stakeholder organisations. Potential additional activities and related stakeholder organisations are listed at **Annex B**.

## 2.0 Formal Consultation

### 2.1 Letter Drop with Paper and Web-Based Questionnaire

For each phase, it is proposed for formal consultation to take the form of a letter drop to all residents/businesses directly effected by the proposals, enclosing succinct information on

the project and a short questionnaire with free post return envelope. Letters would include details of how to gain more information on the project such as at exhibitions, drop-in sessions and web content. The option to respond via a web-based questionnaire could be provided. Through sending a small format letter and encouraging on-line responses the potential postage costs could be minimised.

As with all communications material, content for the consultation letter would be passed to the Executive Councillor for Planning and Climate Change along with any other stakeholders should the Executive Cllr see fit for approval, prior to manufacture and distribution. The proposed consultation letter distribution area for each phase would be provided to the Executive Councillor for approval prior to distribution.

It is proposed that the letter includes a short phrase in a number of relevant languages in the case that a translation may be required. An option to request by telephone, the document in a larger text format would also be included.

## 2.2 Drop-in sessions

It is proposed for two drop-in sessions to take place during consultation of each phase. These could be located at local centres within each phase area. One drop-in to take place on a week day evening between 5pm and 9pm, the other on a Saturday from 10am to 3pm. It is proposed that these take place at the venue where the phase exhibition has been located. Council officers to be present to respond to questions or issues raised. It may be possible to request certain stakeholder groups such as the Cambridge Cycling Campaign or Sustrans to be represented. Comments drop box to be provided at drop-ins.

## 2.3 Authority to Implement

Following closure of consultation for each phase, it is proposed that the project is brought before the relevant area committee(s) such that they can make recommendation to the Executive Councillor for Planning and Climate Change. The project would then be taken to ESC for appraisal. A draft

appraisal would be brought to the Asset Management Group prior to ESC.

## 2.4 Traffic Orders

Following close of formal consultation and the project having been taken to the ESC for appraisal traffic orders would be advertised. Any objections to traffic orders would be addressed by the Traffic Management Area Joint Committee or its replacement decision making mechanism prior to making the orders.

## 2.5 Feedback on Outcome of Consultation

It is proposed that the outcome of consultation for each phase is provided to stakeholders on the project website and via the submission of a press release.

## 3.0 Potential Post Consultation Engagement Operations

### 3.1 Optional Temporary Signage

During the period after consultation has closed and prior to implementation it may be possible to install cheap correx signs, signs on bus shelters or potentially street furniture mounted banners indicating that “Total 20mph coming to this street on .....” including a link to the project web content. This would help to maintain local interest in the project and may improve compliance following implementation. See Annex B for more detail.

### 3.2 Post Implementation Feedback

Following implementation it is proposed to undertake automatic traffic counts in order to quantify the success of the scheme in terms of speed reduction. The information gathered could be distributed to stakeholders via the project website and through submission of a press release. It may be possible to include messages congratulating local residents on success in order to encourage continued compliance.

### 3.3 Potential Contingency and Engagement

Should it be necessary to undertake contingency measures as set out in briefing note No. 4 'Potential Contingency Measures', engagement would continue to play an important role. The location of vehicle activated signs (VAS), due to form part of contingency planning, could be finalised in co-ordination with local residents. The impact VAS had on traffic speed would be fed back to residents. In addition local residents could be involved with the messaging and location of temporary correx signage, which also forms an optional contingency measure.

### 4.0 Marketing

#### 4.1 Project Identity

In order to maximise potential public support and as such improve the likelihood of success, it is proposed for the project to have a specific identity that can be recognised by stakeholders. A specific identity would help to raise the project's profile and thereby encourage stakeholders to engage with proposals. It would also help to encourage local ownership of the scheme. All of which are likely to improve the level of potential post implementation compliance.

The specific identity of the project would be subject to consultation with the Executive Councillor for Planning and Climate Change and potentially the project board. However, it is intended that a logo is designed for the project along with a slogan such as "Cambridge Total 20". Both of which could be used on all communication materials. The slogan could be incorporated into further tag lines such as "Making Cambridge a Total 20 City". The use of a local PR firm to develop the logo/slogan could be considered subject to Executive Cllr authorisation and funding constraints.

#### 4.2 Target Groups

It is likely there are certain groups of stakeholders who are more likely to be receptive to the project proposals. It is useful to recognise this and build on it. Potential target markets include: Young people, Families with school/college

age children, Cyclists, Walkers, advanced drivers, certain businesses such as local cycle couriers or larger organisation such as the Royal Mail or Zip Cars for whom adherence to the proposals may form part of a positive PR campaign. The project engagement plan aims to connect with a number of these target audiences through initial distribution of information to those listed in Annex A. In addition the sign design competition outlined in 1.6 would help to foster stronger links with local families and young people.



## Annex A

Proposed Core Stakeholder/Marketing Groups
20s Plenty for Us
Anglia Ruskin University
Brake
Cambridge City Rugby and Football Clubs
Cambridge Cycling Campaign
Cambridge Evening News/Town Crier
Cambridge Travel for Work Partnership
Cambridge University
Cambridgeshire Constabulary
Cambridgeshire County Council
City Council Comms Team
Clear Channel (Bus Shelters)
Community Centres
Living Streets
Local Bus operators (Stagecoach and Whippet)
Local Businesses (Ridgeons, Science Park)
Local Church/Mosque/Synagogue/Temple
Local Couriers (Outspoken Delivery, City Sprint)
Local Cycle Shops
Local Driving Instructors
Local Event/Carnival organising committees
Local Motorbike Clubs/Training
Local National Businesses (Supermarkets, John Lewis, Royal Mail)
Local Radio stations (105, Star, CamFM)
Local Taxi operators (Camtax, Panther, Camcab, A1 Cabco)
Local Walking Groups (Cambridge Rambling Group)
NHS Cambridgeshire (inc. Communications Team)
Nurseries/Schools/Colleges
Outspoken Delivery Cycle Couriers
Residents Groups
Road Peace
Sustrans - Local Bike It Officers
Zip Cars

**Annex B**

Optional Engagement Activity	Stakeholder(s) Involved	Notes
Banners on Lamp Columns	Balfour Beattie (Own LCs), Cambs County Council	Banners could read during engagement/consultation "Would you like your road to become 20mph? Visit <a href="http://www.20mph.org">www.20mph.org</a> .... For more information" or "Total 20 for Cambridge, Have your say, visit <a href="http://www.20mph.org">www.20mph.org</a> ....". Banners could also be installed post implementation with reminders to reinforce the new limit until it has bedded in. Banners could be purchased once and relocated from one phase to the next as required. Banners would need to be designed to function within wind loading parameters required for the lamp columns. Poss use perforated banner material and spring loaded mounts
Adverts/Signs on Buses and Bus Shelters	Bus Operators (Stage Coach), Bus Shelter Operators (Clear Channel)	Similar messaging potential to the banners above. Messaging on shelters could be localised to specific phase. Buses potentially provide messaging to a wider area
Presence at various local events (e.g. Arbury Carnival or Mill Road Winter Fair)	Local event organising committees	Opportunity to distribute information and engagement materials such as stickers. Possibly attend in partnership with other groups such as Cambridge Cycling Campaign
Temporary Correx Signs	Local resident groups, Cambs City Council	It may be possible to manufacture some small correx signs with messaging similar to banners above. It may also be possible to engage local residents to come up with their own slogans similar to "we like 20mph on our street", or "Total 20 coming to this street soon". This process is likely to help to promote local ownership of the project and improve compliance. Signs could be provided to a representative of a local resident group and they could suggest locations for the signs to be installed. Potentially on existing street furniture using temporary zip ties, subject to signage safety audit
Distribution of 'Road Closure Kits'	Local resident groups, Cambs City Council, emergency services	In order to promote further support and local ownership it may be possible to identify sections of road which could be temporarily closed, for instance on a Sunday, and used as 'play streets'. Identification of roads would be undertaken in co-ordination with local residents groups and all other relevant stakeholders such as the traffic authority and emergency services. Closure dates and extents and advertising would be agreed. A 'road closure kit' along with appropriate training could be provided to a designated representative of the local residents association. Kit would include cones/barriers and appropriate signage to temporarily close the agreed section of road. Providing opportunities for play streets would reinforce the concept that the project would help to promote healthier lifestyles and provide a less intimidating road network

## Appendix E

### 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 David Kidston, Strategy and Partnerships Manager on 01223 457043 or email [david.kidston@cambridge.gov.uk](mailto:david.kidston@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:**

Cambridge 20mph Project

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

To reduce the speed of traffic on non-classified roads within the city of Cambridge to 20mph in order to provide a safer, greener and less threatening road environment for all road users.

**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):

**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):  
Cambridgeshire County Council (as Highway Authority)  
Cambridge City Web Team  
Local Police (enforcement)  
Local public transport providers

**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)

The project should have a positive impact on the more vulnerable younger and older road users, by providing a less threatening road environment. In addition, at 20mph the severity of Personal Injury Accidents (PIAs) is reduced, which is of particular importance to more vulnerable road users.

**(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)

In certain cases road users with a disability such as sensory or physical impairment would be classed as vulnerable road users. As such the scheme will provide a positive impact by providing a safer road environment. It is possible that those with a visual impairment will be negatively impacted as a result of being unable to read the consultation material provided as part of the project.

**(c) Gender**

No specific impact

**(d) Pregnancy and maternity**

No specific impact, other than in providing reduced levels of air born pollution, which may be of particular significance to those who are pregnant.

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

No specific impact

**(f) Marriage and Civil Partnership**

No specific impact

**(g) Race or ethnicity**

Studies suggest that minority groups are underrepresented as users of active travel modes. Through providing a less threatening road environment, the project is likely to have a positive impact by reducing the barriers to walking and cycling that these groups encounter.

**(h) Religion or belief**

No specific impact

**(i) Sexual orientation**

No specific impact

**(j) Other factor that may lead to inequality (please state):**

Given the scheme is sign and line based it is possible there will be a negative impact on those who have difficulty reading or interpreting the signage such as those who do not read English or who are illiterate. This may also apply to the consultation documentation.

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

None

**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 David Kidston, Strategy and Partnerships Manager, who will arrange for it to be published on the City Council's website. Email [david.kidston@cambridge.gov.uk](mailto:david.kidston@cambridge.gov.uk).

**10. Sign off**

Name and job title of assessment lead officer: Ben Bishop - 20mph Project Officer

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

Date of completion: 08.10.12

Date of next review of the assessment: 08.10.13



## 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	Those with visual disability may not be able to read consultation material produced as part of the project
Action to be taken to address the disadvantage or negative impact	All Consultation material will be produced in accordance with council consultation policy to include options for large versions of the documentation to be provided. In addition plans will be produced to be as clear as possible for those with reduced visual perception.
Officer responsible for progressing the action	Ben Bishop
Date action to be completed by	During Project Consultation phase

<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	Those who do not read English may not be able to understand the consultation documentation and signs and lines provided as part of the project.
Action to be taken to address the disadvantage or negative impact	All consultation documentation to be produced in accordance with council consultation policy, to include information in foreign languages on receiving the documents translated into these languages. The signs and lines implemented will be based on national signs and line design standards and as such should be easily understood by all road users.
Officer responsible for progressing the action	Ben Bishop
Date action to be completed by	During scheme design and consultation phases

## Appendix F

### Assigning a Climate Change Rating to Your Proposal or Recommendation

The purpose of assigning a climate change rating to your proposal or recommendation is to ensure that, wherever possible, key decisions help to strengthen the ability of the Council to reduce carbon emissions and manage the negative impacts of climate change on Cambridge.

#### Step 1: Impact on carbon emissions

Using the prompts in the Table 1 below, consider whether your proposal/recommendation will:

- Help to reduce carbon emissions: if so, assign it a positive (+) impact rating;
- Or*
- Increase carbon emissions: if so, assign it a negative (-) impact rating;
- Or*
- Have no (nil) impact on emissions of carbon dioxide.

Where you have identified a positive or negative impact, consider whether this impact is likely to be High, Medium or Low. The Impact Classification provided in Table 2 may help with this.

<b>Table 1: Carbon Emissions</b>	<b>Is Impact + , - or Nil?</b>	<b>Is Impact High, Medium or Low?</b>	<b>Comments</b>
1. Reduce the City Council's energy consumption	Nil		However the removal of some illuminated signs as part of the scheme will reduce the county council's electricity consumption
2. Reduce energy consumption by others in Cambridge	+	Medium	Reducing traffic speed to 20mph will cut vehicle emissions
3. Increase the proportion of the City Council's energy consumption from solar, wind,	Nil		

<b>Table 1: Carbon Emissions</b>	<b>Is Impact + , - or Nil?</b>	<b>Is Impact High, Medium or Low?</b>	<b>Comments</b>
biomass or other renewable sources			
4. Increase the proportion of energy consumption by others in Cambridge from solar, wind, biomass or other renewable sources	Nil		
5. Reduce the level of motor vehicle traffic by City Council staff commuting or operations	+	Low	The implementation of a city wide 20mph limit will provide conditions that are more attractive for active travel such as walking or cycling
6. Reduce the level of motor vehicle traffic by others in Cambridge	+	Medium	The implementation of a city wide 20mph limit will provide conditions that are more attractive for active travel such as walking and cycling
7. Increase the proportion of the City Council's vehicles powered by biofuel, electricity, LPG or other low-carbon fuels	Nil		
8. Increase the proportion of other vehicles in Cambridge powered by biofuel, electricity, LPG or other low-carbon fuels	Nil		
9. Reduce the amount or increase the level of recycling of the City Council's own waste	Nil		
10. Reduce the amount of waste or increase the level of recycling by	Nil		

<b>Table 1: Carbon Emissions</b>	<b>Is Impact + , - or Nil?</b>	<b>Is Impact High, Medium or Low?</b>	<b>Comments</b>
others in Cambridge			

<b>Table 2: Impact Classification</b>	<b>Description</b>
Low Impact	<ul style="list-style-type: none"> <li>• No publicity</li> <li>• No energy related infrastructure or vehicles</li> <li>• Capital assets with lifetime &lt;3 years</li> <li>• Few risk management benefits</li> </ul>
Medium Impact	<ul style="list-style-type: none"> <li>• Local publicity</li> <li>• Affects delivery of corporate/regulatory commitments</li> <li>• Affects service energy/transport/waste performance by &gt;10%</li> <li>• Capital assets with lifetime &gt;3 years</li> <li>• Management of identified service risk</li> </ul>
High Impact	<ul style="list-style-type: none"> <li>• Regional/national publicity</li> <li>• Essential for meeting corporate/regulatory commitments</li> <li>• Affects corporate energy/transport/waste performance by &gt;10%</li> <li>• Capital assets with lifetime &gt;6 years</li> <li>• Management of identified corporate risk</li> </ul>

**Step 2: Helping to manage the impacts of climate change**

Using the prompts in Table 3 below, consider whether your proposal/recommendation is likely to:

- Increase the ability of Cambridge City to withstand the impacts of climate change (such as hotter summers or more heat waves): if so, assign it a positive (+) impact rating;

Or

- Decrease the ability of Cambridge City to withstand the impacts of climate change: if so, assign it a negative (-) impact rating;

Or

- Have no (nil) impact on the ability of Cambridge City to withstand the impacts of climate change.

