

Public Document Pack

NOTICE OF MEETING



POLICY COMMITTEE

will meet on

THURSDAY, 3RD MARCH, 2016

At 7.00 pm

in the

DESBOROUGH 2 & 3 - TOWN HALL, MAIDENHEAD

TO: MEMBERS OF THE POLICY COMMITTEE

COUNCILLORS GEORGE BATHURST (CHAIRMAN), CLAIRE STRETTON (VICE-CHAIRMAN), DAVID BURBAGE, STUART CARROLL, CARWYN COX, DR LILLY EVANS, LYNNE JONES, ROSS MCWILLIAMS, JACK RANKIN AND WESLEY RICHARDS

SUBSTITUTE MEMBERS

COUNCILLORS HASHIM BHATTI, MARIUS GILMORE, GEOFF HILL, DAVID HILTON, DEREK SHARP, JOHN STORY, LISA TARGOWSKA, DEREK WILSON, EDWARD WILSON, MALCOLM BEER AND SIMON WERNER

Karen Shepherd - Democratic Services Manager - Issued: 23 February 2016

Members of the Press and Public are welcome to attend Part I of this meeting. The agenda is available on the Council's web site at www.rbwm.gov.uk or contact the Panel Administrator **Karen Shepherd** 01628 796529

Fire Alarm - In the event of the fire alarm sounding or other emergency, please leave the building quickly and calmly by the nearest exit. Do not stop to collect personal belongings and do not use the lifts. Congregate in the Town Hall Car Park, Park Street, Maidenhead (immediately adjacent to the Town Hall) and do not re-enter the building until told to do so by a member of staff.

Recording of Meetings – The Council allows the filming, recording and photography of public Council meetings. This may be undertaken by the Council itself, or any person attending the meeting. By entering the meeting room you are acknowledging that you may be audio or video recorded and that this recording will be available for public viewing on the RBWM website. If you have any questions regarding the council's policy, please speak to the Democratic Services or Legal representative at the meeting.

AGENDA

PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
1.	<u>APOLOGIES FOR ABSENCE</u> To receive any apologies for absence	
2.	<u>DECLARATIONS OF INTEREST</u> To receive any declarations of interest	5 - 6
3.	<u>MINUTES</u> To consider the minutes of the meeting held on 19 January 2016	7 - 14
4.	<u>RECYCLING TASK AND FINISH GROUP UPDATE</u> To consider the above report	15 - 20
5.	<u>APPRENTICESHIPS OR ACADEMIC SCHOLARSHIPS SCHEME</u> To consider the above report	21 - 34
6.	<u>CONGESTION CHARGING SCHEMES</u> To consider the above report	35 - 46
7.	<u>POLICY COMMITTEE FORWARD PLAN</u> To consider the Committee's Forward Plan	47 - 48

This page is intentionally left blank

MEMBERS' GUIDANCE NOTE

DECLARING INTERESTS IN MEETINGS

DISCLOSABLE PECUNIARY INTERESTS (DPIs)

DPIs include:

- Any employment, office, trade, profession or vocation carried on for profit or gain.
- Any payment or provision of any other financial benefit made in respect of any expenses occurred in carrying out member duties or election expenses.
- Any contract under which goods and services are to be provided/works to be executed which has not been fully discharged.
- Any beneficial interest in land within the area of the relevant authority.
- Any license to occupy land in the area of the relevant authority for a month or longer.
- Any tenancy where the landlord is the relevant authority, and the tenant is a body in which the relevant person has a beneficial interest.
- Any beneficial interest in securities of a body where
 - a) that body has a piece of business or land in the area of the relevant authority, and
 - b) either (i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body **or** (ii) the total nominal value of the shares of any one class belonging to the relevant person exceeds one hundredth of the total issued share capital of that class.

PREJUDICIAL INTERESTS

This is an interest which a reasonable fair minded and informed member of the public would reasonably believe is so significant that it harms or impairs your ability to judge the public interest. That is, your decision making is influenced by your interest that you are not able to impartially consider only relevant issues.

DECLARING INTERESTS

If you have not disclosed your interest in the register, you **must make** the declaration of interest at the beginning of the meeting, or as soon as you are aware that you have a DPI or Prejudicial Interest. If you have already disclosed the interest in your Register of Interests you are still required to disclose this in the meeting if it relates to the matter being discussed. A member with a DPI or Prejudicial Interest **may make representations at the start of the item but must not take part in discussion or vote at a meeting.** The term 'discussion' has been taken to mean a discussion by the members of the committee or other body determining the issue. You should notify Democratic Services before the meeting of your intention to speak. In order to avoid any accusations of taking part in the discussion or vote, you must move to the public area, having made your representations.

If you have any queries then you should obtain advice from the Legal or Democratic Services Officer before participating in the meeting.

If the interest declared has not been entered on to your Register of Interests, you must notify the Monitoring Officer in writing within the next 28 days following the meeting.

This page is intentionally left blank

Agenda Item 3

POLICY COMMITTEE

TUESDAY, 19 JANUARY 2016

PRESENT: Councillors George Bathurst (Chairman), Claire Stretton (Vice-Chairman), David Burbage, Stuart Carroll, Carwyn Cox, Ross McWilliams, Jack Rankin and Wesley Richards

Also in attendance: Tim Willcocks, Radian

Officers: Chris Hilton, Simon Fletcher, Andrew Brooker, David Scott, Alison Alexander, Michaela Rizou, Michael Llewelyn, Karen Shepherd, Nick Davies, Craig Miller and Russell O'Keefe

APOLOGIES FOR ABSENCE

Apologies for Absence were received from Councillors Dr. Lilly Evans and Lynne Jones.

DECLARATIONS OF INTEREST

Councillor Rankin declared an interest in the item 'Increasing Home Ownership – Options' as he was currently looking to buy a property in Windsor.

MINUTES

RESOLVED UNANIMOUSLY: that the minutes of the meeting held on 1 December 2015 be approved, subject to the following amendment:

E-consultation Update to read:

'The committee agreed that we note the progress on this subject, speak with Councillor Coppinger and look into the transparency policy and *add the item to the policy longlist for inclusion in the 2016 work programme.*

INCREASING HOME OWNERSHIP - OPTIONS

Members considered options for increasing the rate of home ownership within the Royal Borough of Windsor and Maidenhead. Members received an innovative solutions presentation from the Assistant Director of Land and New Homes at Radian, Tim Willcocks. Radian was a partner with the Royal Borough with stock in the area. Mr Willcocks explained that he was also the South East Group Chair of the National Housing Federation and also chair of the National housing Group which comprised housing associations across the country focussing on affordable home ownership. It was a lobbying and policy group.

Mr Willcocks began the presentation by outlining the policy environment. Central government's aspiration for home ownership focussed on the delivery of new homes with delivery focussed around starter homes. Help to buy would be retained until at least 2021. Shared ownership was grant funded. The right to buy programme which had been heavily publicised during the election, no longer seemed to be talked about.

The government planned for 1 million new homes during the lifetime of the parliament, including 200,000 starter homes by 2020. The industry sector had expected no grant for housing in the autumn spending review but funding of £2.3bn had been allocated, although in relation to very different products. A cap of £4bn had been put on funding for 135,000 shared ownership homes. Small allocations had been made for specialist housing and right to buy. The withdrawal of grant for affordable rent had required housing associations to change business models.

For Radian the impact of rent cuts amounted to £11-12m and would lead to challenges in four years' time. Radian had signed up to the right to buy deal but had questions over the replacement scheme and funding. Radian expected the scheme to take place but at lower numbers than expected. Radian would need to model its development programme to reflect a different tenure mix.

