

Jobs, Regeneration and Assets Overview and Scrutiny Committee

Agenda

Date: Monday, 15th December, 2014
Time: 2.00 pm
Venue: Committee Suite 1 & 2, Westfields, Middlewich Road,
Sandbach CW11 1HZ

The agenda is divided into 2 parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and at the foot of each report.

PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT

1. **Apologies for Absence**

2. **Minutes of Previous meeting** (Pages 1 - 4)

To approve the minutes of the meeting held on 24 November 2014

3. **Declarations of Interest**

To provide an opportunity for Members and Officers to declare any disclosable pecuniary and non-pecuniary interests in any item on the agenda.

4. **Declarations of Party Whip**

To provide an opportunity for Members to declare the existence of a party whip in relation to any item on the Agenda

5. **Public Speaking Time/Open Session**

For requests for further information

Contact: James Morley

Tel: 01270 686458

E-Mail: james.morley@cheshireeast.gov.uk with any apologies

A total period of 15 minutes is allocated for members of the public to make a statement(s) on any matter that falls within the remit of the Committee.

Individual members of the public may speak for up to 5 minutes, but the Chairman will decide how the period of time allocated for public speaking will be apportioned, where there are a number of speakers.

Note: in order for officers to undertake any background, it would be helpful if members of the public notified the Scrutiny Officer listed at the foot of the Agenda at least one working day before the meeting with brief details of the matter to be covered.

6. **Update on Cheshire Neighbours Credit Union**

To receive a further update on the Council's support for CNCU following the previous meeting

7. **Business Engagement - Strategic Account Management, Cheshire East's Top 100 Investors** (Pages 5 - 8)

To consider the report and agree any further work required

8. **High Growth City Task and Finish Group - Updated Report**

To consider for approval an updated version of the High Growth City Task and Finish Group's report

(report to follow)

9. **Forward Plan** (Pages 9 - 14)

To note the forward plan, identify any new items, and determine whether any further examination of new issues is appropriate

10. **Work Programme** (Pages 15 - 18)

To review the current Work Programme

CHESHIRE EAST COUNCIL**Minutes of a meeting of the Jobs, Regeneration and Assets Overview and Scrutiny Committee**

held on Monday, 24th November, 2014 at Committee Suite 1,2 & 3,
Westfields, Middlewich Road, Sandbach CW11 1HZ

PRESENT

Councillor P Groves (Chairman)
Councillor F Keegan (Vice-Chairman)

Councillors S Corcoran, S Hogben, B Murphy, M J Weatherill and J Wray

ALSO PRESENT

Councillor D Stockton – Housing and Jobs Portfolio Holder
Councillor K Edwards – visiting member
John Weir – Cheshire Neighbours Credit Union

OFFICERS PRESENT

Caroline Simpson – Director of Economic Growth and Prosperity
Julian Cobley – Head of Investment
Sharon Angus Crawshaw – Partnerships Manager
Paul Mickleburgh – Property Information Officer
James Morley – Scrutiny Officer

16 APOLOGIES FOR ABSENCE

There were no apologies

17 MINUTES OF PREVIOUS MEETING

RESOLVED – That the minutes of the meeting on 13 October 2014 be approved as a correct record and signed by the Chairman

18 DECLARATIONS OF INTEREST

There were no declarations of interest

19 DECLARATIONS OF PARTY WHIP

There were declarations of party whip

20 PUBLIC SPEAKING TIME/OPEN SESSION

There were no members of the public present who wished to speak

21 WEBGIS FEEDBACK SESSION

Paul Mickleburgh attended the meeting to receive feedback from the Committee regarding their use of WebGIS and user guide following Paul's demonstration at the previous meeting.

Paul informed the Committee that general feedback received about the system from general users had been good so far and that the number of people finding information for themselves, as opposed to making a planning enquiry, had increased.

Members of the Committee were pleased with the system suggesting it was easier to use and extremely useful for finding out about planning their ward.

RESOLVED – That Paul Mickleburgh be requested to inform all members of the Council about WebGIS and provide them with the user guide via email.

22 CHESHIRE NEIGHBOURS CREDIT UNION - UPDATE ON FINANCE PDG RECOMMENDATIONS

Sharon Angus-Crawshaw, Partnerships Manager, and John Weir, Cheshire Neighbours Credit Union (CNCU), presented a progress report on recommendations made to Cabinet by the Finance Policy Development Group (PDG) in February 2014 regarding Council support for CNCU.

The following actions were highlighted:

- CNCU was now operating from the Council's offices at Delamere House and in six libraries where staff have been trained to provide information and take payments for CNCU.
- CNCU was currently services for approximately 1% of employees of Cheshire East Council and Cheshire West and Chester Council. CNCU wanted to target at least 10%.
- CNCU was currently struggling to get volunteers. One suggestion for this was that the current trend for recently retired people is to be performing child care roles for their grandchildren rather than having time to volunteer.
- There was some CNCU information on the Council's website further work was needed to get full coverage.
- CNCU's links with registered social landlords had improved which gave it access to a wider market for its jam jar accounts. The delayed introduction by the Government of Universal Credit had restricted the take up of jam jar accounts.
- CNCU had employed three apprentices through a Government scheme who had all gone on to gain employment elsewhere.
- The Finance PDG's recommendation to offer CNCU memberships to care leavers had not yet been progressed.