Again, where you have assigned a positive or negative impact, refer to table 2 to determine whether this impact is High, Medium or Low.

<b>Table 3: Managing the Impacts of Climate Change</b>	<b>Is Impact +, – or Nil?</b>	<b>Is Impact High, Medium or Low?</b>	<b>Comments</b>
1. Hotter summers	Nil		
2. Drier summers	Nil		
3. Warmer winters	Nil		
4. Wetter winters	Nil		
5. Heavier downpours	Nil		
6. Heat waves	Nil		
7. Drier soils (subsidence)	Nil		

### Step 3: Assign an overall rating and provide an explanation

Taking account of Step 1 and Step 2 above, assign a single, overall climate change rating to your proposal/ recommendation. You are required to provide a brief explanation of the rating that you have given.

If you have identified that your proposal/ recommendation is likely to have a negative climate change impact, take time to consider whether the project or course of action that you are proposing could be designed and delivered differently, so as to reduce or avoid this impact. If ‘doing things differently’ brings additional cost implications, then consider whether you may be able to apply to the Climate Change Fund, which invests in initiatives that help to reduce the carbon emissions and climate change risks of City Council operations. Full details of what the Climate Change Fund is able to support, as well as how to make an application, can be found on the Council intranet site at <http://intranet/sustainability/climate-change-fund.html>



## Help and Advice

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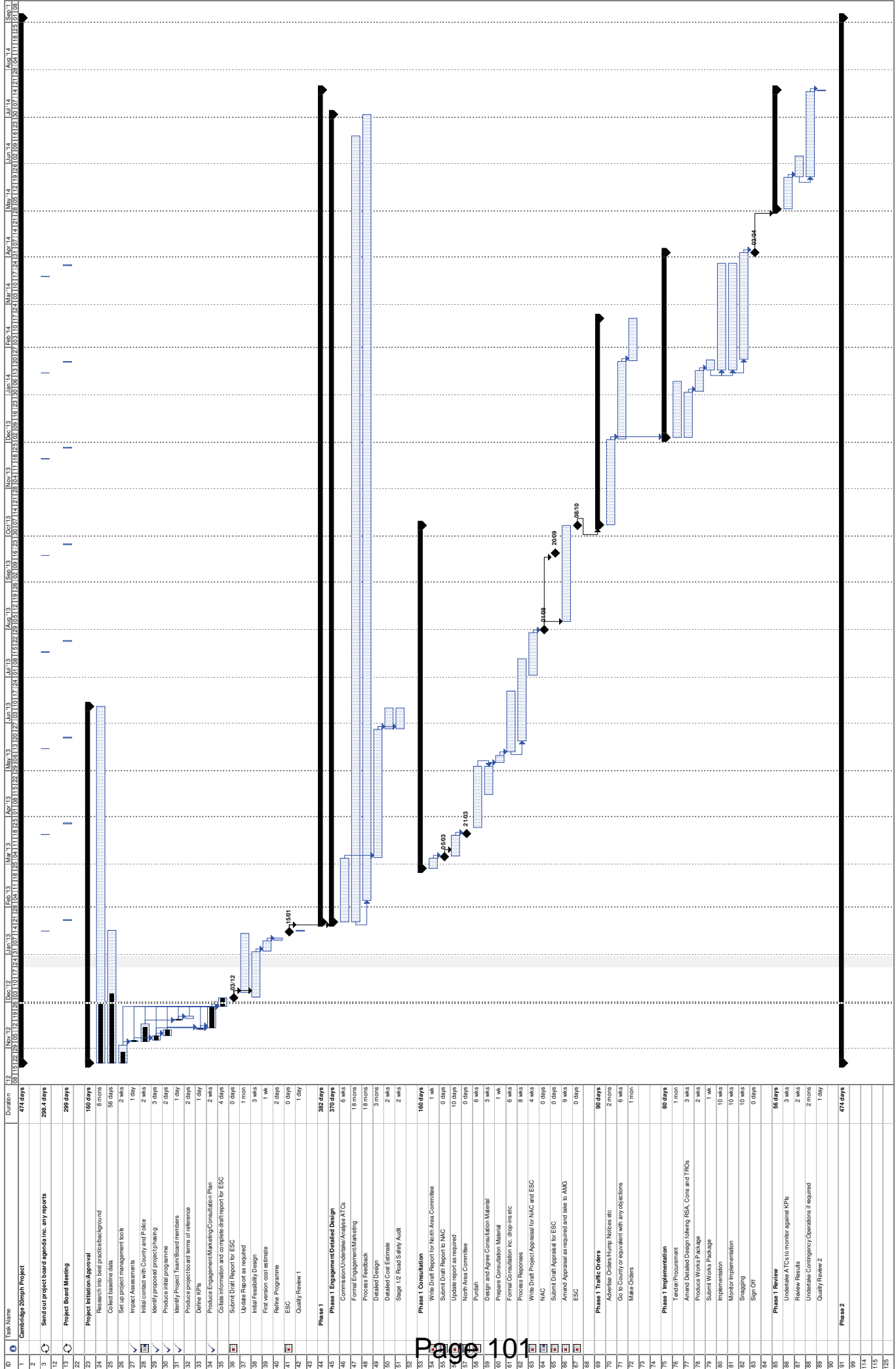
For help and further information, contact a member of the Sustainability Team:

- Sally Pidgeon, Climate Change Officer (Job Share), ext. 7174;
- Clare Palferman, Climate Change Officer (Job Share), ext. 7176.

### Overall Climate Change Rating – Positive

The implementation of a 20mph limit on all the non-classified roads in the city would provide a safer and more attractive environment for active sustainable modes of travel such as walking and cycling. As such it would help to increase the number of road users opting for these modes and reduce the number of journeys undertaken by motor vehicle in the city. In addition where motor vehicles are used, research has found that carbon emissions and fuel consumption can be reduced at 20mph. A 20mph limit also serves to reduce the level of traffic noise pollution.

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**Cambridge City Council**  
**Streets and Open Spaces**  
**20mph Project**  
**Project Brief**

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**Appendix A** – Initial Project Overview

**Appendix B** – Initial Project Phasing Plan

**Appendix C** – Engagement/Consultation/Marketing Plan

**Appendix D** – Phase Boundaries and Phase Identification

**Appendix E** – Initial Risk Register

**Appendix F** – Project Board Terms of reference

# 1 INTRODUCTION

## 1.1 Project Brief - Purpose

1.1.1 This document has been produced to record the basic information needed to initiate the project and give guidance to those involved in it.

## 1.2 Project Background

1.2.1 In July 2011, a motion to council was agreed that requested “the Executive Councillor for Planning and Climate Change (Cllr Tim Ward) to evaluate the current (20mph) schemes, to look into harmonising best practice within the different schemes in the City, and to consult on expansion of the schemes, subject to consultation of residents, into areas of the city where they would be appropriate. Following this support and commitment from Cambridgeshire County Council was secured, and Cllr Tim Ward and officers undertook investigation into potential project scope and resourcing. Meetings took place with the County Council and with officers from Portsmouth City Council, where a large scale 20mph project has previously been successfully implemented. The Council subsequently approved a capital bid made by the planning service for £400,000 to cover physical works associated with ‘the Cambridge City 20mph Zones Project’. A further revenue Priority Policy Fund bid for £59,800 has also been approved to cover staff costs associated with the project.

1.2.2 The decision to progress the project was influenced by:

- changes to DfT guidelines on setting local speed limits
- central government’s encouragement for localism
- changes to the local Highway Authority’s (Cambridgeshire County Council) policy on changing speed limits
- a number of other authorities having implemented successful area wide 20mph limits

The decision to progress the project has been taken with a view to:

- provide conditions that are conducive to an increase in active/sustainable travel modes such as walking and cycling and encouraging a modal shift towards these modes



- reduce the severity of personal injury accidents (PIAs) that occur on the City’s road network
- reduce noise and air pollution levels

1.2.3 Both funding bids stipulate that the project is to take a ‘citywide’ approach. This is in line with similar successful projects that have been implemented by other authorities, such as Portsmouth or Bristol. Cambridgeshire County Council, as the Highway Authority, has amended its policy to allow local bodies such as the City Council to reduce local speed limits. However the policy stipulates that a 20mph limit without traffic calming features can only be applied to roads that do not form part of the strategic A and B road network. In addition it is not currently feasible to implement a self-enforcing 20mph limit on major roads. It is for these reasons the project aims to implement 20mph across the city on all roads other than those classified as A or B. However in certain circumstances such as where a strategic road has a school on it, the City Council may seek to identify options to reduce traffic speed if appropriate.

1.2.4 The project is reflected in the City’s current policy context:

- The City’s Planning and Sustainable Transport Portfolio Plan 2012-13 includes Strategic Objective PST4.4 to promote ‘the delivery of additional new 20mph zones across the city’
- Extension of 20mph zones is included within the Cambridge City Council Annual Statement 2012-13 and contributes to the council’s ‘Vision for the City’
- The project will help to achieve objectives set out in the council’s Medium Term Strategy (MTS): to promote Cambridge as a sustainable city, maintain a healthy, safe and enjoyable city for all and help to provide attractive, sustainable new neighbourhoods. The MTS includes as a strategic action ‘Improving facilities for pedestrians, cyclists and public transport users, including consideration of extending areas with a 20mph limit’
- Action 19 of the councils forthcoming Climate Change Strategy 2012-2016 sets out to ‘Identify opportunities in the development of the Cambridge Local Plan to minimise traffic generation and promote public transport, cycling and walking’

1.2.5 The project is being delivered within Environment by the Streets and Open Spaces Service, in partnership with the Planning Service.

### 1.3 Project Options

1.3.1 A number of options have been considered:

- Implementation of citywide ‘traditional’ 20mph zones enforced with physical traffic calming features
- Focused 20mph engineering solutions at specific accident locations across the city
- Focused 20mph limits at specific accident locations across the city
- Citywide 20mph limit enforced with signage and line marking, without physical traffic calming
- Citywide 20mph zones that are enforced through a combination of signage, line marking, and where appropriate physical traffic calming

1.3.2 Separate ‘traditional’ 20mph zones across the city would be an effective way to reduce traffic speed by enforcing compliance through physical measures, however as a citywide option, it would be prohibitively expensive, potentially very unpopular and possibly detrimental to the take up of active travel modes depending on the measures introduced. Due to the cost and potentially controversial nature of area wide traffic calming, it is unlikely this approach could be implemented on a citywide basis.

1.3.3 The severity of PIAs could be reduced by focusing engineering solutions at specific accident locations. This would reduce the overall severity of PIAs. However, this approach would not be as inclusive, change perceptions of speed or promote active travel modes as effectively as the proposed project.

1.3.4 Focused 20mph limits would be cheap. However, these present similar disadvantages when compared with the proposed project as focused engineering solutions. In addition isolated 20mph limits are unlikely to achieve the same level of compliance that a larger scheme can achieve, particularly over the longer term.

- 1.3.5 A citywide 20mph limit is likely to promote improved compliance due to the impact of scale and the potential public engagement gains ‘Total 20’ would generate. It would be significantly cheaper than implementing physical measures over the same area, and if successful would help to promote active travel modes.
- 1.3.6 As illustrated by similar successful projects undertaken by other authorities such as Portsmouth, a citywide 20mph limit has been judged to provide a positive outcome in terms of cost/benefit with traffic speed reduced at a relatively low cost. However in Cambridge there are existing 20mph zones and limits some of which contain physical traffic calming measures, there are also physical traffic calming measures on streets that do not currently have 20mph in place. All these will need to be absorbed into any new city wide limit. In addition it is judged that there may be locations that, subject to funding, would benefit from some form of physical measure rather than simply signage or lining in order to achieve compliance. For this reason it is envisaged that the project design will comprise of 20mph Zones self enforced mostly with signage and lining and some potential physical features, where it is identified that these would provide a positive cost/benefit. It is judged that this approach will improve compliance and enable the design to take full advantage of recent changes to DfT guidelines for the implementation of 20mph Zones. Other advantages of zones include: the option to remove existing ‘Humps Ahead’ signage, the option if judged useful to include specific designs under the zone entry signs to promote local ownership of the project. In addition, with zones already in place, should physical traffic calming be implemented in the future, this could be installed without the need for additional ‘Humps Ahead’ signs.