Mr Willcocks then presented a number of home ownership options to Members:

Shared Ownership

- Individuals could buy an affordable share in a new or resale home, with a low rent on the remainder
- As a result of the spending review, there had been changes to eligibility to broaden the scheme out beyond first time buyers or key worker groups.
- The scheme was very popular and well understood
- The cap had been increased to £80,000 which was important in high value areas
- DIYSO was one scheme, already in use in the borough

Help to Buy

- Individuals could buy a new home from a developer with a 5% deposit, 75% mortgage and a 20% equity loan free for 5 years then low interest

Starter Homes

- Individuals could buy a new home at 80% of market price
- The discount stayed for five years, then fell away
- Only for first time buyers aged under 40

- The scheme did not add to the affordable housing stock in an area

Right to Buy

- Tenants had the option to buy their existing home
- There was a discount of up to £77,900 discount outside of London
- Radian anticipated the scheme would be delivered but not to the numbers originally expected
- Housing associations could set their own eligibility criteria

Rent to Buy

- Individuals could rent a new home at 80% of market rent, enabling them to save for a deposit
- The scheme had been around for some time but there was little funding.

Members noted the salary and deposit requirements for an example property with market value of £275,000 given the different schemes detailed above.

Mr Willcocks explained that opportunities going forward included an increase in shared ownership delivery, boosted by government momentum on starter homes. The continuation of the help to buy scheme added certainty. Challenges included whether properties were affordable and attainable, product competition, mortgage availability, consumer confusion and developer appetite and opportunities. Radian saw improving opportunities in relation to wider shared ownership delivery, the expansion of DIYSO, lower share availability, tenant incentives and the acceptance of home owners and older buyers into schemes.

Delivery in the borough was challenged by house prices, land availability and land competition. S106 could be a double-edged sword as if it became too onerous, delivery became complicated. Innovative schemes were needed, for example exception site policies to release land only for affordable housing.

Councillor Burbage commented that the borough had been looking at a number of the ideas for a few years; it was pleasing that government focus now matched that of the borough. The government was pleased with the deal with the housing association sector in relation to right to buy for housing association tenants. Five associations were piloting the scheme. Councillor Burbage noted that two local housing associations, Housing Solutions Ltd and One Housing Group, had voted in favour of the pilot commencing and that the council was keen to replicate it within the Royal

Borough. Mr Willcocks explained that Radian was not one of the pilots but in principle was supportive of the idea of giving tenants the right to buy their own home. As a business model Radian would need confidence in getting receipts if properties were sold at discount. This would be achieved by local authorities selling their high value stock therefore there were questions over deliverability. The Radian board was still working through the policy implications. Housing associations would have the opportunity to set their own criteria but would not want to sell all stock, for example in rural areas where it would be difficult to replace.

Mr Willcocks explained that Radian had a number of ideas how lower share products could work. The problem lay with mortgage lenders who generally required a minimum 25% share. Radian was working with local and regional building societies to start a pilot.

Councillor Rankin commented that the main aspiration of young people was to get on the property ladder but this was very difficult. Mr Willcocks confirmed that in the starter home schemes, properties would only be available at a capped price of £250,000 outside London after discount. Councillor Burbage commented that a starter home in Windsor was likely to cost a further £100,000. Councillor Rankin asked whether the borough could be considered as London for the purposes of the scheme. Mr Willcocks suggested the council could raise this with central government, however he commented that housing policy in London was dealt with by the GLA, whereas outside London it was dealt with by the HCA and DCLG. A number of local authorities operated a discount market sale scheme where as part of section 106 a percentage was allocated for affordable housing. As this was not a government scheme there was no cap and was within the gift of a local authority.

Councillor Rankin commented that one aspect of shared ownership that put people off was that although they could afford the cost at the present time, they may not be able to afford it later on when they were in a different point in their life. Mr Willcocks referred Members to staircasing schemes where the amount of equity could increase in the same property. New eligibility criteria also allowed for homeowners to move from one property to another in the scheme.

It was confirmed that the stamp duty threshold was £125,000 and there were currently no stamp duty holidays. Members noted that with shared ownership you could elect to pay either on the share you bought then pay more as time went on, or waive the stamp duty and pay when the threshold was reached.

The Chairman commented that Members experienced resistance from planning policy in relation to shared ownership. Mr Willcocks commented that housebuilders were not necessarily fans of shared ownership. Radian would like to look at options through exception sites. The Director of Planning, Development & Regeneration commented that planning policy was not resistant to shared ownership but resistant to not providing affordable rent. Through the Borough Local Plan the Inspector expected the borough to show an assessment of market need and have a plan to satisfy the need. Mr Willcocks commented that emerging planning policy would say affordable rent was no more and would be unlikely to feature in any S106 agreement going forward. This view came from discussions with HCA and DCLG over the last few weeks. Starter homes would be delivered through S106. Of the 200,000 planned, the government

expected 140,000 to come through S106 agreements. Strategic Housing Needs Assessments would become irrelevant as the government was likely to give local authorities targets for starter homes instead.

In relation to right to buy, Mr Willcocks commented that the government's newly announced 'sink state' regeneration scheme would be another part of housing policy. However he felt it would be expensive and difficult to achieve. It was a challenge for any provider to sell off stock in an area where it was difficult to provide new homes. A housing association would not necessarily use the funds from sold off stock to re-invest in the same area. Receipts from high cost areas would be used in low cost areas where more could be delivered.

Councillor Burbage agreed to contact central government in relation to the borough being considered as part of London in terms of starter homes.

The Chairman thanked Mr Willcocks for his presentation.

Members considered the accompanying report in the agenda, which recommended further work be undertaken in relation to some of the options raised in the presentation from Mr Willcocks, particularly starter homes and shared ownership, including a plan for investment of S106. Councillor Burbage commented that an upcoming workshop would help flesh out the proposals. It was valuable that Radian had products it would be able to develop with the right land availability. The council should talk to other housing associations to see what proposals they were considering. There was a need to reflect in the council policy the likelihood of the demise of affordable rent. Councillor Rankin suggested the report to Cabinet would need to have an emphasis on buying rather than renting.

RESOLVED UNANIMOUSLY: That the Policy Committee:

- i. **Requests that a partnership and investment plan to increase home ownership be submitted to Cabinet for consideration in April 2016.**

RECYCLING TASK & FINISH GROUP - ACTION PLAN & TEXTILE RECYCLING PROPOSAL

Members considered options to increase textile recycling in the borough. A recent study had demonstrated that just under 5% of landfill in the borough was textile based, much of it reusable. The task and finish group had researched a number of options to enhance the service currently offered to residents and also increase recycling rates.

Members noted the options as detailed in section 2 of the report. The recommended options were as follows:

- Option 2 - Let an agreement with a single provider to supply and empty textile banks to overcome the issues of inconsistency in the current informal arrangement
- Option 4 – work with a commercial or third sector organisation to provide door to door collection services. This would bring the opportunity to share income for reusable materials.
- Option 5 - work with a commercial or third sector organisation to provide textile collection services to local schools.

With the options generating shared income the council would have flexibility in how the income was then used. There was healthy competition in the market for provision of such services and therefore value for money could be achieved. The council's own trading entity could be used.

Councillor Cox commented that there were a number of ways to approach the issue. The current provision of bring sites was not quite right therefore options proposed would improve convenience for residents. Councillor Burbage referred to WRAP figures showing textiles had an approximate value of £200-£300 per tonne yet the income generation in the report suggested just £3000-5000 for the borough. It was explained that the figures were conservative and based on collection rates in other local authorities. There was no universal provision method therefore comparisons were difficult. The Cabinet Policy officer commented that the majority of authorities already recycling were London-based and local authorities had invested significantly in the services.

Councillor Rankin highlighted the EAST principles (easy, attractive, social and timely). For this service, enabling residents to place textiles in the blue bin would get the best result. Councillor Cox explained that this had been fully explored but the costs were not viable. Weekly collections meant the service was constrained by the vehicles dealing with all the different collection streams; it would be difficult to bring in a further stream at this stage but could be considered for future contracts.

Councillor Ms Stretton commented that a door collection service was the ideal way forward. Unlike other waste, textiles could be stored in the property for a while therefore monthly collections would be possible.

The Chairman stated that there was not enough information, particularly in relation to costs, to enable the committee to recommend options, therefore he proposed only the second recommendation be approved

RESOLVED UNANIMOUSLY: That Policy Committee:

- Request that a report be presented to Cabinet setting out the options for enhanced textiles recycling services for consideration in March 2016.**

NUDGE SUBCOMMITTEE - PROGRESS UPDATE

Members considered an update on the work of the Nudge Sub-Committee (NSC) to date. The Cabinet Policy Officer explained that the sub committee had met a number of times since the report to the Committee in September 2015. The Committee was asked to endorse the work undertaken so far and add any further items to be explored.

Tackling Mental Health Issues in Young Men - Members noted the lead officer had been on compassionate leave and therefore more work would be undertaken on their return.

Boosting Business Rates Collection – Progress had already been noted by the Committee in relation to the letters sent out to ensure more timely and full payments. Collection rates of 97% were achieved but over 3-4 years. This performance was not good compared to the southeast.

Refreshing RBWM's Advantage Card Offer – this was a pan-council initiative. Nudge could assist with incentivisation but this was a larger project and would return to the Committee in future with options including the move to a mobile app.

Boosting Active Citizenship/Volunteerism – Discussions had taken place in relation to a matching service.

Boosting In-House Fostering and Adoption Numbers – Adoption numbers were solid therefore the focus was on fostering, particularly for 10-14 year olds.

Demand-led budgeting in Home to School Transport – A scheme in Reading was being assessed to promote independence in SEN services. Demand-led budgeting would be a future issue for consideration.

The Chairman commented that the Advantage Card was a large project including communications and technology and the topic would therefore come out as a separate group. The proposals for home to school transport were welcomed both to improve independence as well as saving money.

Members did not identify any further topics for inclusion on the work programme.

RESOLVED UNANIMOUSLY: That the Policy Committee:

- i. **Endorses the Nudge Sub-Committees' Work Programme.**

POLICY COMMITTEE - PROGRESS TO DATE AND REVIEW OF THE WORK PROGRAMME

Members considered an update on the work of the Policy Committee to date.

Councillor Ranking suggested 'Pocket Parks' should be added to the long list.

Councillor Burbage commented that the council had a general commitment to 24/7 services. He suggested the option of libraries being open 24 hours per day on the basis that they were covered by CCTV and users would need a swipe card to enter and use the library. The Chairman referred to an earlier suggestion by Councillor Ed Wilson for the Tinkers Lane desk that was open 24/7 to be accessible to residents. He suggested that cashless parking and variable rate parking could be incorporated in the Advantage Card app.

Councillor McWilliams suggested areas should be considered that the council was not necessarily responsible for and could allow the private sector to provide. Members noted that a report would be brought to Cabinet in March 2016 to refresh the Transformation strategy which focussed on delivering differently.

The Chairman requested the updated list be emailed to all Members to invite additional suggestions.

RESOLVED UNANIMOUSLY: That the Policy Committee:

- i. Notes the progress on work completed, see section 2.**
- ii. Considers the longlist of policy suggestions, see Appendix A, and agrees a work programme for 2016.**
- iii. Delegates approval of the final work programme to the Chair of the Policy Committee in consultation with the Cabinet Policy Manager.**

FUTURE MEETING DATES

Members noted the following future meeting dates:

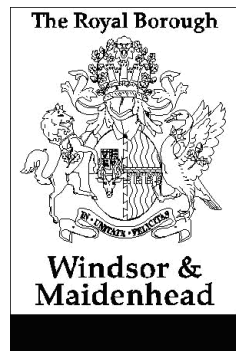
3 March 2016 (meeting date had been changed from 24 February)
18 April 2016

The meeting, which began at 7.00 pm, finished at 8.22 pm

CHAIRMAN.....

DATE.....

Report for: ACTION



Contains Confidential or Exempt Information	NO - Part I
Title	Recycling Task and Finish Group Update
Responsible Officer(s)	Simon Fletcher, Strategic Director of Operations & Customer Services
Contact officer, job title and phone number	Craig Miller, Head of Community Protection & Enforcement Services
Member reporting	Cllr Carwyn Cox, Cabinet Member for Environmental Services
For Consideration By	Policy Committee
Date to be Considered	3 March 2016

REPORT SUMMARY

1. This report provides an update on the work of the Recycling Task and Finish Group to date and asks the Policy Committee to endorse the proposed Waste Work Programme for 2016/17.
2. The Task and Finish Group will continue to meet quarterly to review progress against the Waste Work Programme, set performance indicators and ensure projects are on track in achieving their objectives and delivering positive outcomes for residents.

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION that the Policy Committee:

- i) **Endorse the proposed 2016/17 Waste Work Programme as set out at Table 1.**

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 The Recycling Task and Finish Group was established in October 2015 following a report regarding recycling rates being submitted to the council's Policy Committee. The remit of the group was to look at options for increasing recycling rates in the Royal Borough.
- 2.2 Textile recycling was identified by the group as a potential area of opportunity. Textiles currently represent 4.8% of the residual waste collected in the Royal

Borough. A report was presented to the Policy Committee in January 2016 setting out potential options for enhancing textile recycling services, for example, the provision of kerbside collections and partnership working with a service provider to facilitate textile recycling and profit share arrangements with schools. The report recommended that the options be evaluated in full and the Policy Committee approved a recommendation for an options appraisal paper to be presented to Cabinet in March 2016.

- 2.3 Food waste has also been an area of focus and a campaign to increase food waste recycling in the Borough took place from September to November 2015. As part of this, 30,000 street level properties were visited by door to door canvassers, who spoke to residents to encourage them to use the food waste recycling collection service. In addition all street level properties received a delivery of food waste liners with an information leaflet on how to use the food waste collections. All rubbish bins also had a “No food waste” sticker applied under the lid to act as a nudge to remind residents to use the food waste collection service.
- 2.4 The food waste campaign resulted in 2,145 additional requests for food waste bins across the borough. Initial results from the campaign are very positive. In January 2016 the amount of food waste collected increased by 44% from the same month in 2015. This has been the highest amount of food waste collected in any one month since the start of the food waste collection service. 246 tonnes of food waste was collected in January 2016 compared to the previous highest monthly tonnage of 189 tonnes.
- 2.5 The Task and Finish Group also discussed recycling sites in the Royal Borough. Work has been carried out to refurbish all mixed recycling bins located at each site. The 85 bins are all now refurbished, with locking lids with an aperture for recycling to be deposited through. This mitigates contamination of the recycling from large and unwanted materials that can be readily fly tipped or disposed in containers with fully openable lids.
- 2.6 New signage has been applied to all bins to inform users which materials can be recycled at the sites. Specific work has been undertaken to the Eton Wick site as significant issues with misuse and fly tipping have been experienced in this location. The containers have been fitted with metal frames that further prevent the bins from being fully opened. The frames also provide extra space for signage and information setting out what materials can be recycled at the site.
- 2.6 The changes made to the recycling sites have increased the quality of the materials collected and have anecdotally reduced fly tipping at most sites according to local Community Champions and on ongoing monitoring of the sites by the Waste Team. The frame installed at Eton Wick has been particularly successful in this regard. As a result, further frames have been ordered which will be put in place at the Sunningdale and Windsor Leisure Centre sites; locations also experiencing problems with contaminated recycling and instances of fly tipping.
- 2.7 Work has also been undertaken to look at the arrangements currently in place for residents in the Windsor area of the Royal Borough to use Slough Borough Council’s Household Waste and Recycling Site (HWRC) in Chalvey. A payment is made to Slough for the use of this site. This is based on the percentage of waste that is believed to originate from the 16 Royal Borough, previously 30%. Officers

arranged for an independent survey to be undertaken at Chalvey HWRC over seven day period in December 2015. The purpose was to check that the percentage remained current and valid. The survey identified that only 23.88% of the material accepted at this site originated from the Royal Borough. This amounts to a saving to the Royal Borough of approximately £50,000 per annum from 2016/17.