It is noted that for a signage and lining enforcement approach to be successful, it is necessary to foster a significant level of buy-in to and local ownership of the project. It is also noted that it will be necessary to build a partnership with the local constabulary in order to improve compliance through localised enforcement operations.

## **2 PROJECT DEFINITION**

### **2.1 Objectives**

2.1.1 The principal objective is to introduce, on time and within budget, a new 20mph speed limit on appropriate roads across all of the City of Cambridge, and for this limit to be complied with by road users.

2.1.2 More detailed objectives include:

- a) To carry out research into best practice and undertake project feasibility
- b) To collect baseline traffic speed and accident data for comparison with post implementation data to assess project success
- c) To identify project team and secure internal and external staff time to form the officer/project board
- d) To engage project partners (Cambridgeshire County Council and Cambridgeshire Constabulary) and secure their input into project
- e) To identify the phasing over which the project would be progressed
- f) To undertake initial project design
- g) To undertake all necessary reporting to and consultation with members/committees/project board/officer board in order to progress the project
- h) To carry out a programme of engagement with stakeholders on the proposals and how they may be implemented
- i) To carry out consultation with stakeholders as appropriate about the proposed new limit and receive a positive response
- j) On the basis of the information gained as a result of a) to g) above, to complete project design including detailed cost estimates and bills of quantities
- k) Take the project to Environment Scrutiny Committee and obtain agreement to proceed to implementation

- l) To identify an appropriate contractor to undertake the works through the forthcoming framework contract and secure best value for the council
- m) To implement the project over the phasing identified
- n) To monitor the project outcomes and identify level of success against project KPIs
- o) To keep managers, members, staff and other interested parties informed of progress.
- p) To manage risk appropriately

## 2.2 Scope

2.2.1 The project scope is to implement the proposed 20mph limit across all appropriate roads within the City boundary. The feasibility of 20mph on a given road would be identified following consideration of a number of factors. As outlined in 1.2.3, the county policy on changing speed limits prevents A or B classified roads being reduced to 20mph. However the City Council would seek to investigate all roads and take into account proximity to trip generators such as schools when assessing suitability for 20mph. For this reason changes to A or B roads such as potential temporary advisory 20mph limits may be proposed if deemed to provide a positive cost/benefit following negotiation with the County. Other feasibility factors are outlined in 2.6.3 below. All roads would be considered for 20mph. However, this does not suggest they are all suitable for a 20mph limit. The suitability of each road will be investigated on an individual basis.

2.2.2 Roads that already fall within a 20mph limit or zone within the city boundary will be reviewed in light of the project to identify if there are any modifications that can be made to improve these.

2.2.3 There are a number of locations that do not fall within the City boundary but may be viewed as part of the Cambridge road network. These would also be considered for inclusion within the project scope subject to feasibility and consultation with stakeholders. Potential examples include the estate roads off Gazelle Way in Fulbourn and Fen Road.

2.2.4 There are numerous new developments taking place around the city. These will be investigated and included in the 20mph limit where it is feasible to do so.

## **2.3 Exclusions**

2.3.1 Policy set out by the local Highway Authority (Cambridgeshire County Council) states that local bodies such as the City Council can progress the implementation of 20mph limits on roads. However this can only be applied to the non-strategic road network. For this reason the project will not include proposals for 20mph on A and B classified roads unless as set out above, a specific factor such as the presence of a school is identified.

2.3.2 The project is aimed at the introduction of a ‘signs only’ 20mph limit, without the installation of physical traffic calming measures. As such it will focus on lining, signage, public engagement/marketing and police operations to promote compliance with the limit other than:

- Where it is judged that project feasibility and best practice require physical traffic calming measures, in order to promote compliance and as such: retain project credibility, promote stakeholder buy-in, and allow for police to undertake effective enforcement
- If physical measures are required to satisfy traffic legislation

## **2.4 Deliverables**

2.4.1 The main deliverable will be the implementation of the project on site, in accordance with the project objective.

2.4.2 Interim deliverables will include:

- Project management deliverables (Brief/PID, programme, project phasing, change controls, progress reports, risk register, stakeholder list, communications plan, consultation plan, impact assessments, finance monitoring)
- Collection of and investigation into best practice and base line traffic speed and accident data
- Phasing

- Project Appraisal Report
- Engagement/Consultation materials and web content delivered to stakeholders
- Various project communications (letter and email correspondence, press releases, website uploads, tweets)
- Works packages (layout plans, bills of quantities, sign schedules, estimates)
- Post implementation monitoring/KPIs
- Post implementation administration of Vehicle Activated (VAS) signs
- Any further contingency measures

## **2.5 Constraints**

2.5.1 Project design is constrained by existing legislation relating to traffic design, most prominently the Traffic Sign Regulations and General Direction 2002 (TSRGD) and recent revision to it. It is also affected by that which the Highway Authority (Cambridgeshire CC) will permit on their network

2.5.2 Funding for the project is set and any changes would require taking a request through the appropriate channels

2.5.3 Revenue funding for any post implementation work such as VAS and continued publicity is not yet identified. In addition funding to cover commuted maintenance undertaken by the County will need to be negotiated

2.5.4 Success of the project relies on their being engagement with and buy-in from project partners and stakeholders

2.5.5 The length of time partners and team members have available to the project would affect its success.

2.5.6 In order to take advantage of recent changes to legislation relating to the implementation of 20mph Zones, it is necessary for the Highway Authority to have been given authority by the DfT. This authority has been granted.

## **2.6 Anticipated Approach & Timetable**

- 2.6.1 The project tasks and staging are illustrated in the Initial Project Overview at **Appendix A**. A full programme will also be developed.
- 2.6.2 It is planned to engage with the local police and county council at an early stage to ensure they are aware of their roles and foster partnership in the project. It is also necessary to make contact with the county in order to obtain project base line data and identify Highway Authority requirements.
- 2.6.3 During project feasibility, the suitability of a given road for 20mph would be identified following consideration of a number of factors. These include, road classification, local accident record, existing speed limit, proximity to trip generators such as schools or parks, existing traffic calming, character of the road and adjacent land use, dominant transport mode, and potential impact on the wider road network. These along with local factors, including those identified through consultation would help to identify whether a 20mph limit would present a positive cost/benefit, and whether physical traffic calming may be required. It is anticipated that the majority if not all residential roads will be identified for 20mph.
- 2.6.4 In order for the project to be provided with the best chance of success it is intended that various groups/organisations whom may have something to offer the project will be involved in it at an early stage. They would be informed of project progress and their input requested as appropriate. These groups include: 20s Plenty for Us, Cambridge Cycling Campaign, Living Streets, Sustrans and other local groups such as local resident associations. These groups are stakeholders but in some circumstances may also be viewed as marketing partners.
- 2.6.5 Extensive engagement and marketing with stakeholders would be necessary in order to improve the project profile within the stakeholder community. Marketing options could include sign design competitions, stickers and potential related benefits such as play streets. This would help to foster buy-in and positive response to consultation. It would also help to improve compliance. See **Appendix C** for further information. It may be possible to engage a local marketing agency, which has proved a successful approach for 20mph taking place in Liverpool.



- 2.6.6 It is proposed that a project specific webpage/microsite is launched to provide a hub for public engagement and consultation. The web content could provide background information on why/how the project is being progressed with links to relevant information relating to 20mph. It could also help raise the project's profile and give it an identity. Project events would be posted such as drop-in sessions or relevant area committee meetings in addition to any relevant council tweets. The page/site could also provide an opportunity to post comments as part of project consultation. As a hub for public engagement, a link to the site could be quoted on all communications associated with the project as a source of further information and to post comments. Content would be authorised by senior project team members in co-ordination with City Council Web Team. For further details see **Appendix C**.
- 2.6.7 Traffic orders will have to be progressed by the county as Highway Authority. For further details see **Appendix C**.
- 2.6.8 Consultation and implementation would be phased, 4 phases have been proposed, identified roughly by area committee boundaries. The alignment of area committee boundaries is based on building boundaries, which is slightly impractical for a project based on the road network. For this reason the proposed phase boundaries have been aligned along roads, rivers and railways that are in close proximity to the area committee boundaries. A proposed Phase Boundaries Plan is illustrated at **Appendix B**. See **Appendix D** for further details on phasing.
- 2.6.9 A contractor would be identified and works undertaken through a forthcoming framework contract.
- 2.6.10 A project team would be set up to assist and oversee the project. Specific support may be required at times from: Finance, Corporate Marketing, the web team and Communications and Democratic Services
- The project will be brought to ESC to obtain permission to initiate the project with a recommendation to to approve initiation of the project and initial project costs in accordance with the project documentation referenced, with implementation subject to further scrutiny, and approval of project appraisals.

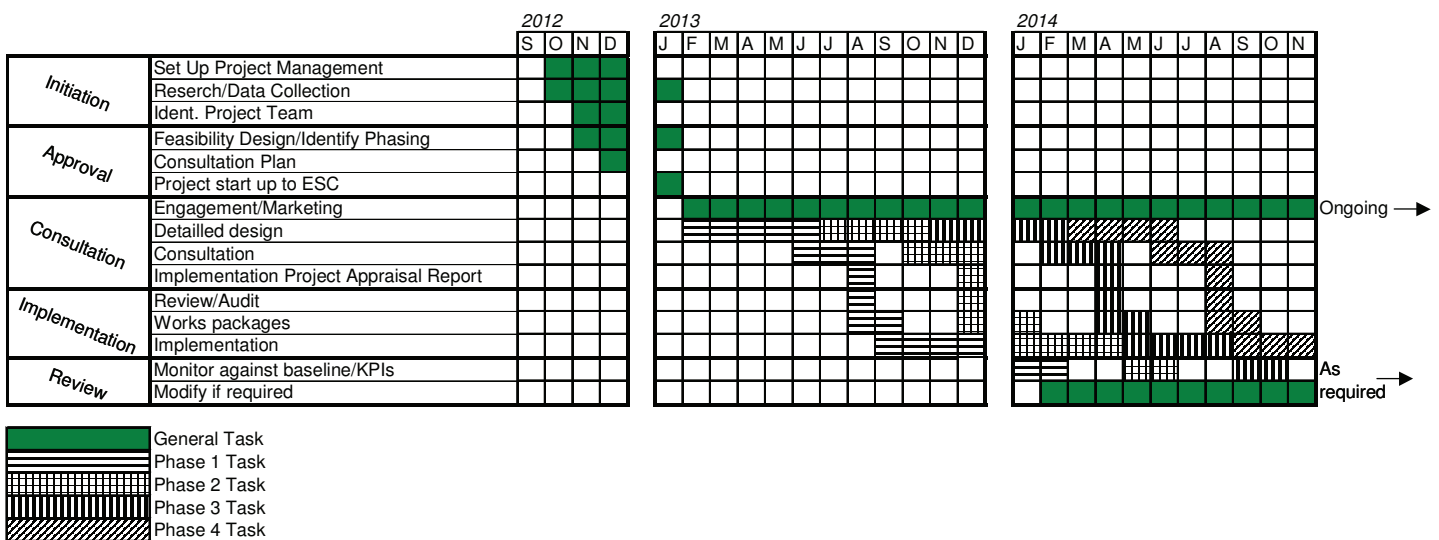
2.6.11 During engagement for each phase the project will be brought to the relevant area committee to recommend to the Councillor for Planning and Climate Change with regard progress to formal consultation. The project would similarly be brought to relevant adjacent Area Committees as necessary. The involvement adjacent Area Committees have will be identified following consultation with committee chairs.

2.6.12 Following consultation for each phase the project will be brought once again to the area committee(s) for recommendation and then a project appraisal report will be written and a draft submitted to the Asset Management Group. Following any necessary amendments, the appraisal will be submitted to the next ESC with a request to implement.

2.6.13 The design would be submitted to an independent consultant for a stage1/2 Road Safety Audit during formal consultation.

2.6.14 Proposed changes to project budget would be brought for discussion to project board through a short feasibility report submitted to all members 1 week in advance of the meeting. Project Commissioning Body would as chair, have final decision on any changes to budget or approval on project expenditure. Any changes beyond the value that can be approved by the Executive Councillor would be escalated to the appropriate committee if required.

2.6.15 Initial milestone dates (subject to revision, see project programme for up to date information):



- 2.6.16 Should circumstances allow, it would be possible to identify potential cost savings through larger scale procurement of materials such as signs etc., should other local organisations wish to implement similar 20mph projects at the same time.
- 2.6.17 It is envisaged that the project design will be based on the implementation of 20mph Zones with 20mph signs and 20mph roundels, VAS and potentially some physical traffic calming features. The palette of design materials/products would be identified through options with accompanying benefits/disbenefits brought to and agreed by project board in light of input from public engagement.
- 2.6.18 Each implementation phase would be submitted to the contractor as a works package with individual programme, design drawings, standard details, bills of quantities and sign schedule. CDM requirements would be identified following detailed design and the production of works packages.
- 2.6.19 Should post implementation monitoring identify that the project has not delivered the anticipated reduction in traffic speed in accordance with project KPIs, a hierarchy of contingency operations have been identified. It is proposed that primary contingency would involve installation of temporary VAS at locations where traffic speed has not responded to the project. Should this prove unsuccessful, elevated secondary contingency could be implemented which would include localised police enforcement operations and temporary signage. Should neither of these operations result in a satisfactory impact on traffic speed, tertiary contingency measures would be considered. These include, subject to consultation and funding, potential physical traffic calming measures or time distance enforcement cameras.

## 2.7 KPIs

2.7.1 It is proposed for Project KPIs to be identified as either primary or secondary level. Proposed primary KPI for the project would be to reduce traffic speed on the roads that have been included within the project. More specifically for the speed of vehicles on the majority of pre monitored roads (those with automatic traffic counters (ATCs) laid down), that have mean traffic speed above 24mph prior to implementation of the new 20mph limit, to be at 24mph mean or below as measured by post implementation ATC monitoring located at the same positions. Post implementation monitoring would take place on each phase 4 weeks after sign off on implementation.