Next Steps

- 2.8 Table 1 below sets out a list of key projects that officers are proposing to explore during 2016/17. The Task and Finish Group will continue to meet quarterly to review progress against the Waste Work Programme, set performance indicators and ensure projects are on track in achieving their objectives and delivering positive outcomes for residents. Any proposals for policy development/change as well as key decisions will be scheduled for consideration and determination by Cabinet via the usual process.

Table 1 – Proposed 2016/17 Waste Work Programme		
Project:	By:	Comments:
Civic Amenity & HWRC site Use & Enhancement	Q1 – April 2016	<p>The operator of the site has highlighted concern about potential trade misuse of this facility.</p> <p>Objective: Improve/Enhance Civic Amenity Services.</p> <p>Next Significant Action: review waste acceptance arrangements and opportunities to enhance this service for residents.</p>
Recycling in Flats	Q2 – July 2016	<p>Successful recycling in flats can be difficult due to communal bin store arrangements and the practicalities and availability of space within the properties.</p> <p>Objective: Increase participation in recycling services by flatted property residents.</p> <p>Next Significant Action: review potential options to improve recycling performance within this property grouping.</p>
Food Waste Recycling – the future strategy	Q3 – October 2016	<p>Despite initial success in boosting food waste recycling in the Borough, this remains a core theme for the marketing activities and events of the Waste Team.</p> <p>Objective: Increase participation in the council's food recycling service and improve recycling rates.</p>

		<p>Next Significant Action: development of an ongoing strategy and programme of events to further support improvements in food waste recycling rates</p>
2017/18 Recycling Marketing Strategy	Q4 – January 2017	<p>This work will set out a marketing plan and will also consider different community events e.g. swap and sell or upcycling etc.</p> <p>Objective: Develop a marketing strategy with specific themes and activities tailored to need.</p> <p>Next Significant Action: Consider the strategy and themes for recycling marketing and resource deployment in 2017/18.</p>
Review of existing waste/recycling collection information to inform future recycling strategies in particular for food waste.	Q1 – June 2016	<p>Objective: Utilise existing waste and recycling collection information and data to inform future actions.</p> <p>Next Significant Action: Complete a review of waste and recycling collection data and identify trends and themes for use in determining future strategy and activity.</p>
Review of existing recycling site service.	Q2 – September 2016	<p>The council has 18 local recycling sites. A number of these experience issues with contamination or misuse.</p> <p>Objective: Determine whether the current service provision remains valid and identify potential options for alternative service provision.</p> <p>Next Significant Action: Review recycling site usage to identify patterns of use and undertake a customer feedback survey on current provision.</p>

Option	Comments
Members endorse the Recycling Task and Finish Group's Work and approves the future waste work programme.	This option is recommended.
Members do not endorse the Recycling Task and Finish Group's Work	This option is not recommended.

3. CONSULTATION

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Cox	Member for Environmental Services	19/02/16		
Cllr Bathurst	Chairman of the Policy Committee	22/02/16	23/02/16	
Simon Fletcher	Strategic Director of Operations & Customer Services	18/02/16	19/02/16	
Alison Alexander	Managing Director	19/02/16	19/02/16	
Craig Miller	Head of Community Protection & Enforcement	17/02/16	17/02/16	
David Scott	Head Governance, Partnerships, Performance & Policy	19/02/16		
Michaela Rizou	Cabinet Policy Assistant	19/02/16	19/02/16	
Mark Lampard	Finance Partner	19/02/16		

REPORT HISTORY

Decision type:	Urgency item?
Non key decision	No

Full name of report author	Naomi Markham Waste Strategy Manager	Full contact no: 01628 682972
----------------------------	---	-------------------------------

//

This page is intentionally left blank

Report for: ACTION



Contains Confidential or Exempt Information	NO - Part I
Title	Apprenticeships or Academic Scholarships Scheme
Responsible Officer(s)	Russell O'Keefe, Strategic Director of Corporate and Community Services
Contact officer, job title and phone number	Kevin Mist, Head of Communities & Economic Development
Member reporting	Cllr Bateson, Chief Whip and Lead Member for Neighbourhood Planning, Claire Stretton, Principal Member for Culture and Communities, Cllr McWilliams, Ward Member Cox Green
For Consideration By	Policy Committee
Date to be Considered	3 March 2016
Implementation Date if Not Called In	Immediately
Affected Wards	All Maidenhead Wards

REPORT SUMMARY

1. This report takes forward the options presented to the Policy Committee in December 2015 for the council to consider how it might introduce or assist with the promotion of borough wide apprenticeships, academic grants or scholarships.
2. The paper provides further detail on the options that were discussed by the Committee to be explored further and presented at a future meeting of the committee. These were:
 - Option 6 – a model for signposting residents to the range of existing financial support available, this option would be a quick fix but would require extra resource.
 - Option 5 – to use the Thames Valley Local Enterprise Partnership (TVLEP) to establish the demand for skills, establish where the skills shortages are within the borough to help inform discussions around the priority areas for introducing a scheme based on the needs of the local economy (detailed at Appendix A).
3. The Council's external funding and development service 'Our Community Enterprise (OCE)' were asked, by way of example, to propose a model that could provide a signposting service²¹ and to highlight the range of existing

support available that would support resident aspirations (detailed at section 2).

4. TVLEP has also been approached to highlight the Boroughs key skills shortages, current and projected. However these are not yet available at local authority level but are summarised at a Berkshire level at Annex B.

If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which they can expect to notice a difference
Residents will benefit from an additional opportunity to support their educational aspirations and or acquire new skills through a grant or loan scheme within the borough to be economically active.	1 September 2016
Local communities will benefit from the new skills acquired being reinvested within the Royal Borough and additional sponsorship or match funding leveraged through local trusts and employers.	1 September 2016

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That the Policy Committee:

- Approve, in principle, a signposting service to assist residents in identifying appropriate funding opportunities, both locally and nationally, for their education, vocational or training needs.**
- Requests for an update report to be presented to the Policy Committee, detailing a full specification for a signposting service, in July 2016.**
- Notes the comments in respect of the local Skills demand/shortages detailed at point 2.9 of this report and consider whether this should be used to inform a new signposting service.**

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

2.1 OCE were approached to identify a potential model which could signpost people to the most appropriate funding opportunity based on their education, vocational or training aspirations.

2.2 The model proposed aims to require minimal resource input by the council and residents would be expected to have already exhausted central government funding opportunities before seeking opportunities or support via the service.

2.3 OCE could provide a directory of funding support available locally and nationally through trusts and other grant schemes including those accessible through subscription-only grant funding databases such as the Directory of Social Change, a searchable website of all UK charities which can provide financial relief to individuals in need or for educational purposes. This website details funding available to individuals for welfare or educational needs including 'relief-in-need' charities providing hardship grants and support, charities supporting those with a specific illness or disability, and educational charities providing bursaries for educational courses, equipment, projects

and the like. The Directory of Social Change Details website details and updates 2,500 grant opportunities and charges annual subscription cost, for up to 10 user licences, of £860 plus VAT. More information and price options on the website can be found at: <http://www.grantsforindividuals.org.uk/Content/why-subscribe.aspx>. A high level summary of the funding opportunities available is detailed at Appendix A for information.

2.4 A directory which includes local and national database could be accessible through key delivery points at, for example, borough libraries, Elevate Me Hub, Maidenhead Citizens Advice Bureau, Youth Services and further education sites. Each location where this is made available would have instructions displayed so residents could make searches independently. If a resident required additional support in searching and/ or applying for funding, this could be offered by OCE.

2.5 The anticipated annual costs for launching and operating this model are detailed below:

Item	Resource Requirement	Revenue Requirement
Online subscription	Access to desktop PCs	£860 + VAT
Partner and services support	Staff training	Absorbed within current budgets.
Our Community Enterprise support @ £30 + VAT x approx. 50 people	N/A	£1,500 + VAT
Total		£2,360 + VAT

2.6 Local Skills demand/shortages

2.7 The Policy Committee highlighted a need to identify the local skills gaps which would help to direct support based on the needs of the local economy. This would help to ensure people could stay and work within the borough and produce opportunities to grow for local businesses. In addition many local businesses had Corporate Social Responsibilities aspirations and should be informed of these so that they could be encouraged to work with schools or sponsor a local scheme.

2.8 Of all 39 Local Enterprise Partnership areas, Thames Valley Berkshire (TVB) has the 7th highest proportion of its workforce with skills gaps. Of the six areas with more acute skills gaps, five are in close vicinity to TVB (Oxfordshire, Hertfordshire, South East LEP area, Enterprise M3 LEP area and Buckinghamshire Thames Valley LEP area). TVLEP suggests a high level of competition across this wider geography for skilled staff, or, as described by some employers, a 'talent war'.

2.9 TVLEP has identified six priority sectors for the long term sustainable economic growth of Berkshire and three sectors that are experiencing particular acute skills challenges. Across these priority sectors, TVLEP has also identified two primary priority job families (groups of similar occupations), which identifies by greatest priority in terms of skills supply, and seven secondary priority job families needed to ensure a sustained supply of skills. These are listed below, however further breakdown is detailed at Appendix C:

1. Digital technologies
2. Financial, professional and business services
3. Life sciences and healthcare
4. Construction and the built environment
5. Logistics
6. Energy and environment

Primary priority job families:

- Digital technologies
- Engineering and science

Other sectors with skills challenges:

- Education
- Hospitality
- Care

Secondary priority job families:

- Health, care and welfare
- Construction
- Transport and logistics
- Education
- Business and finance
- Sales and customer service
- Hospitality

2.10 In addition the TVLEP has identified the following current local authority area specialisms for Windsor and Maidenhead:

1. Digital technologies (employment over twice the national average)
2. Arts, entertainment and recreation
3. Other service activities
4. Professional, scientific and technical activities
5. Education

Option	Comments
<p>The council would provide a sign posting service for young people to the most appropriate funding opportunity available both locally and nationally based on their aspirations and provide one to one support as required.</p> <p>This is the recommend option</p>	<p>OCE would provide a summary directory of funding support available locally and nationally through trusts and other grant schemes and one to one support as required. The service and directory would be published widely.</p>
<p>Approach local employers to sponsor a local scheme that supports the education and or skills development of local young people. There are specific sectors that have been identified that are</p>	<p>Local labour market information is available through the TVLEP (attached at Appendix B).</p> <p>Local employers who are currently have are or are anticipate experiencing skills</p>

Option	Comments
or will be experiencing skill shortages.	may consider sponsoring a local scheme that encourages people to enter these professions or support apprenticeships in higher skills occupations.
The council would Introduce a new academic, apprenticeships/skills development grants scheme for local residents by reallocating funding from the existing grants budget or allocate additional (new) funding.	This option could build on the council's existing grant application processes available on an annual and quarterly basis. A member's grants panel is already in place that could be amended to include an additional category. Awards for funding could be made based on the local; skills need priorities detailed at Appendix B.

3 KEY IMPLICATIONS

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Number of residents supported to secure relevant grants or sponsorship.	0	1-2	3-4	Above 4	31/03/17

4. FINANCIAL DETAILS

Financial impact on the budget

	2015/16	2016/17	2017/18
	Revenue £'000	Revenue £'000	Revenue £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

	2015/16	2016/17	2017/18
	Capital £'000	Capital £'000	Capital £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

4.1 The financial implications of establishing a local scheme will be dependant on the direction provided by the Committee. There may be an option to reallocate a small amount for example £5000 from the existing council grant funding streams which would not have an impact on existing budgets or to OCE to establish a local referral scheme costed at £2,360 + VAT per annum..

5. LEGAL IMPLICATIONS

5.1 There are no direct legal issues arising from this report.

6. VALUE FOR MONEY

6.1 All the options presented in this reports would seek to secure additional sponsorship through local trusts and or local employers.

7. SUSTAINABILITY IMPACT APPRAISAL

7.1 N/A

8. RISK MANAGEMENT

8.1

Risks	Uncontrolled Risk	Controls	Controlled Risk
Residents are not aware of a local scheme developed to help them achieve their career aspirations.	Medium	The council uses its communication channels to ensure residents and local communities are made aware of any schemes developed.	Low
Local employers do not support a local scheme through corporate sponsorship and or other support.	Medium	Local employers facing skills shortages would be made aware of the scheme which would encourage more young people enter their sector through an academic or training route.	Low

9. LINKS TO STRATEGIC OBJECTIVES

9.1 Residents First

- Support Children and Young People
- Improve the Environment, Economy and Transport
- Work for safer and stronger communities

Value for Money

- Deliver Economic Services
- Improve the use of technology

Delivering Together

- Deliver Effective Services

- Strengthen Partnerships

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

10.1 None

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

11.1 None.

12. PROPERTY AND ASSETS

12.1 None

13. ANY OTHER IMPLICATIONS

13.1 None.

14. CONSULTATION

14.1 None

15. TIMETABLE FOR IMPLEMENTATION

Stages	Timescale
Additional information presented to The Policy Committee	3 March 2016
Recommendations developed	From July 2016

16. APPENDICES

16.1 Appendix A, Academic/training support available

16.2 Appendix B, Thames Valley Priority sectors/skills gaps

17. BACKGROUND INFORMATION

17.1 None

18. CONSULTATION

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Bateson	Chief Whip and Lead Member for Neighbourhood Planning	18/02/16		
Cllr Stretton	Principal Member for Culture and Communities	18/02/16	22/02/16	
Cllr McWilliams	Ward Councillor Cox Green	18/02/16		
Russell O'Keefe	Strategic Director of Corporate and Community Services	18/02/16		
Kevin Mist	Head of Communities and	18/02/16		

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
	Economic Development			
	Cabinet Policy Assistant	18/02/16		
External				

19 REPORT HISTORY

Decision type:	Urgency item?
Non-key decision	No.

Full name of report author	Job title	Full contact no:
Harjit Hunjan	Community and Business Partnerships Manager	01628 796947

Appendix A: Academic/training support available.

Government Bursaries

The government provides bursaries to help with further education-related costs for people aged 16 to 19 and studying at school or college or on a training course, including unpaid work experience. It can pay the individual or training provider for items including: clothing, books, equipment, transport and lunch on training/study days. Two types are offered:

- Bursaries for vulnerable students (including those receiving income support/universal credit, those who are disabled or young offenders) can receive up to £1,200 and care leavers can apply for £2,000 from local authorities
- Discretionary bursaries are provided at the recommendation of the education or training provider

In addition, bursaries can be provided to support students studying medicine / dentistry / nursing / healthcare / social work or teaching. Students in higher education can apply for non-repayable bursaries directly from their university or college 'hardship fund' on top of any other student finance. Students on an apprenticeship programme or paid learning or training are not eligible for government bursaries.