2.7.2 Secondary KPIs would be:

- A reduction in the severity and potentially number of PIAs that occur on the roads within the project based on standard three year pre and post implementation monitoring
- An increase in the take up of active travel modes. To be monitored through existing cycle and walking monitoring
- Stakeholder satisfaction with project identified through responses posted on project website and general media responses

2.7.3 KPIs to be agreed by Project Board as first meeting

## 3 KEY DRIVERS FOR PROJECT

3.1.1 Nationally the drive for Total 20mph within urban centres is growing. With recent changes to the DfT's 'Setting local speed limits', which now provides for more flexibility in the introduction of 20mph zones and limits, as well as central government's localism agenda, there is considerably more scope and public/political will for local authorities to implement 20mph.

3.1.2 Cambridge City Council cites the introduction of 20mph and the benefits 20mph can provide in a number of policy documents. These are outlined in 1.2.4.

3.1.3 The introduction of 20mph provides conditions on the road network that are conducive to an increase in the take up of active and sustainable transport modes such as walking and cycling. The DfT commissioning the Transport Research Laboratory to conduct a review into cyclist safety. One of the main findings of TRL Report PPR 580 Infrastructure and cyclist safety Nov 2011 was: *“Of all interventions to increase cycle safety, the greatest benefits come from reducing motor vehicle speeds. Interventions that achieve this are also likely to result in casualty reductions for all classes of road user. This may be achieved by a variety of methods, including physical traffic calming; urban design that changes the appearance and pedestrian use of a street; and, possibly, the wider use of 20 mph speed limits.”*

3.1.4 In Bristol where similar area wide 20mph limits have been implemented, First Bus has reported that the 20 mph pilot has not adversely affected Bus Journey Times or Service Reliability following extensive monitoring.

3.1.5 Other benefits of implementing Total 20mph include:

- Road safety – At 20mph the overall severity of Personal Injury Accidents (PIAs) that occur on the road network is lower and overall number of PIAs is also likely to be reduced. This is reflected in DfT publications such as: Local Transport Note 1/07 *‘Traffic Calming’* and Draft Speed Limit Circular July 2012 *‘Setting Local Speed Limits’*
- Popularity - 71% of drivers support 20 mph speed limits on residential streets. (British Social Attitudes Survey 2011)
- Pollution, Climate Change and Air Quality - When 30 km/h (18.5 mph) zones were introduced in Germany, car drivers on average changed gear 12% less often, braked 14% less often and required 12% less fuel.
- 20 mph Limits Cost 50 Times Less Than Zones - DfT Guidelines (1/06) relaxed requirements for 20 mph limits in residential areas. It is no longer mandatory to impose physical measures such as bumps. Portsmouth’s 20 mph limit cost just £333 per street.

- Self-Enforcing – 20 mph speed limits can be community led and establishment endorsed. Strong support from communities and an increasing police focus on community policing supports 20 mph limits, which can be enforced with a "light touch".
- Economic Impact - Lowering urban and residential limits to 20 mph (excluding arterial roads) increases the average car journey time by just 40 seconds.
- Health Improvements - Reduced local emissions, improved air quality and increased likelihood of a shift to active modes of transport like walking or cycling.
- Better Quality of Life and Reduced Inequalities - Slower speeds benefit large numbers of non-car users, reducing noise and allowing better urban design standards for quality places. Those currently suffering the greatest inequalities tend to live nearer to busy roads and therefore benefit more from 20mph limits.

From 20s Plenty for Us - 'The Case for 20mph Limits' Dec 2011. Available at:

[http://www.20splentyforus.org.uk/Documents/20's%20Plenty%20proff%20briefing\\_v4\\_2011.pdf](http://www.20splentyforus.org.uk/Documents/20's%20Plenty%20proff%20briefing_v4_2011.pdf)

## 4 QUALITY ASSURANCE AND ACCEPTANCE

4.1.1 Quality assurance will be delivered through a number of mechanisms that are triggered at various points during the project programme.

In general quality assurance will be delivered through:

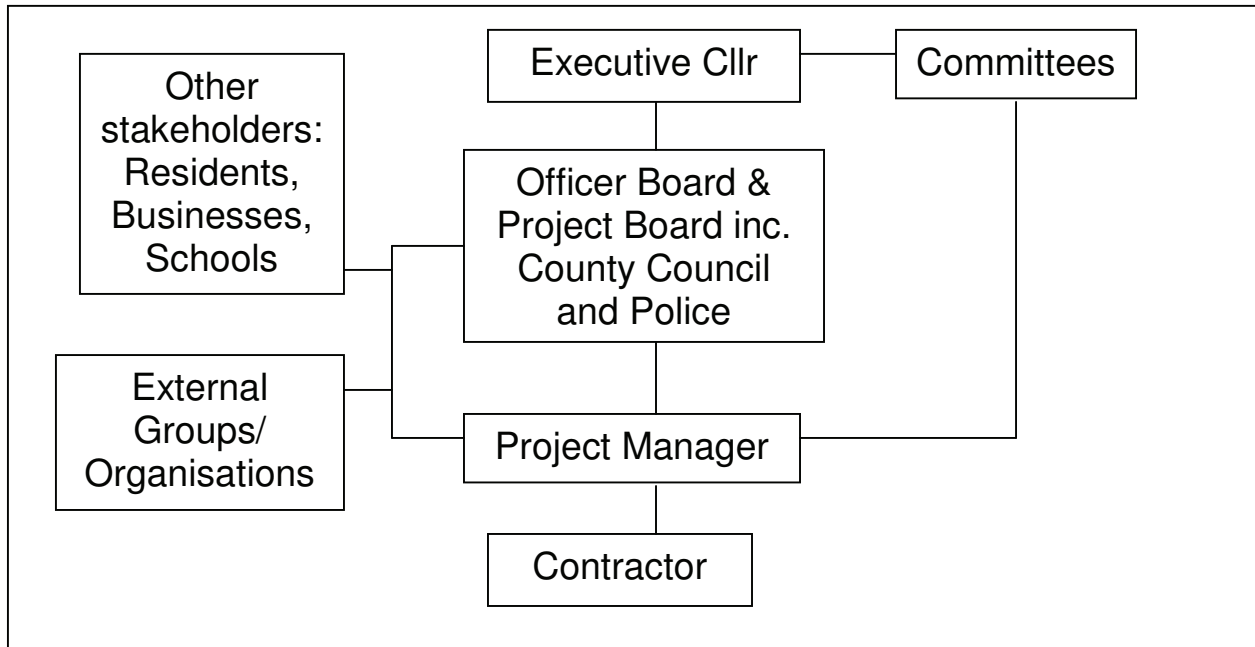
- Scrutiny from the Executive Councillor, Environment Scrutiny Committee, area committees and Asset Management Group through report submission and meetings
- Scrutiny from team members and partners during Officer and Project Board meetings

- Engagement and consultation materials to be scrutinised by Project Board and Corporate Marketing and Communications
- All site works packages submitted to contractors to include quality standards and standard details
- A quality review potentially undertaken by the internal audit team following consultation prior to implementation
- Quality of site works to be monitored through site visits and monitoring sheets completed by project manager and results fed back to contractors
- Post implementation monitoring against KPIs

## 5 PROPOSED PROJECT ORGANISATION

### 5.1 Project Structure

The project will be managed according to the following structure:



### 5.2 Key Roles/Responsibilities

The following are proposed to have responsibility for ensuring the project remains on course, is delivered to programme, and work is of sufficient quality.

### 5.2.1 Commissioning Body - Tim Ward – Executive Councillor for Planning and Climate Change

The Commissioning Body is responsible for setting the project in motion and as executive councillor also holds additional responsibility for the project.

Key tasks are:

- To ensure that the project meets its objectives and business case.
- To ensure that there are coherent project organisation and logical plans in place.
- To monitor progress at a strategic level.
- To authorise for the project to proceed/funding to be spent at project milestones (subject to the agreement of ESC)
- To formally close the project.

### 5.2.2 Project Manager - Ben Bishop Cambridge City Council 20mph Officer

The project manager is responsible for day-to day management of the project, and ensuring that it produces products of the required quality on time and within budget.

### 5.2.3 Project Champions - Simon Payne – Director of Environment/ Patsy Dell – Head of Planning

Project Champions provide a voice for the project at a more senior level within the council's structure. They provide guidance/instruction and escalate issues/refer them to members if required.

### 5.2.4 Officer Board

The officer board would meet on a bi-weekly basis with fixed agenda to cover issues including: progress report, resourcing, any risk/issues identified and potential requirement to escalate, change control, procurement, budget log.

Proposed Attendees:

Andrew Preston – Project Delivery & Environment Manager



Patsy Dell – Head of Planning  
Project Leader – Giles Radford  
County Officer - Brian Stinton or nominated officer  
Ben Bishop – Cambridge 20mph Project Officer

### 5.2.5 Project Board

The project board would meet on a bi-monthly basis with fixed agenda to cover issues including: progress report and programme, project risks/issues log update, concerns/issues raised, change control, Budget log and AOBs.

Proposed Invitees:

Proposed City:

Simon Payne – Director of Environment  
Andrew Preston – Project Delivery & Environment Manager  
Patsy Dell – Head of Planning  
Cllr Tim Ward – Executive Councillor for Planning and Climate Change  
Cllr Gail Marchant-Daisley – Spokes for Planning and Climate Change  
Ben Bishop – Cambridge 20mph Project Officer  
City Business Support - TBC

Proposed County:

Cllr Tony Orgee – Cabinet Member for Community Infrastructure  
John Onslow - Director of Infrastructure Management and Operations: Environment Services  
Nicola Debnam – Head of Local Infrastructure and Street Management  
County Officer - Brian Stinton or nominated officer

Proposed Other Stakeholder/Partner:

Representative from local 20mph Campaign 20 Sense – Hugh Kellett  
Representative from Cambridgeshire Constabulary – Clive Holgate – Area Traffic Management Officer  
Representative from Cambridge Cycling Campaign – Jim Chisholm

Representatives from Local Bus and Taxi Operators – Panther, Camcab, Stagecoach  
Representative from local Public Health Authority – Cambridgeshire NHS

It may not be appropriate for all proposed attendees at Officer and Project Board to attend all meetings. Specific attendance would be designated by project stage.

See **Appendix F** for Project Board terms of reference.

### 5.2.6 Other relevant Organisations/Groups

A number of other groups may be requested for input into the project. This would range from requests for specialist knowledge in the case of organisations such as Living Streets, or Sustrans, to assistance with local engagement from residents associations or schools. These groups may be requested to attend certain project boards meetings if required.

## 5.3 Governance/Decision Making

5.3.1 As outlines in 2.6.10 to 2.6.12, major project decisions will be brought to ESC, Area Committees and the AMG. The project board will be consulted on other decisions such as specific design options or forms of engagement. Should consensus on an issue not be reached the Executive Cllr for Planning and Climate Change as chair will have a casting vote.

## 5.4 Risks/Issues

Identified risks to be collated on the Cambridge City Council online project risk register. Copy of up to date risk report generated by the register to be covered at each Officer and Project board meeting. All board members to be requested at project start up for contributions to register. Register to be maintained throughout project. Project issues to be assigned and tracked using the city council project issues log template. Where necessary risk/issues to be progressed to change control process. See **Appendix E** for a copy of the initial project risk register.

## **5.5 Finance/Change Control**

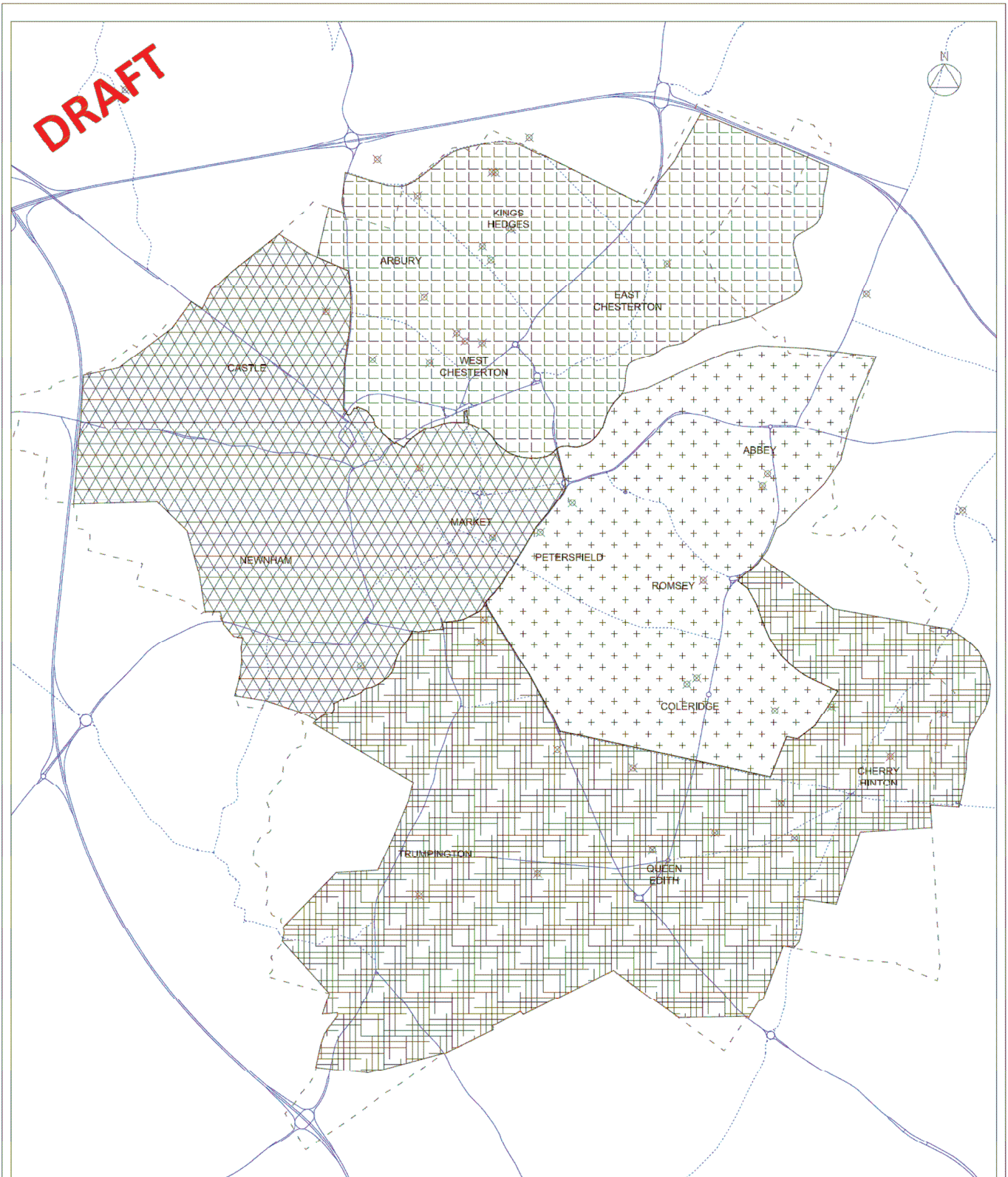
- 5.5.1 Project finance to be monitored through a finance monitoring sheet, which will be scrutinised at Officer and Project Board meetings. Finance monitoring sheet to include all funding streams and to record both committed and invoiced/spent funds. Authority to spend capital and revenue budget to be sought via project appraisal report submitted to environment scrutiny committee. Once approval is obtained via report, all spending on capital and revenue codes to be signed off by manager/project champion/commissioning body in line with council limits.
- 5.5.2 Change control to be recorded and managed through a project change control log held by the change manager. For the purposes of this project it is proposed that the project manager adopts the role of change manager. A change control form would be filled out by the change manager for each change request. Form to include: Id number, date, name of requester, description of change, description of options if relevant, initial cost/benefit, potential impact on budget, potential impact on programme, any associated risks/issues and recommendation. Forms to be forward to project champion and commissioning body for appraisal and authorisation.