Charitable Grant Funding

Charities and trusts sometimes provide grants, often for students from poorer backgrounds or those who've achieved academic excellence. Information is usually available in libraries through these publications:

- Educational Grants Directory
- Charities Digest
- Grants Register
- Directory of Grant Making Trusts

Societies

Societies sometimes offer funding for postgraduate or postdoctoral research. They include:

- the British Academy (for humanities and social science related post-doctorates)
- the Royal Academy of Engineering (for engineering)
- the Royal Society (for science related post-doctorates)

Other help

Funding may be available from:

- individuals who sometimes make donation to help postgraduates (usually offered through a university or college)
- employers who may provide sponsorship if studies are relevant
- a Disabled Students' Allowance
- a Professional and Career Development Loan
- a Parents' Learning Allowance
- City and Guilds offers bursaries to people who study for a City & Guilds qualification

- The General Federation of Trade Unions Educational Trust is reviewing their grant provision for students of economic theory and history, industrial law and industrial relations

Traineeships

Traineeships are work experience placements in preparation for apprenticeships and are available for people aged 16 to 24. They are unpaid but participants may be provided with expenses for items including travel costs and meals depending on arrangements with employers.

Appendix B, Thames Valley Priority sectors/skills gaps

Table 1 Thames Valley Priority Sectors

	Sectors	Broad occupational groups in which skills shortages are acute	Main job families
High Priority Sectors for the local economy / employment growth)	Digital technologies	<ul style="list-style-type: none"> Professional Associate professional 	<ul style="list-style-type: none"> Digital technologies Sales and customer service
	Financial Professional and business services	<ul style="list-style-type: none"> Professional Associate professional Skilled trades Machine operatives 	<ul style="list-style-type: none"> Business and finance
	Life sciences and healthcare	<ul style="list-style-type: none"> Professional 	<ul style="list-style-type: none"> Engineering and science Health, care and welfare
	Construction and the built environment	<ul style="list-style-type: none"> Skilled trades 	<ul style="list-style-type: none"> Construction Engineering and science
	Logistics	<ul style="list-style-type: none"> Associate professional Skilled trades 	<ul style="list-style-type: none"> Logistics
	Energy and environment	<ul style="list-style-type: none"> Professional Associate professional 	<ul style="list-style-type: none"> Engineering and science
Other sectors which are experiencing high levels of skills shortages	Education	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Education
	Hospitality	<ul style="list-style-type: none"> Skilled trades 	<ul style="list-style-type: none"> Hospitality
	Care	<ul style="list-style-type: none"> Care occupations 	<ul style="list-style-type: none"> Health, care and welfare

Source: UK Employer Skills Survey 2013, UKCES (national data on skills shortages)

Table 2 Priority job families

Table 2	Job families	Prevalent in the following priority sectors
Primary priority	Digital technologies	<ul style="list-style-type: none"> • Digital technologies
	Engineering and science	<ul style="list-style-type: none"> • Life sciences and healthcare • Energy and environment • Construction
Secondary priority	Health, care and welfare	<ul style="list-style-type: none"> • Life sciences and healthcare • Care
	Construction	<ul style="list-style-type: none"> • Construction
	Transport and logistics	<ul style="list-style-type: none"> • Transport and logistics
	Education	<ul style="list-style-type: none"> • Education
	Business and finance	<ul style="list-style-type: none"> • Financial, professional and business services
	Sales and customer service	<ul style="list-style-type: none"> • Digital technologies • Life sciences and healthcare
	Hospitality	<ul style="list-style-type: none"> • Hospitality

Table 3 Main skills lacking where employers have skills gaps

	Thames Valley Berkshire	England
Customer handling skills	68%	52%
Oral communication skills	66%	48%
Team working skills	65%	53%
Technical or practical skills or Job specific skills	58%	57%
Planning and organisation skills	53%	57%
Written communication skills	41%	36%
Problem solving skills	40%	49%
English skills	24%	24%
Strategic management skills	20%	25%
Maths skills	19%	23%
Advanced IT or software skills	18%	22%
Basic computer English / using IT	13%	25%
Foreign language skills	6%	12%

This page is intentionally left blank

Report for: INFORMATION



Contains Confidential or Exempt Information	NO - Part I
Title	Congestion Charging Schemes
Responsible Officer(s)	Ben Smith, Head of Highways and Transport
Contact officer, job title and phone number	Christopher Targowski, Cabinet Policy Manager, 01628796431
Member reporting	Cllr Rayner, Lead Member for Highways and Transport
For Consideration By	Policy Committee
Date to be Considered	3 March 2016
Implementation Date if Not Called In	N/A
Affected Wards	All

REPORT SUMMARY

1. The Lead Member for Highways and Transport is interested in investigating whether a congestion charging scheme, where advantage card holders are exempt, could be introduced in the Royal Borough. This report looks at where congestion charging has been successfully adopted in Durham and London. The report also highlights two examples where congestion charging was considered but not ultimately adopted, Edinburgh and Manchester. The policy committee is asked to consider the report and decide whether congestion charging should be investigated further for consideration in the Royal Borough of Windsor and Maidenhead.

If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
1. Although Residents will not benefit directly from this report, the Policy Committee are considering the issue as part of exploring how new policy could be introduced to improve traffic management in the Borough.	

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That the Policy Committee:

Considers the report and decides to:

- i. **Proceed with further investigation of congestion charging in the Royal Borough of Windsor and Maidenhead**

Or

- ii. **Not to proceed with further investigation of congestion charging in the Royal Borough of Windsor and Maidenhead**

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

2.1 The Lead Member for Highways and Transport is interested in investigating whether a congestion charging scheme, where advantage card holders are exempt, could be introduced in the Royal Borough.

2.2 The introduction of the Transport Act 2000 introduced powers for local authorities to introduce road user charging schemes provided they form part of an integrated transport plan. Powers to introduce congestion charging in London was introduced in the Greater London Act 2009. Current schemes are the Durham congestion charge, the London congestion charge and the Dartford Crossing, which was converted from a traditional toll to a congestion charge in 2003.

Durham Congestion Charge

2.3 The Durham Road Access Charge scheme began operating in 2002. The first scheme to take advantage of the powers granted in the Transport Act 2000. The area covered by the congestion charge is the "peninsula", a UNESCO World Heritage site, which incorporates the Cathedral and Castle, the main retail centre of the City, the Chorister School, several colleges of Durham University, some private residences, and the Market Place. The charging area is 0.2 square miles and has one access point. Congestion was high because 3000 cars shared a very narrow street with 17,000 pedestrians. After the scheme was introduced there was a reduction of 85% in traffic volumes and an increase in pedestrian activity by 10%.

2.4 Users are charged £2 a day, payable Monday to Saturday 10 am to 4 pm but there can be exemptions, such as vehicles associated with permanent residents located within the charging area. Originally automatic bollards were used but this has been replaced in favour of an Automatic Number Plate Recognition (ANPR) system.

2.5 The entire cost of implementation was £250,000 and was funded entirely through the Council's Local Transport Plan (LTP) settlement. It has not been possible at this time to gather accurate information about both the income received and the running costs of the ANPR.

2.6 Further information can be found in appendix A

London Congestion Charge

2.7 This is a fee, introduced in 2003, charged on most vehicles operating within the Congestion Charge Zone. The charge is currently £11.50 a day, although Residents living within or very close to the zone are eligible for a 90% discount.

- 2.8 The zone is one of the largest in the world, covering 8 square miles. Cameras read a vehicle's number plate as it enters, leaves or drives within the charging zone and checks it against the database of those who have paid the charge or those who do not have to pay (because they are exempt or registered for a 100 per cent discount). Once a VRN has been matched, the photographic images of the vehicle are automatically deleted from the database. Drivers who have not paid the charge by midnight on the next charging day after they travel in the zone, will be issued with a Penalty Charge Notice of £130, which is reduced to £65 if paid within 14 days.
- 2.9 Traffic entering the original charging zone has remained stable at 27 per cent lower than pre-charging conditions in 2002. This means that nearly 80,000 fewer cars enter the original charging zone each day. Cycling levels in the Congestion Charging zone are also up by 66 per cent since the introduction of the scheme.
- 2.10 In 2014/15 revenue from the congestion charge was £257.4m and £80.7m was spent on running the scheme. Once other charges were deducted, the congestion charge brought in an annual operating net income of £172.5m for Transport for London. By Law, net revenue from the Congestion Charge must be spent on further improvements to transport across London.

Withdrawn Congestion Charge Schemes

- 2.11 Edinburgh City Council proposed a congestion zone in 2002. The initial plans envisaged a charging scheme that operated in the city centre between 7am and 7pm, Monday to Friday, starting in 2006. The intention was to use similar technologies to the London scheme. From the start there was significant opposition to the scheme, from residents and businesses. In February 2005 a postal ballot referendum was held. The turnout was 61.7% and 74.4% of those who voted rejected the idea. Edinburgh City Council accepted the result and the scheme was not implemented.
- 2.12 Greater Manchester, a metropolitan county, proposed a congestion charge for vehicles. The scheme would charge vehicles entering the area bounded by the M60 motorway £2.00 in the morning peak, with a further £1.00 for those entering the inner cordon, roughly corresponding to the Manchester Inner Ring Road. The area would have covered 80 square miles. Charges would have applied between 7:00 am and 9:30 am, outbound ones between 4:00 pm and 6:30 pm during the week and there would have been no charge for journeys going against the peak flow. A number of projects would have been funded from the scheme and the proposal was part of a bid to the Government's Transport Innovation Fund for a £2.7 billion package of transport funding. A referendum was held, run by the electoral society, and on a turn out of 53.2%, the scheme was rejected by 78.8% of the electorate who voted. Greater Manchester decided not to implement the scheme based on the public vote.

Points to consider for analysis

- 2.13 Is a congestion charging scheme suitable for the Royal Borough?
- 2.14 Should a scheme in the Royal Borough be exempt for Residents, as the Lead Member for Highways and Transport suggests?
- 2.15 Should a congestion charge cover the whole Borough or just a specific area(s) such as the centre of Windsor?

2.16 Should certain types of vehicles be exempt or targeted, low emission or electric cars for example?

2.17 Are there any particular transport improvements that should be funded through a charge for example improvements to roads or additional parking?

3. APPENDICES

Appendix A – Durham City Centre road charging scheme

4. BACKGROUND INFORMATION

Ieromonachou, P.; Potter, S. and Warren, J.P. (2006). Evaluation of the implementation process of urban road pricing schemes in the United Kingdom and Italy. European Transport, 32 pp. 49–68.

http://oro.open.ac.uk/9947/1/TE_32_Iero_Pott_Warr.pdf

5. Consultation (Mandatory)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Bathurst	Principal Member for Policy	17/02/2016		
Cllr Rayner	Lead Member for Highways and Transport	17/02/2016	18/02/2016	Report Summary
Cllr Burbage	Leader of the Council	17/02/2016		
David Scott	Head of Governance, Partnerships, Performance and Policy	17/02/2016	17/02/2016	Throughout
Ben Smith	Head of Highways and Transport	17/02/2016		
Simon Fletcher	Strategic Director of Operations & Customer Services	17/02/2016	17/02/2016	

Report History

Decision type:	Urgency item?
Key decision	No

Full name of report author	Job title	Full contact no:
Christopher Targowski	Cabinet Policy Manager	01628 796321

Durham City Centre Road Charging Scheme

Durham City is a World Heritage Site on a peninsular of the River Wear. It has a cathedral, castle, chorister school, several colleges of Durham University, some private residences, and not least the Market Place. This attracts high volumes of pedestrians but also significant vehicle movements.

There was strong political and community will to resolve the conflict of pedestrians and vehicles. The County Council pursued an innovative solution and the result was the introduction of the UK's first congestion charge scheme on the 1 October 2002.



The City of Durham

Durham City has a unique character and is famous for the quality of its architecture and townscape. The Norman Cathedral and Castle in their spectacular setting on the Peninsula above the banks of the River Wear are acknowledged as being of international importance by their designation as a World Heritage Site. The quality of the landscape surrounding the City Centre afford it a unique setting amongst the historic Cities of England and it has become a major tourist attraction (more than 500,000 visitors a year) and an attractive place in which to live and work.

The City remains a centre of economic activity in an area blighted by the decline of traditional industries such as mining. It is an educational centre containing Durham University (12,000 students) and a number of major colleges and secondary schools serving the district and region. The City itself has some 38,000 residents (excluding students), with a further 42,000 in the small towns and villages of the surrounding area.

Historic Problems

Despite major road building around Durham during the late 1970s, the problems of a historic and little changed city centre in the late twentieth century compounded year on year. These included access and parking, the requirements of modern retailers, changing expectations of tourists, the needs and demands of students, the implications of a burgeoning evening economy and a city divided by significant traffic routes.

A travel study undertaken by Colin Buchanan and Partners in 1997 highlighted the difficulties on Durham's Historic Peninsula due to the conflict between high volumes of traffic and pedestrians in a confined area.



The Peninsula incorporates the Cathedral and Castle, designated World Heritage Sites, the main retail centre of the City, the Chorister School, several colleges of Durham University, some private residences, and the Market Place. The County Council recognised that there was the need to “significantly reduce pedestrian and vehicular conflict by removal of a substantial proportion of the existing traffic”.

To achieve this, it was identified that any such solution must:

- *increase pedestrian safety*
- *improve access for the disabled*
- *enhance the World Heritage Site*
- *preserve the viability of the Peninsula as a working part of the City Centre*

The only vehicular access to the Peninsula was through the busiest shopping and tourist area of Durham City including the historic Market Place. Vehicles accessing the University, Cathedral and Castle travelled along a narrow single carriageway where traffic signals controlled access. Although the flow of 3,000 vehicles per day prior to controls being introduced seemed low, compared to other city centres, they share a narrow, confined space with up to 17,000 pedestrians per day.





Innovative Solutions

Although previous proposals had been developed to reduce traffic by the introduction of a permit type scheme, a solution could not be identified that would deter casual use whilst retaining access for essential traffic. The introduction of the Transport Act 2000 provided the opportunity to deliver an effective solution through road user charging to differentiate between essential and non-essential users.

A strong political will to resolve this growing problem, together with support from the main commercial organisations including the Chamber of Commerce, the University and the Cathedral enabled the County Council to pursue a more innovative solution. In November 2000 a consultation exercise was commenced regarding the introduction of a £2 charge for vehicles using Saddler Street and the Market Place during a period from 10.00 am and 4.00 pm Monday to Saturday. This period was chosen as it coincided with peak pedestrian flows.

The physical constraints of the highway and the sensitivity of the locality had to be taken into account in sourcing a suitable system for access control. It was decided that an automatic bollard system managed from a remote parking control office would provide the most appropriate solution. The scheme depended on the development of a successful control system based on the use of CCTV, an automatic bollard, and specifically modified payment equipment.