**Appendix A**

**C2755 - Cambridge 20mph Initial Project Overview**

<b>Stage</b>	<b>Task</b>	<b>Notes</b>
<b>Initiation</b>	Baseline data collection	Accident Stats, ATCs, ex traffic calming, ex speed limits, road classification, road use, LCs, GIS data
	Initial set up of project management tools	Finance monitoring, Risk and issues register, Communications Plan, Change Control Log, set up files (hard and soft)
	Identify key stakeholders/team members	Project Board, Project Team, Project Champion, Commissioning Body
	Research	Identify best practice through experience from other authorities, DfT guidelines and recommendations
	Initial contact with stakeholders	Initial meetings with members of commissioning board, project board, and team members (County, Police, relevant Councillor, relevant City section heads, 20s Plenty), produce project contacts list. Highlight that success of project relies on stakeholder buy-in.
	Identify Phasing	
	Initial project plan	Programme Project including phasing of consultation/implementation, identify relevant committee meetings and report deadlines for decision making, Schedule project and officer board meetings, enter project onto forward plan
	Produce impact assessments	Equalities, environmental
	Produce initial brief	
	Identify design principles	Design based on baseline data, best practice, identify potential associated improvements
<b>Approval</b>	Initial cost estimate	Based on feasibility design
	Produce engagement/consultation plan	Large scale engagement operation, formal consultations to be phased by area committee. Potential use of online consultation through City corporate marketing and comms. Useful tap into 20s Plenty and Camb Cycle Campaign events and media
	Identify project KPIs	Measure speed and accident reduction, programme slippage
	Project Programme	Refine programme, committees for decision making, phasing by committee area, include details of how project management tools and progress will be monitored and updated
	Submit project brief to ESC	Seek permission to progress project
	Engagement	Follow engagement plan - on-line (website), drop-ins, events, exhibitions. Set out consultation methods as part of engagement process. Require police buy-in
	Process feedback	Amend design as required
	Produce detailed design	Include if possible a local identify for the scheme in the design, set up works packages that can be implemented/brought on line independently
	Produce detailed cost estimate	Use framework contract for works, include committed maintenance costs to county
	Undertake formal consultation	Phased by area, take project to area committee prior to formal consultation
<b>Detailed Design and Consultation Phase 1,2,3,4</b>	Process consultation responses	Feed responses into report and amend design as appropriate
	Submit project appraisal report for implementation	Submit draft to AMG then final to ESC for permission to progress to implementation
	Quality Review	Peers, undertaken by internal audit team
	Tender/Use Framework	Appoint contractor
	Finalise works packages	By area, separate quantities, and cost est. for each, include quality standards and standard details
	Submit to appointed contractor	Inc. standard docs re: council contracts. Undertake implementation initiation meeting. Ensure contact details are provided
	Monitor implementation	Site visits and meetings, site monitoring sheet 2 x a week - standard format
	Snagging	Snag works packages as they are completed - standard format
	Sign-off	Standard format
	Monitor performance/success	Measure performance against KPIs - accident stats, speed surveys. Local residents attitudes towards scheme, reboil lessons learned
<b>Implementation Phase 1,2,3,4</b>	Contingency if required	Implement contingency measures if required
	Monitor maintenance operations by county	
<b>Review Phase 1,2,3,4</b>		
<b>Repeated per phase</b>		

**Appendix B**



**KEY**

- Proposed Phase Boundary
- - - City Boundary
- ..... Classified Unnumbered (C Class) Road
- A or B Classified Road
- Road within an existing 20mph Limit or Zone
- Proposed Phase 1
- Proposed Phase 2
- Proposed Phase 3
- Proposed Phase 4
- Location of existing School/College

 <b>ENVIRONMENT DEPARTMENT</b> PROJECT DELIVERY & ENVIRONMENT Simon Payne Director of Environment CAMBRIDGE CITY COUNCIL PO BOX 700, Cambridge, CB1 0JH Tel: 01223 - 457200 or 457201	Rev: <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr><td> </td><td> </td><td> </td></tr> </table>				By: <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr><td> </td><td> </td><td> </td></tr> </table>				Date: 05/11/2012	Project: Cambridge 20mph Project	Notes:
DO NOT SCALE Figured dimensions must be taken in preference to scaled dimensions.	Scale: NTS By: BB		This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecutions or civil proceedings. Cambridge City Council (licence no. 100019730) 2011.	Drawing: Draft Project Phasing Plan	Job Ref / DWG No: C2755_004 Revision: -						

## **Appendix C**

### **Cambridge 20mph Project Briefing Note Project Engagement/Consultation/Marketing Plan**

#### **Summary**

This note outlines the proposed manner in which engagement, consultation, and marketing could be undertaken over the course of the project.

#### **Notes:**

- It is intended for consultation and implementation of the project to be divided into 4 phases roughly based on Cambridge Area Committee boundaries. Please see Phase Boundaries and Phase Identification Report for more details.
- It is proposed that the project be taken to the Environment Scrutiny Committee (ESC) at an early stage in order to obtain approval for authority to initiate the project.
- It is intended that all project engagement/consultation/marketing activities are authorised by the Executive Cllr for Planning and Climate Change. As necessary, options would be brought before the Project Board. Similarly, wherever necessary the County Council as the Highway Authority and Cambridgeshire Constabulary would be consulted to ensure proposals are feasible.
- It is recognised that the success of the project (in terms of compliance with the proposed new 20mph speed limit), relies heavily on its ability to engage effectively with stakeholders

#### **1.0 Pre-Consultation Engagement**

##### **1.1 Project Web Content**

It is proposed that the first engagement operation would be to set up a project specific website or alternatively project specific pages on the city council website. Web content would act as a central hub for all project communications. All engagement/consultation materials would include the website's address as a first point of call for further information. The website would be regularly updated and would include information covering: why the city council is proposing 'Total 20', how the council proposes to implement

the project, responses/explanations addressing the objections that generally get raised with this type of proposal, and details on how to comment/get involved including dates of events such as drop in sessions. It may also be possible to include an option to leave a comment/ask a question on the project, which could be adapted to later form part of formal consultation.

It is proposed that as with all communications associated with the project the website would be branded with the project logo and slogan. This is covered in more detail in section 4.0 below.

## 1.2 Initial Distribution of Information

Produce and distribute a short letter/leaflet outlining the project to a list of core stakeholder/marketing partner groups. A list of potential groups is provided at **Annex A**. The leaflet would include information on the intended timeline for the project, how engagement will take place, some background covering the why and how, include the link to the website for further information or potentially to post a comment, and ask if the group in question would like to be involved/help with the project. Also include details of a proposed project launch seminar/exhibition.

At the same time a press release could be submitted to announce the distribution of information, launch of the project website and details of the proposed seminar.

## 1.3 Seminar/Exhibition

A proposed ½ day seminar to take place at one of the council offices, or possibly the Guildhall. Representatives of core stakeholder/marketing partner groups to be invited. Provide an explanation as to why and how. Possibly ask a representative of 20s Plenty For Us to present. Outline the proposed way forward in more detail including the proposed process for formal consultation. Hold a Q & A session. Launch design competition for the proposed 20mph Zone entry signs which could engage local school children and their parents. Unveil project exhibition/information boards

and provide details of where these will be located for others to view.

The seminar would also provide an opportunity to potentially distribute some marketing material such as; stickers, window stickers or bike seat covers. Post seminar, details of the seminar outcomes, sign competition, and exhibition could be submitted in a press release.

#### 1.4 Exhibition Boards

A set or sets of exhibition boards could be designed and located at appropriate sites for the public to view throughout the engagement and consultation process. Boards would provide information on the why and how, project timeline, proposed streets included, also provide details of the website and any forthcoming engagement events. At each exhibition location a drop box and comment sheets would be left for stakeholders to leave their views. Comments to be collected on a weekly basis and logged on a spreadsheet. It is proposed that one exhibition is set up at a central location such as the central library or customer service centre at Mandela House, for the duration of the project. Further sets of boards and comment drop boxes could be provided in at least one venue located within a phase area during the period over which that phase is being progressed. For instance whilst the north phase is progressed, a temporary exhibition could be located at the Arbury Community Centre until the consultation on that phase closed.

Board content would be designed for clarity, and text printed at a suitable large size to aid visually impaired stakeholders.

#### 1.5 Role of Area Committees

During pre-consultation engagement for each phase, it is proposed for the current phase to be brought to the relevant Area Committee. It is proposed that the Area Committee provides recommendation to the Councillor for Planning and Climate Change with regard progression to formal consultation. Adjacent Area Committees would also be made aware of the consultation taking place in the area next door. The involvement that neighbouring committees have would



be identified following consultation with Committee Chairs. The relevant area committee(s) would be revisited following consultation to provide recommendation to the Councillor from Planning and Climate Change with regard implementation.

## 1.6 Sign Design Competition

It is proposed to hold a sign design competition amongst local school children to come up with a design to be used on the supplementary plate section of signs mounted at entry points to the proposed 20mph limit areas. This is subject to agreement as to whether 20mph Zone entry signs to TSRGD dia. 674 are adopted for use in the design or not. If they were, then schools within each phase would be contacted and asked to participate. It is proposed that a separate design is used for each phase area. Designs would be submitted in advance of the close of formal consultation for each respective phase. Should the project meet with a positive response at consultation, the Executive Councillor for Planning and Climate Change would choose the winning design and it would be incorporated into the zone entry signs.

Holding competitions of this type provides an opportunity to engage with schools and families who are likely to be one of the main target markets for the proposals.

## 1.7 Additional Optional Engagement Activities

The profile, public awareness and local ownership of the project would be further enhanced through additional optional engagement/marketing activities. These could take place before, during and/or after formal consultation. These activities would be subject to available funding and the co-operation of various partner/stakeholder organisations. Potential additional activities and related stakeholder organisations are listed at **Annex B**.

## 2.0 Formal Consultation

### 2.1 Letter Drop with Paper and Web-Based Questionnaire

For each phase, it is proposed for formal consultation to take the form of a letter drop to all residents/businesses directly effected by the proposals, enclosing succinct information on the project and a short questionnaire with free post return envelope. Letters would include details of how to gain more information on the project such as at exhibitions, drop-in sessions and web content. The option to respond via a web-based questionnaire could be provided. Through sending a small format letter and encouraging on-line responses the potential postage costs could be minimised.

As with all communications material, content for the consultation letter would be passed to the Executive Councillor for Planning and Climate Change along with any other stakeholders should the Executive Cllr see fit for approval, prior to manufacture and distribution. The proposed consultation letter distribution area for each phase would be provided to the Executive Councillor for approval prior to distribution.

It is proposed that the letter includes a short phrase in a number of relevant languages in the case that a translation may be required. An option to request by telephone, the document in a larger text format would also be included.

## 2.2 Drop-in sessions

It is proposed for two drop-in sessions to take place during consultation of each phase. These could be located at local centres within each phase area. One drop-in to take place on a week day evening between 5pm and 9pm, the other on a Saturday from 10am to 3pm. It is proposed that these take place at the venue where the phase exhibition has been located. Council officers to be present to respond to questions or issues raised. It may be possible to request certain stakeholder groups such as the Cambridge Cycling Campaign or Sustrans to be represented. Comments drop box to be provided at drop-ins.

## 2.3 Authority to Implement

Following closure of consultation for each phase, it is proposed that the project is brought before the relevant area committee(s) such that they can make recommendation to the Executive Councillor for Planning and Climate Change. The project would then be taken to ESC for appraisal. A draft appraisal would be brought to the Asset Management Group prior to ESC.

#### 2.4 Traffic Orders

Following close of formal consultation and the project having been taken to the ESC for appraisal traffic orders would be advertised. Any objections to traffic orders would be addressed by the Traffic Management Area Joint Committee or its replacement decision making mechanism prior to making the orders.

#### 2.5 Feedback on Outcome of Consultation

It is proposed that the outcome of consultation for each phase is provided to stakeholders on the project website and via the submission of a press release.

#### 3.0 Potential Post Consultation Engagement Operations

##### 3.1 Optional Temporary Signage

During the period after consultation has closed and prior to implementation it may be possible to install cheap correx signs, signs on bus shelters or potentially street furniture mounted banners indicating that “Total 20mph coming to this street on .....” including a link to the project web content. This would help to maintain local interest in the project and may improve compliance following implementation. See **Annex B** for more detail.

##### 3.2 Post Implementation Feedback

Following implementation it is proposed to undertake automatic traffic counts in order to quantify the success of the scheme in terms of speed reduction. The information gathered could be distributed to stakeholders via the project

website and through submission of a press release. It may be possible to include messages congratulating local residents on success in order to encourage continued compliance.

### 3.3 Potential Contingency and Engagement

Should it be necessary to undertake contingency measures as set out in briefing note No. 4 'Potential Contingency Measures', engagement would continue to play an important role. The location of vehicle activated signs (VAS), due to form part of contingency planning, could be finalised in co-ordination with local residents. The impact VAS had on traffic speed would be fed back to residents. In addition local residents could be involved with the messaging and location of temporary correx signage, which also forms an optional contingency measure.

## 4.0 Marketing

### 4.1 Project Identity

In order to maximise potential public support and as such improve the likelihood of success, it is proposed for the project to have a specific identity that can be recognised by stakeholders. A specific identity would help to raise the project's profile and thereby encourage stakeholders to engage with proposals. It would also help to encourage local ownership of the scheme. All of which are likely to improve the level of potential post implementation compliance.

The specific identity of the project would be subject to consultation with the Executive Councillor for Planning and Climate Change and potentially the project board. However, it is intended that a logo is designed for the project along with a slogan such as "Cambridge Total 20". Both of which could be used on all communication materials. The slogan could be incorporated into further tag lines such as "Making Cambridge a Total 20 City". The use of a local PR firm to develop the logo/slogan could be considered subject to Executive Cllr authorisation and funding constraints.

## 4.2 Target Groups

It is likely there are certain groups of stakeholders who are more likely to be receptive to the project proposals. It is useful to recognise this and build on it. Potential target markets include: Young people, Families with school/college age children, Cyclists, Walkers, advanced drivers, certain businesses such as local cycle couriers or larger organisation such as the Royal Mail or Zip Cars for whom adherence to the proposals may form part of a positive PR campaign. The project engagement plan aims to connect with a number of these target audiences through initial distribution of information to those listed in Annex A. In addition the sign design competition outlined in 1.6 would help to foster stronger links with local families and young people.

## Annex A

Proposed Core Stakeholder/Marketing Groups
20s Plenty for Us
Anglia Ruskin University
Brake
Cambridge City Rugby and Football Clubs
Cambridge Cycling Campaign
Cambridge Evening News/Town Crier
Cambridge Travel for Work Partnership
Cambridge University
Cambridgeshire Constabulary
Cambridgeshire County Council
City Council Comms Team
Clear Channel (Bus Shelters)
Community Centres
Living Streets
Local Bus operators (Stagecoach and Whippet)
Local Businesses (Ridgeons, Science Park)
Local Church/Mosque/Synagogue/Temple
Local Couriers (Outspoken Delivery, City Sprint)
Local Cycle Shops
Local Driving Instructors
Local Event/Carnival organising committees
Local Motorbike Clubs/Training
Local National Businesses (Supermarkets, John Lewis, Royal Mail)
Local Radio stations (105, Star, CamFM)
Local Taxi operators (Camtax, Panther, Camcab, A1 Cabco)
Local Walking Groups (Cambridge Rambling Group)
NHS Cambridgeshire (inc. Communications Team)
Nurseries/Schools/Colleges
Outspoken Delivery Cycle Couriers
Residents Groups
Road Peace
Sustrans - Local Bike It Officers
Zip Cars



## Annex B

Optional Engagement Activity	Stakeholder(s) Involved	Notes
Banners on Lamp Columns	Balfour Beattie (Own LCs), Cambs County Council	Banners could read during engagement/consultation "Would you like your road to become 20mph? Visit <a href="http://www...">www...</a> For more information" or "Total 20 for Cambridge, Have your say, visit <a href="http://www...">www...</a> ". Banners could also be installed post implementation with reminders to reinforce the new limit until it has bedded in. Banners could be purchased once and relocated from one phase to the next as required. Banners would need to be designed to function within wind loading parameters required for the lamp columns. Poss use perforated banner material and spring loaded mounts
Adverts/Signs on Buses and Bus Shelters	Bus Operators (Stage Coach), Bus Shelter Operators (Clear Channel)	Similar messaging potential to the banners above. Messaging on shelters could be localised to specific phase. Buses potentially provide messaging to a wider area
Presence at various local events (e.g. Arbury Carnival or Mill Road Winter Fair)	Local event organising committees	Opportunity to distribute information and engagement materials such as stickers. Possibly attend in partnership with other groups such as Cambridge Cycling Campaign
Temporary Correx Signs	Local resident groups, Cambs City Council	It may be possible to manufacture some small correx signs with messaging similar to banners above. It may also be possible to engage local residents to come up with their own slogans similar to "we like 20mph on our street", or "Total 20 coming to this street soon". This process is likely to help to promote local ownership of the project and improve compliance. Signs could be provided to a representative of a local resident group and they could suggest locations for the signs to be installed. Potentially on existing street furniture using temporary zip ties, subject to signage safety audit
Distribution of 'Road Closure Kits'	Local resident groups, Cambs City Council, emergency services	In order to promote further support and local ownership it may be possible to identify sections of road which could be temporarily closed, for instance on a Sunday, and used as 'play streets'. Identification of roads would be undertaken in co-ordination with local residents groups and all other relevant stakeholders such as the Highway Authority and emergency services. Closure dates and extents and advertising would be agreed. A 'road closure kit' along with appropriate training could be provided to a designated representative of the local residents association. Kit would include cones/barriers and appropriate signage to temporarily close the agreed section of road. Providing opportunities for play streets would reinforce the concept that the project would help to promote healthier lifestyles and provide a less intimidating road network



## Appendix D

### **Cambridge 20mph Project Briefing Note Project Phase Identification and Phase Prioritisation Report**

#### Summary

This note outlines the reasons behind the alignment of the project phase boundaries, and also analyses factors to inform the order in which the phases should be progressed on the basis of a cost/benefit analysis.

Note: Analysis is based on the data that is currently available.

#### 1.0 Identification

1.1 The Cambridge 20mph Project is proposed to cover all appropriate roads within the Cambridge City Boundary. An area of roughly 40km<sup>2</sup>. Due to the scale of work that would be involved in consulting and implementing a new speed limit on all appropriate roads across this entire area in one instance, it is proposed to phase the works into smaller more practical areas or phases. It is currently proposed for there to be four phases, which divide the City's road network roughly into quarters.

1.2 The phase boundaries have been identified in line with the existing Cambridge City area committee boundaries. Each area committee is formed of three or four wards and are identified as North, East, South and West Central. The wards within each area committee are as follows:

- North: Arbury, West Chesterton, East Chesterton and Kings Hedges
- East: Petersfield, Abbey, Romsey and Coleridge
- South: Trumpington, Queen Edith, Cherry Hinton
- West Central: Castle, Newnham and Market

14 wards in all.

1.3 Existing ward boundaries and therefore area committee boundaries run along building lines and cut across sections of road between junctions. As such these boundaries are not

ideal for the phasing of a project based on the road network. For this reason, the boundaries have been amended to fit more practically with potential implementation. To this end, in certain locations the boundaries have been relocated from building lines to run along the nearest practical road. Particular attention has been made to the strategic A and B road network, along which the new limit would not be implemented, and as such the network provides useful boundaries. Similarly where the boundary runs across a road between junctions, it has been relocated to a junction. Other practical boundary features include watercourses and railway lines. The phase boundaries identified allow for entry/exit points to be positioned at practical locations for signage/gate features. The phase boundaries have also been identified in order to avoid, wherever possible, the need to amend works that have been implemented as part of a previous phase when building a subsequent phase. This could occur where a road forming the boundary of a previous phase, is included within a subsequent phase.

- 1.4 The proposed phase boundaries are illustrated at **Project Brief Appendix B**. As the phases are still a close approximation to the area committee boundaries, it would still be possible to include area committees within the project engagement/consultation plan. Please note the phase boundaries currently include some sections of the road network that sit outside any of the Cambridge City wards, and as such are officially outside the city boundary. These roads, including Fen Road, the estate roads off Gazelle Way, and some roads off the north end of Arbury Road have been included as they could be deemed to form part of the Cambridge City Road network. However, the inclusion of these roads is yet to be finalised and will be subject to consultation with relevant stakeholders.

## 2.0 Prioritisation

- 2.1 Subsequent to agreement of the phase boundaries, it is necessary to identify how the phases should be ordered within the project. This can be achieved through a cost/benefit analysis with a view to providing maximum benefit for the time/funding invested.

2.2 In order to analyse the cost benefits for each phase, firstly the benefits of the project have been identified. These include:

- Facilitating/encouraging modal shift towards more active and sustainable transport modes with associated health benefits, reduction in air borne and noise pollution, and reduced levels of transport poverty
- Reduction in personal injury accidents (PIAs)

2.3 Then the ways in which these benefits affect the different phase areas has been identified, with a view to maximising the potential positive impact.

### Modal Shift

Travel to Work data was collected as part of the 2001 census. This data has been analysed to indicate which transport modes are used to get to work on a ward-by-ward basis in Cambridge. For the purposes of this report, the data was further analysed to identify the proportion of transport for work that was undertaken through active modes for each ward. The results are set out in the table below.

Table 1 – Transport for work using active modes

Rank - Proportion of transport for work using active modes	2003 ST ward	S129:10 (ALL PEOPLE : Bicycle)	S129:11 (ALL PEOPLE : On foot)	Sum of Active Travel Modes	Total number of census responses per ward	Portion of total responses using active modes
14	12UBFZ Newnham	1,880	421	1,501	9,000	16.68
13	12UBFY Market	3,960	2,202	6,162	37,004	16.65
12	12UBGA Petersfield	797	444	1,241	8,002	15.51
11	12UBFS Castle	1,175	571	1,746	12,196	14.32
10	12UBGB Queen Edith's	1,447	788	2,235	19,164	11.66
9	12UBGD Trumpington	1,672	692	2,364	20,432	11.57
8	12UBGE West Chesterton	426	259	685	5,972	11.47
7	12UBFU Coleridge	471	197	668	6,176	10.82
6	12UBFQ Abbey	703	336	1,039	9,986	10.39
5	12UBGC Romsey	434	256	690	6,916	9.98
4	12UBFT Cherry Hinton	256	163	419	4,284	9.76
3	12UBFR Arbury	177	129	306	3,138	9.75
2	12UBFW East Chesterton	666	320	986	10,956	9.00
1	12UBFX King's Hedges	216	150	366	4,146	8.83
		13,480	6,928	20,408	157,394	

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The table indicates that in terms of transport for work, active modes are least well represented in the Kings Hedges, East Chesterton, Arbury and Cherry Hinton Wards. Three of these fall within the northern phase and as such, this factor suggests maximum benefit from potential modal shift towards active modes may be gained within this phase area.

## Health

With regard potential health benefits, data from the Cambridge ward profiles atlas available at:

<http://atlas.cambridgeshire.gov.uk/Profiles/WardProfiles/atlas.html>,

has been analysed. Health issues are linked to deprivation.

The '*Strategy to tackle Health Inequalities in Cambridgeshire 2009-2011*' states "there are marked geographical and socio-environmental health inequalities in Cambridgeshire. These are closely linked with the index of multiple deprivation". The Cambridge Ward atlas includes the index of multiple deprivation. Cambridge wards are listed below in order of level of deprivation from lowest to highest:

- Newnham
- Castle
- Queen Edith's
- Market
- West Chesterton
- Coleridge
- Cherry Hinton
- Romsey
- Trumpington
- Petersfield
- Arbury
- East Chesterton
- Abbey
- Kings Hedges

East Chesterton, Abbey and Kings Hedges are the most deprived wards in the city. In addition the ward atlas indicates that Kings Hedges and East Chesterton have the highest mortality figures across the city. As such the health benefits of the project may well be best realised within the northern phase area.

## Personal Injury Accidents

Traffic accident data has yet to be provided by the county council. Once this has been provided it will be analysed and the results added to this report.

- 2.4 Following analysis of the benefits, it is also useful to analyse the phase areas in terms of the number of people who could potentially benefit.

### Population Density

The ward profiles atlas indicates that population density across the wards is as follows from high to low:

- Petersfield
- Arbury
- Romsey
- West Chesterton
- Kings Hedges
- Market
- Coleridge
- East Chesterton
- Cherry Hinton
- Abbey
- Castle
- Queen Edith's
- Newnham
- Trumpington

The population density can be taken as a rough indicator of the population per mile of road brought into 20mph working. In terms of cost benefit, population density is useful as a high density indicates that a larger number of people would be likely to benefit from the project for a similar level of time/funding spent. All of the wards in the northern phase are located within the top eight most densely populated wards. As such this is on average the most densely populated phase. The second most densely populated phase is the eastern phase.

### Schools/Colleges

It is useful to look at the density of schools within the phase areas as journeys to and from school are likely to benefit from the project in real terms and provide benefits to the

project in terms of marketing/engagement. Not only does the density of schools provide an indication of overall potential benefit to pupils/parents/staff with a less intimidating road environment and a potential reduction in PIAs, but also may provide opportunities for engagement and potentially improve compliance, with the wider community influenced by the school and issues that are of benefit to the school. The table below provides the density of schools within each phase area.