Telecommunication links to a remote office enabled assistance to be provided to drivers experiencing difficulties using the system. The link provided for uploading statistical and alert data and diagnostic support from the equipment supplier. Automatic incident detection and CCTV surveillance also formed an important part of the system.

It was also necessary to accommodate a very limited number of frequent users who required access. These users and Public Transport Operators travelling through the controlled area on a regular basis were supplied with Autotag transponders capable of being detected on approach to the system and providing an automatic exit facility. To provide an attractive alternative to the car, new low emission easy access buses was introduced to provide an easily identifiable and frequent ‘Cathedral Bus’ service around the City Centre and into the Peninsula area.

To allow ease of use of permits by visitors, and mitigate against any congestion, payment collection was located on exit rather than on entry.

The £2 charge was considered to be sufficient to deter particularly those undertaking short duration shopping or commercial activities or dropping off and collecting passengers. Such trips were known to constitute over half of the total trips prior to the introduction of the charge.





Enhanced Environments

The UK's first city-centre congestion charged opened on 1st October 2002, several months ahead of its much larger London equivalent.

After a period of monitoring, the scheme's benefits were revealed:

- *a reduction of 85% in traffic volumes*
- *an increase in pedestrian activity by 10%*
- *a 50% reduction in HGV/LGV activity during the restricted period*
- *HGV/LGV activity increased outside restricted period*
- *an increase in bus patronage*
- *a 10% increase in those interviewed who considered Durham Peninsula to be a safe environment*
- *70% of those interviewed considered Durham Road User Charge to be 'A Good Idea'*
- *83% of businesses did not have to alter any servicing arrangements*

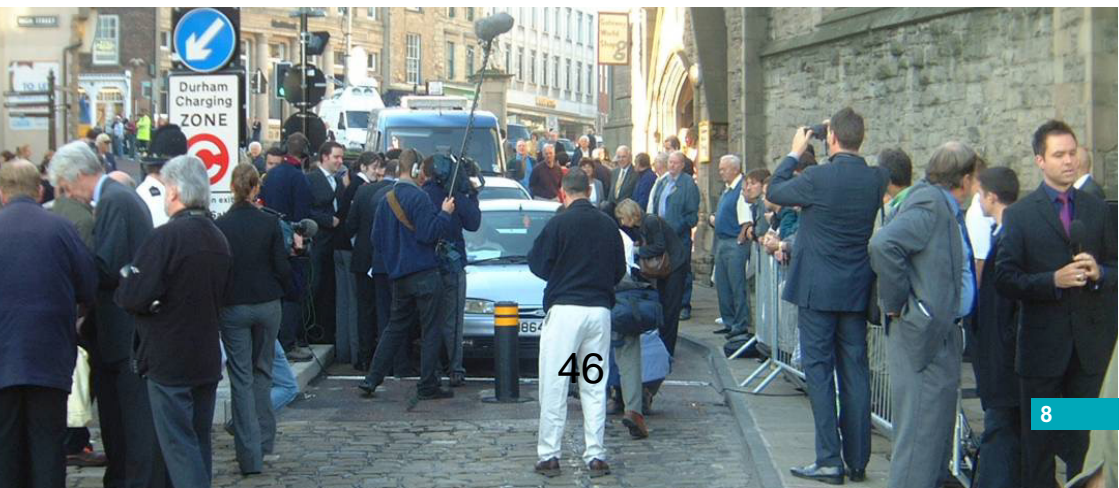
At the time of introduction, the £2 charge, payable Monday to Saturday 10 am to 4 pm, generated enough income to subsidise an enhanced ‘Cathedral’ bus service, and supported a Shopmobility scheme

This unique and innovative charging scheme attracted an exceptionally high level of both national and international media interest, especially as it preceded the London Congestion Charge. Positive press coverage focussed on the long term effectiveness of the scheme and it generated significant interest from other highway authorities, although no others have yet implemented a local road charging scheme.

The scheme continues to operate today with the only significant change being the removal of the automatic bollard in favour of an Automatic Number Plate Recognition (ANPR) system. The current charge of £2 remains, however the local authority is considering whether this should be increased.

It is considered the Durham Congestion Charge is a proven initiative of what can be achieved and may yet prove to be a forerunner of similar projects in years to come, particularly in the historic cores and pedestrianised areas of city centres.

Thanks to Dave Wafer at Durham County Council for preparing this article.



Agenda Item 7

Name of Policy	Background	Policy Committee Date	Source of Policy	Functions	Officers
Academic Grants	The Council currently gives out grants to organisations. Could grants be given to individuals?	March	Previous Committee Paper	Community Partnership	Michaela Rizou and Harjit Hunjan
Recycling T&FG Update	Look at best practice elsewhere for increasing the amount of items we collect and send for recycling.	March	Previous Committee Paper	Environment	Michaela Rizou and Craig Millar
Congestion Schemes	Investigate whether the Royal Borough could introduce a congestion scheme. Policy Committee will be asked whether to investigate further or drop from list	March	Suggestion from Cllr Rayner	Highways and Transport	Chris Targowski and Ben Smith
Crowd Funding	Promote or signpost projects for crowd funding; a way of raising money, awareness and support for local ideas.	April	Long List	Community Partnership	
Pocket Parks	Small areas of inviting public space accessible to residents. Chariots place in Windsor already suggested	April	Long List	Parks and Open Spaces	
Transparency and Data Sharing	Continue developing our open data and transparency agenda by working with others, e.g. the Southern Policy Centre.	April	Long List	Policy	
Review of Policy Committee recommendations presented at Cabinet	To update members on following cabinet papers, Dynamic Purchasing, RBWM Transformation Programme, Parking Strategy, Textile recycling and "Delivering Differently in Operations and Customer Services	April	Previous Committee Papers	Policy	
Tackling Loneliness	To look at best practice elsewhere for tackling social isolation and loneliness in our communities.	June	Long List	Community Partnerships and Adult Services	
Free School Meal Attainment Gap	To look at best practice for maximising free school meal pupil achievement. This could investigate incentives to increase uptake of the Pupil Premium grant.	June	Long List	Schools and Education	
Incentivisation Update	Update on Progress, and the developed links between nudge and advantage card.	June	Previous Committee Paper	Policy	

Statutory Requirement Review	Review of which Council services are statutory.Link to FSR process.	Currently being reviewed. When review is complete. present to Policy Committee if appropriate, Covered in RBWM Transformation Programme 2015-2018: An Agile Council" March 2016	Long List	Corporate Transformation	
Joint Ventures, Public Service Mutuals or Trading Companies	Alternative ways to deliver local services. Could the Royal Borough look at offering more through these types of organisation?	Being developed by Commercial Services	Long List	Corporate Transformation	
Parking - Cashless and Variable Rate	How can we increase our pay-by-phone parking income? Could we introduce variable rate pricing for parking?	Will be included in Cabinet Paper "Parking Strategy" March 2016	Long List	Parking	
Self-Build Schemes	How could the Council assist those wishing to build their own homes? This could include a focus on supporting ex-Forces personnel to access housing.	Will be reviewed in Cabinet Paper "Increasing Home Ownership – Partnership and Investment Plan" April 2016	Long List	Housing	
Advantage Card	Could we update the Royal Borough's resident discount card? Look at innovative technologies and incentivisation schemes.	Discussions ongoing with Jadu to link to a virtual app. Present to the Policy Committee in July.	Previous Committee Paper	Corporate Transformation	
24/7 Services	Could we expand the number of functions this covers? Or look at sharing our out-of-hours services with nearby authorities?	Covered in RBWM Transformation Programme 2015-2018: An Agile Council" March 2016 and "Delivering Differently in Operations and Customer Services Directorate" March 2016	Long List	Corporate Transformation	