Table 2 – Density of schools per phase area

Phase Area	Area (Km square)	No. of Schools	Schools per square km
North	7.9	13	1.65
East	7.2	8	1.11
South	13.2	14	1.06
West and Central	8.1	4	0.49

As the table above illustrates the north area has the highest density of schools, followed by the eastern phase.

- 2.5 Consideration has also been given to likely compliance with the project following implementation. It is judged that if the first phase implemented achieves reasonable compliance and success, this would promote compliance for the following phases. Probable levels of compliance are hard to estimate without details of the existing traffic speed, however, the estate type roads, which dominate in the northern area, may well be more conducive to compliance than for instance, the straighter suburban roads which characterise the southern phase area.

In addition as mentioned above schools may form a key opportunity for marketing and engagement. Schools could act as conduits for demonstrating the benefits of and reasons for the proposed limit to the wider community. Compliance with the limit is likely to be significantly effected by the level of understanding road users have for the reasons behind it. The northern phase does not currently have any existing 20mph limits or zones located within it. Without 20mph limits already in place, post implementation speed monitoring is likely to register a reduction in speed over a wider number of roads. It would also serve to provide the benefits of 20mph to an area that has as yet has not benefited from any.

### 3.0 Conclusion / Recommendations

- 3.1 Following the analysis above it is recommended that the identified phase boundaries be adopted.
- 3.2 Although it has not been possible to analyse accident statistics as part of this report as yet, the factors taken into account to date suggest that in terms of cost/benefit, the phases should be progressed in the following order:

- North
- East
- South
- West Central

Analysis has indicated that prioritisation of the northern phase for a 20mph limit is likely to result in the greatest improvements in terms of benefits identified in 2.2, per the amount of time and funding invested. This report also suggests that potential success of the project within the northern phase is likely to promote success and compliance in subsequently implemented phases.

# Appendix E

## Cambridge 20 mph Project (Project 20mph)

Risk Ref	Risk Title	Cause	Gross Risk Priority	Existing Controls	Risk Score	Action Required
370	Loss of funding resulting in project being dropped  <b>Head of Service: Toni Ainley</b>  <b>Risk Owner: Ben Bishop</b>  <b>Last Updated: 25/10/2012</b>	Change in political priorities Funding required for alternative project	5 5 <b>25</b>	Details of project management to be set out clearly during project initiation. As such budget holders will have sufficient information to make an informed decision	5 2 <b>10</b>	
371	Loss of staff resource and associated experience/expertise from project team  <b>Head of Service: Toni Ainley</b>  <b>Risk Owner: Andy Preston</b>  <b>Last Updated: 25/10/2012</b>	Various	5 5 <b>25</b>	Effective recruitment and appraisal procedure to be maintained	4 2 <b>8</b>	





# Projects

372 Procurement Issues Insufficient materials/resources available to implement project within programmed timeframe 5 5 25 4 2 8

**Head of Service: Toni Ainley**

**Risk Owner: Ben Bishop**

**Last Updated: 25/10/2012**

Draft bill of quantities to be drawn up and updated at regular intervals as design proposals become more defined. Bill to be used to inform proposals

373 Insufficient Funding Project design value is more than budget 5 5 25 4 2 8

**Head of Service: Toni Ainley**

**Risk Owner: Ben Bishop**

**Last Updated: 25/10/2012**

Actual and committed project spend to be monitored and recorded as part of project financial monitoring. Project cost estimates to be produced and updated regularly as designs are refined. Design to be produced in line with projected available funding for implementation

374 Inability to appoint appropriate contractor No appropriate contractors available, failure to follow appropriate contractor procurement processes 5 5 25 5 2 10

**Head of Service: Toni Ainley**

**Risk Owner: Ben Bishop**

**Last Updated: 25/10/2012**

A new term contract is currently being sought. Once in place it will be possible to procure relevant contractor services through this contract.



375 Negative response to project engagement/consultation 5 5 4 3  
 25  
 Lack of appropriate engagement, insufficient project information provided to stakeholders, Information not provided in an accessible format, Information not provided at an appropriate time  
 Appropriate engagement operations to provide relevant proposals information to be undertaken prior to consultation. Engagement and consultation to be designed such that it is accessible to all stakeholders. Engagement to be conducted at an early stage in project programme

**Head of Service: Toni Ainley**

**Risk Owner: Ben Bishop**

**Last Updated: 25/10/2012**

376 Poor weather conditions 5 5 4 2  
 25  
 Extreme cold or wet weather conditions  
 Project programme to include contingency time to allow for potential delays to site works

**Head of Service: Toni Ainley**

**Risk Owner: Ben Bishop**

**Last Updated: 25/10/2012**

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377 Changes to legislation 5 5 4 2  
 25  
 Changes to DfT legislation and guidance with regard to 20mph  
 Project proposals to be designed in line with current legislation and guidelines, Any diversion from standards to be brought to project board by project manager

**Head of Service: Toni Ainley**

**Risk Owner: Ben Bishop**

**Last Updated: 25/10/2012**



# Projects

378 Project overrun 5 5 1  
 Various including consultation responses resulting in programme slippage 25 5  
**Head of Service: Toni Ainley**  
**Risk Owner: Ben Bishop**  
**Last Updated: 25/10/2012**

379 Injury due to vehicular conflict 5 5 1  
 Officer injured by vehicle whilst working on site 25 4  
**Head of Service: Toni Ainley**  
**Risk Owner: Ben Bishop**  
**Last Updated: 25/10/2012**

380 Crime/Aggression 5 5 2  
 Officer is victim of crime or aggression whilst working on site 25 3  
**Head of Service: Toni Ainley**  
**Risk Owner: Ben Bishop**  
**Last Updated: 25/10/2012**



# Projects

381 Lack of co-operation from project partners  
 County Council or Police are not approached correctly or engaged with the project properly  
 5 5 25 5 5 2  
**Head of Service: Toni Ainley**  
**Risk Owner: Ben Bishop**  
 Police and County Council to be represented on Project Board and engaged in project from an early stage. Partner input and expectations to be taken into account during project design. Regular communication with partners to be maintained as set out in communications plan

**Last Updated:**  
 25/10/2012

382 Perceived Project Failure  
 Project is ineffective, Stakeholders do not buy-in to scheme, negative press  
 5 5 25 4 4 2  
**Head of Service: Toni Ainley**  
**Risk Owner: Ben Bishop**  
 Project to be undertaken in line with current best practice, process of engagement to promote stakeholder buy-in to project aims, post implementation traffic speed monitoring to be undertaken to measure project impact against pre-implementation traffic speed and quantify project success



## **Appendix F**

### **Cambridge 20mph Project Board Terms of reference**

#### **Purpose / role:**

The project board has been identified to provide steer on various project related issues throughout the life of the project. Board members have been chosen to represent major stakeholder groups associated with the project. The board has been identified at project inception in order to ensure the requirements/preferences of stakeholders are taken into account throughout project development and progress. It is intended that in so doing, the project board will help to ensure success of the project.

#### **Membership:**

Board members have been chosen to represent the views of all major stakeholder groups affected by the project.

Proposed Cambridge City Council invitees:

- Cllr Tim Ward – Executive Councillor for Planning and Climate Change
- Simon Payne – Director of Environment
- Andrew Preston – Project Delivery & Environment Manager
- Patsy Dell – Head of Planning
- Cllr Gail Marchant-Daisley – Spokes for Planning and Climate Change
- Ben Bishop – Cambridge 20mph Project Officer
- City Business Support - TBC

Proposed Cambridgeshire County Council invitees:

- Cllr Tony Orgee – Cabinet Member for Community Infrastructure
- John Onslow - Director of Infrastructure Management and Operations: Environment Services
- Nicola Debnam – Head of Local Infrastructure and Street Management
- County Officer - Brian Stinton or nominated officer

Proposed Other Stakeholder/Partner invitees:

- Representative from local 20mph Campaign 20 Sense – Hugh Kellett
- Representative from Cambridgeshire Constabulary – Clive Holgate – Area Traffic Management Officer
- Representative from Cambridge Cycling Campaign – Jim Chisholm
- Representatives from Local Bus and Taxi Operators – Panther, Camcab, Stagecoach
- Representative from local Public Health Authority – Cambridgeshire NHS

It may not be necessary for all proposed invitees at Project Board to attend all meetings. Specific attendance would be designated by project stage.

**Accountability:**

The board is accountable to the Cambridge City Council Environment Scrutiny Committee. Activities/decisions of the board will be outlined in appraisal reports submitted to the committee prior to implementation of each project phase.

**Review:**

Terms of reference to be reviewed once a year in December

**Working methods / ways of working:**

Meetings to be organised by Project Manager. Meetings to be held bi-monthly - on the third Wednesday of every other month (subject to invitees availability) at the Guildhall and chaired by Executive Councillor for Planning and Climate Change. Agenda and any associated reports/resources to be distributed to all invitees 1 week prior to meeting via email. Should any resource be too large for email, it will be distributed via a file transfer protocol (FTP) site.

For every meeting the agenda will include: progress report and programme, project risks/issues, change control, and finance log, to be presented by project manager and AOBs.

Previous meeting minutes to be covered as relevant agenda item is covered at subsequent meeting.

Specific issues to be covered and where appropriate agreed at each meeting in relation to project stage. Details of specific issues to be distributed with agenda prior to each meeting and covered during progress report and programme section of agenda. For example proposed project KPIs to be presented at first board meeting.

Last item on agenda to ask all attendees if they have any other business.

Minutes of each meeting to be taken by Cambridge City Council Business Support and distributed to all invitees 1 week after meeting.

Outside speakers may be invited to present at certain meetings such as: 20s Plenty for Us or, specific equipment suppliers as appropriate.

Subject to consent, email addresses of all invitees to be distributed to all board members to facilitate communications.

**Definition of terms**

Project Phase – due to its size project has been divided into four phases, which would be consulted and implemented separately. For more details see Project Phase Identification and Phase Prioritisation Report.

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To: Executive Councillor for Planning and Climate Change: Councillor Tim Ward  
Report by: Head of Planning Services  
Relevant scrutiny committee: Environment 15/1/13 Scrutiny Committee  
Wards affected: All

## **HISTORIC ADVERTISING SIGNAGE RESTORATION PROJECT Non-Key Decision**

### **1. Executive summary**

1.1 This report provides a brief update of one of several projects forming part of the Planning Services Pro-active Conservation Programme which were reported to committee in March of this year. The historic advertising signs restoration project is proposed to start with two pilot schemes, one on Cherry Hinton Road and one on Victoria Avenue.

### **2. Recommendations**

2.1 The Executive Councillor is recommended to note the update on the historic advertising signage restoration project and to endorse the pilot projects as described in the attached "Briefing Note and Project Appraisal – Restoration of Cambridge's Advertising Signs (November 2012)".

### **3. Background**

3.1 At the March 2012 Environment Scrutiny Committee the Executive Councillor for Planning and Climate Change agreed a Pro-active Conservation Programme which included a "wall painting signage" project, including an initial £1,000 towards procuring support and seeking opportunities to protect and enhance signage of merit on specific buildings in the city. Any project would be subject to owner agreement on individual buildings.

3.2 Officers in the Urban Design and Conservation Team met with the Executive Councillor and the Leader of the Labour Group, along with Councillor Saunders, in late September and agreed to progress a pilot scheme of at least two signage restorations. The purpose of

conducting a pilot is to a) confirm the interest from property owners to allow the Council to undertake the restoration works, b) test the process of formalising an agreement with the owners, and c) test the typical cost and effectiveness of undertaking such a project.

- 3.3 Officers are in the process of contacting the property owners of two buildings which contain historic signage which the Executive Councillor informally agreed in September would be worthy of investigation. These two properties are 105 Cherry Hinton Road and Victoria House on Victoria Road which have faded historic adverts originally done in paint on one prominent side gable elevation of each of the buildings.
- 3.4 Officers are in the process of securing agreement from the property owners of the properties to then enable the works to be scoped, planned, priced and delivered. The work is intended to take place over the next 3-4 months. An update on the discussions with the property owner will be provided at the time of the committee meeting. The attached briefing note and appraisal explains the nature of individual restoration projects, including approvals, procurement, project management and handover. This note will act as an information briefing to officers and members in progressing individual projects. It also provides an appraisal of the various buildings containing such signage and of the required work to restore individual signs. A more comprehensive program will be produced subject to the evaluation of the first two pilot schemes.
- 3.5 It is hoped that future projects can be progressed in 2013-14 beyond the first pilots. The total funding necessary and future properties to be selected for restoration work as part of a larger and extended program will need to be further considered following the pilots.

## **4. Implications**

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

- 4.1 Funding has been earmarked from under spend in the Urban Design and Conservation budget to undertake the pilot schemes.

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

- 4.2 Officers in the Urban Design and Conservation Team are leading the scoping of the work and obtaining any necessary agreements and approvals for the initial pilots. The actual procurement of the restoration e.g. an artist/restorer, and oversight of the work on site will

be undertaken through the Project Delivery Team in Streets and Open Spaces.

(c) **Equal Opportunities Implications**

The work is considered to be neutral in terms of any impacts on equalities and is a good example of showing the historical diversity of past businesses and retail uses in different parts of the city.

(d) **Environmental Implications**

The improvement of historic advertising signage is considered to be beneficial to the appearance of various parts of the environment of the city.

(e) **Procurement**

Procurement of the work will be undertaken once agreement with landowners is in place and any other necessary approvals are granted. The Council's procurement rules will be followed.

(f) **Consultation and communication**

Consultation with individual landowners will be undertaken in the case of each restoration project. Relevant ward members will be kept informed as and when projects are undertaken and completed.

(g) **Community Safety**

There are no direct community safety implications.

## **5. Background papers**

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

Restoration of Cambridge's Historic Signs (August 2012) – officer briefing note and appraisal

## **6. Appendices**

Restoration of Cambridge's Historic Signs (August 2012) – officer briefing note and appraisal

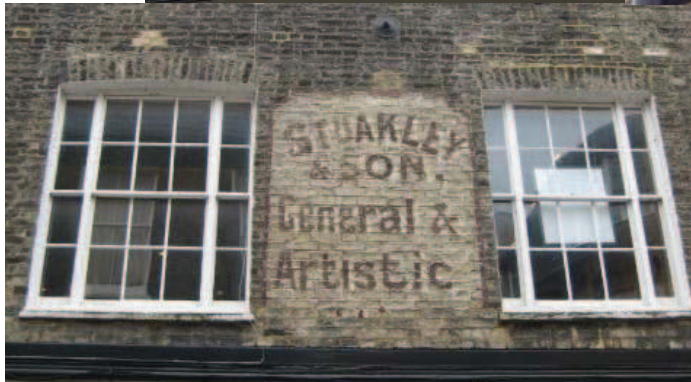
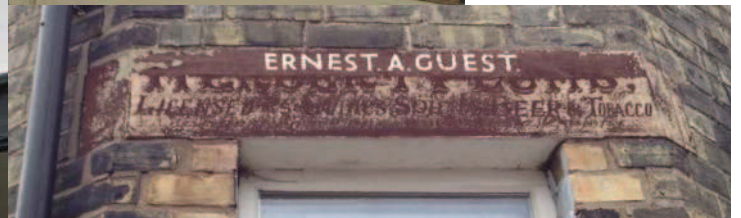
## **7. Inspection of papers**

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

Author's Name: Glen Richardson  
Author's Phone Number: X7374  
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BRIEFING NOTE & APPRAISAL  
Restoration of Cambridge's Historic  
Advertising Signs

November 2012



## Background

This project stems from approval granted March 13<sup>th</sup> 2012 by the Executive Councillor for Planning and Sustainable Transport and Councils' Environment Scrutiny Committee.

There are many examples of historic signage that survive within Cambridge, most of these are adverts for previous or existing businesses and some are polite notices to the public. Many of the surviving signs are painted directly onto the masonry, sometimes onto a board that is attached to the building. They survive in a differing scale of condition, some have recently been renovated and some are barely visible.

## Objective

The objective of this project is to re-instate as many of the existing historic signage to their original condition around the city as possible using available Council Funding.

## Scope








The scope of this brief is

- Identify the different signs within the city and note their condition
- Set out the process in order to carry out restoration works
- Identify the constraints that may prevent signage being restored
- Identify any stakeholders and their role in the project
- Acquire rough cost estimates for restoring a typical sign
- Outline the decisions that will have to be made
- Set out details on handover of the signage once completed







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# 1. City of Cambridge Historic Advertising Signage

Photograph	Address	Location	Condition
	36 Sidney Street	Southern elevation	The lettering of the sign is in good condition. It is painted onto the side elevation and all the words can be read from a distance.
	67a Norfolk Street	Front elevation, facing southeast	The sign is painted onto the front elevation of the wall. There are few letters that are legible, and the overall sign is not very clear and cannot be seen from afar.
	85 Hills Road	Side elevation	This is a painted sign on the side elevation of a building. The background is in good condition but the lettering is illegible as it is fading away. It cannot be seen from a distance, but is better seen close up.
	86 Cherry Hinton Road	Side elevation, facing north	The positioning of the sign makes it difficult to see because it is to the side of the building in a narrow gap. The lettering is legible but some of the background is fading away.
	105 Cherry Hinton Road	Side Elevation	The sign is painted onto the side elevation of a building and it is legible. Its condition is satisfactory but some of the lettering is fading.
	Above Annabelles, Hills Road	Side Elevation, facing North	It is a painted sign on the side elevation of the building. It is in good condition, recently repainted. The lettering, background and image are intact. No work required at this stage.
	Above the Dragon, Mill Road	Gable end advert	The painted sign is located on the side elevation of the building. The lettering has faded away and all that is left is the background, which is in good condition.



	Coffee Company, Hills Road	Front elevation	The sign is not in good condition, the words are not legible as they have faded away.
	Cash Stores, Halifax Road	Gable end advert	The painted sign is positioned to the side of the building and it is in satisfactory condition. It is legible however the positioning of the sign makes it difficult to be seen.
	Cheeky Monkeys, Hills Road	Side elevation	The outline of the painted sign is still visible but the background and the lettering have faded away. The current state of the sign is very poor and it is continuing to deteriorate.
	Victoria House, Victoria Avenue	Gable end advert	This is a painted sign situated on the gable end of the building. It is in poor condition; the lettering is not legible and there is little evidence of the background.
	Guest Road	Gable end advert	The background is in good condition; it appears as if it has been painted over. The lettering is no longer visible
	University Cycles, Victoria Avenue	Gable end advert	The outline of the painted background is visible, but the lettering has faded away.
	Green Street	Front elevation	The painted sign is in good condition but it is starting to fade. The lettering is legible and it can be seen from a distance. The background is also visible.

	Perowne Street	Painted on boundary wall	The lettering of the sign can still be seen and it is legible, but there are some letters that are starting to fade.
	St Pauls Walk, Hills Road	Side elevation	The words have faded away but the background and design details are still in good condition. This has now had a board attached to the wall within the painted frame.
	Tenison Road, 2A - The Works (13)	Side elevation	This has recently been reinstated as part of a planning condition. No work required at this stage.
	The Globe, Hills Road	South elevation	The image and the lettering on this plaque are slightly visible at a close range. The main areas that are in poor condition is the background and some of the lower part of the image. This sign has now been superseded by a new decorative scheme for the pub which is now called The Emperor.
	Norfolk Terrace, Norfolk Street	East Elevation	The plaque sign is still legible close-up; there are however areas like the background, which is extensively damaged. The overall sign is in poor condition.
	The Eagle Bene't Street	Rear elevation	The letters outline of the sign is clearly visible. The pegs where letters were fixed to the stonework are also visible.

	The Eagle Bene't Street	Rear elevation	This is in good condition as it has recently been painted. No work required at this stage.
	The Eagle Bene't Street	Rear elevation	The sign is in poor condition. Some lettering of the sign can still be made out, but lots of it are starting to fade.
	The Eagle Bene't Street	Gate to rear	This is in good condition as it has recently been painted. No work required at this stage.
	Rattee and Kett Building, Purbeck Road	Rear elevation of the building, facing the Railway line	The images and lettering can still be made out. However the colours have faded and the paint is peeling.
	Gwydir Street	Canted bay and side elevations	There are a number of wall painted signs, with different levels of legibility. All of them have faded and are in a poor condition.
	Cockburn Street	Gable end	The border is clearly visible and most of the lettering is legible.

## **2. Requirements**

### **2.1 Budget Approval**

For the purposes of "testing" the process for delivering the project, a pilot scheme is being progressed. In the event that a larger "programme" of restorations is pursued following such a pilot, a larger budget will be required.

### **2.2 Planning Permissions**

If buildings are listed, Listed Building Consent will be required.

### **2.3 Authority to carry out works**

The City Council will need to ensure that the consent of all those with a legal interest in the properties has been obtained. This will include the freeholder, leaseholder(s) and mortgagee(s), if applicable ('Owners'). Identifying the Owners might be impossible if properties are not registered at the Land Registry.

Some Owners may take the view that the works will have an adverse effect in the value of their property. It must be made clear to Owners that the City Council will not be liable for that.

Works to some properties may require consent from owners of adjoining premises to erect scaffolding to do the works to the subject property.

Although not a property issue but is something that needs to be considered is that the City Council may need to obtain the consent of the owner of the art work before restoring it.

### **2.4 Carrying out the Works**

If the consent of the Owners, the adjoining land owner (for scaffolding purposes) and the owner of the art work is obtained (if needed), the City Council will be able to carry out the works by entering into a licence for works with Owners. Assistance in drafting such agreements will be required from the Council's Legal Team. Owners may require obligations by the Council in the licence for works, to cover:

- (a) that it has obtained all the necessary statutory consents (eg. Planning, Building Control, scaffolding licences)
- (b) the safe and proper management of the works
- (c) that the works will be done with reasonable speed, skill and care
- (d) to do the works in a manner that causes minimum inconvenience or annoyance to Owners and neighbours

- (e) measures against damage to property and people

### **2.5 Public liability**

If required a scaffolding firm will contact building owners to arrange the assembly / use of scaffolding to access signage. The firm may have to obtain permission from the County Council if the works are on the highway. The City Council may want to contact neighbouring properties to notify them of the works.

### **2.6 Highway Street works**

The contractor may need to book road space, an application to Cambridgeshire County may be required.

### **2.7 Interpretation of Signage**

The signage will have degraded over time including flaking and fading, some of the signage is in such poor condition that the original sign cannot be made out. There may be historic photographs that will give an indication of the original signage. The majority of photographs will likely be in black and white, so indications of the original colours will not be possible. A level of artistic interpretation will be required and the level to which this will extend will need to be agreed prior to the works.

## **3. Cost – Typical restoration example**

### **3.1 Finish and Materials**

Material – Egg shell masonry paint (Farrow and Ball)

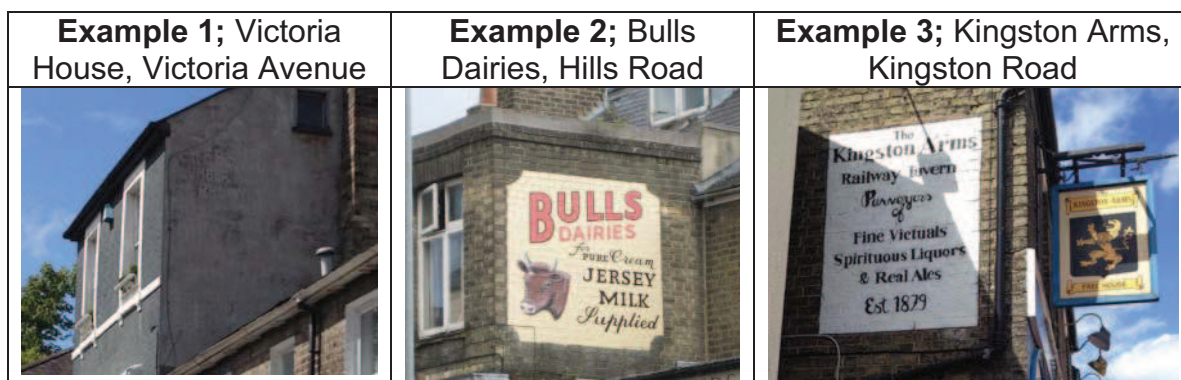
Finish – None

### **3.2 Preparation**

Walls cleaned down and prepared

Bricks sealed – 2-3 coats of primer

### 3.3 Costs



#### Art work cost estimate

Company	Costs Estimate
Name withheld	£500 each
Name withheld	- None provided
Name withheld	- None provided

#### Scaffolding cost estimate

Site	Costs Estimate
Victoria House, Victoria Avenue	£650 + VAT
Bulls Dairies, Above Annabelles, Hill Road	£400 + VAT
Kingston Arms, Kingston Road	£400 + VAT

Note that scaffolding will need a pavement permit, the present cost is £90.10 for a four-week period.

#### Total Costs

*(does not include Council Officer time / wages, preparation costs for legal agreement to be confirmed if required)*

Victoria House, Victoria Road	£1370.10	+ Environmental Project Team Staff cost TBC
Bulls Dairies, Above Annabelles, Hill Road	£1070.10	+ Environmental Project Team Staff cost TBC
Kingston Arms, Kingston Road	£1070.10	+ Environmental Project Team Staff cost TBC

## 4. Stakeholders

- Building Owner
- Cambridge City Council
  - Streets and Open Spaces Team
  - Urban Design and Conservation Team
  - Councillors
  - Legal Services
- Cambridgeshire County Council
  - Highways Team
- Sign Writing Firm
- Scaffolding Firm
- Owners of adjacent properties

## 5. Prioritising Signage

Following completion of pilot schemes, a schedule of works will need to be drawn up that detail which signage from the list set out in Section 1 will be restored and in a specific date order.

How the signage will be prioritised will have to be decided and agreed with relevant members.

## 6. Procurement of Contractor

If the project cost is less than £10k a contractor can be appointed without more than one quote.

£10-30K three quotations will have to be received.

Projects worth £30K and above will involve a formal contract.

## 7. Project Management

The Street Works Team within the Streets and Open Spaces Service at Cambridge City Council will manage the project. A project officer will be allocated the project in which their time will be charged to the project. The Urban Design and Conservation Team will work closely with the Street Works Team up to the award of any works to a contractor.

## 8. Pilot Scheme

It is considered appropriate to carry out a pilot scheme in order to evaluate feasibility, time, cost and adverse effects to further inform a larger project and address potential issues. In order to get the most information from this scheme an appropriate example should be chosen to take forward. This scheme should not be too complex in terms of approvals, works and access.



## **9. Level of Member Involvement**

At key stages of the projects members will be advised of start and end dates of works, including potential “unveiling” events.

## **10. Handover**

### **10.1 Legal agreement for maintenance**

An agreement will have to be drawn up with the owner for a future maintenance programme (like highways ones – called an agreement to maintain.) The City Council’s legal team should prepare the agreement.

The Council could, in the licence for works, include an obligation for the freeholder to maintain the works until it has disposed of its interest, there is a risk that freeholders will not agree to it.

### **10.2 Care Manual**

As part of the contract, it is suggested that the contractor provides a care manual on completion of the works for the owner of the building.

## **11. Timescale**

Subject to member approval, officers could immediately make contact with 2-3 building owners for the purposes of delivering a pilot scheme over the next 3-6 months.

Subject to the success of a pilot, a more detailed program can be prepared.