In addition to updating the Committee on progress made against Finance PDG recommendations, John Weir informed the Committee that CNCU had made a request to Councillor Raynes as Finance Portfolio Holder for financial assistance to enable CNCU to continue operating.

The Committee was pleased with the progress that had been made regarding the majority of the Finance PDG's recommendation and wished to see further progress on those that had not yet been undertaken. Regarding CNCU's request for financial assistance the Committee was unable to make any recommendation to the Portfolio Holder, having not received sufficient information to consider it in effectively. However the Committee acknowledged the value to the Borough and the Council of the work of the credit union and wished to see a resolution to the request as soon as possible.

RESOLVED:

- (a) That the progress made on the Finance PDG's recommendation to Cabinet to noted.
- (b) That the Scrutiny Officer be requested to contact appropriate officers to progress the Finance PDG's recommendation in relation to care leavers.
- (c) That the Scrutiny Officer be requested to write to Councillor P Raynes to request that that a resolution to the Cheshire Neighbours Credit Union's (CNCU) request for financial assistance be reached as soon as possible to avoid potential uncertainty about the credit union's future.

23 STRATEGIC ASSET MANAGEMENT & DELIVERY PLAN REVIEW

The Committee considered the establishment of a task and finish group to review the Strategic Asset Management & Delivery Plan. Julian Cobley was present to discuss the proposed terms of reference which the Committee had requested at the previous meeting.

Julian explained that the Strategic Asset Management Plan was due to be submitted to Cabinet for approval in February and suggested that a task and finish group would be able to critically review the plan in January and present a report to Cabinet on its findings also at the February meeting.

RESOLVED – That the proposed terms of reference be accepted and a task and finish group be formed with the following members: Councillors F Keegan (chair), S Corcoran and J Wray.

24 HIGH GROWTH CITY TASK AND FINISH GROUP - DRAFT REPORT

The Committee received copies of the High Growth City Task and Finish Group's draft report. The Chairman introduced the report and gave an overview of the work the task and finish group had undertaken during its review.

The Committee considered the Task and Finish Group's recommendations for approval to be submitted to Cabinet for consideration. It was noted that the report had been produced in a short time frame and some further amendments were required to ensure the report was accurate.

RESOLVED:

- (a) That the Committee approve recommendations A-F at 2.1 of the Task and Finish Group's report.
- (b) That the Task and Finish Group's be submitted to Cabinet subject to minor amendments and correction of typographical errors

25 FORWARD PLAN

The Committee examined the Forward Plan

RESOLVED – That the Forward Plan be noted

26 WORK PROGRAMME

The meeting commenced at 2.00 pm and concluded at 3.50 pm

Councillor P Groves (Chairman)

CHESHIRE EAST COUNCIL

REPORT TO: Jobs Regeneration and Assets Overview and Scrutiny Committee

Date of Meeting: 15 December 2014
Report of: Director of Economic Growth and Prosperity
Subject/Title: Business Engagement – Strategic Account Management,
Cheshire East's Top 100 Investors
Portfolio Holder: Councillor Don Stockton

1.0 Report Summary

- 1.1 This report is a discussion paper to inform members about the current context regarding business in the Borough the role of the Business Engagement Team and how councillors can contribute to refining the Council's engagement with businesses.

2.0 Recommendation

- 2.1 That the Committee note the report and consider the suggestions for further involvement contained within the report.

3.0 Wards Affected

- 3.1 All

4.0 Local Ward Members

- 4.1 All

5.0 Background

Context

- 5.1 The borough has a strong track record of working with key companies to support growth and maximise the opportunities for major employers in the borough. The joint investment in Alderley Park and the support provided to Bentley Automotive to secure their recent expansion is testimony to the authority's ability to effectively support major companies in the area.
- 5.2 Supporting Cheshire East's top investors is critical to the economic prosperity of the borough. There is c18,000 businesses in the borough employing 177,100 people with a significant proportion (estimated to be c23%) employed in the top 100 businesses. In addition, the top 100 business deliver a significant proportion of Cheshire East's £9.2 billion GVA output.

- 5.3 Major companies have a significant impact on the prosperity for the borough. Typically, larger employers pay higher salaries, invest more in training their workforce, undertake higher value activity and have a greater impact on their supply chain. For context had Astra Zeneca relocated their entire Alderley Park operation to Cambridge this would have resulted in Loss of 3000 highly skilled R&D jobs to Cambridge (average salaries c£65k compared to average of £32k for Cheshire East as a whole.) This would represent an economic impact of £245m per year to the local economy and a reduction in the size of the Cheshire and Warrington economy of 1.2%.

The Business Engagement Team

- 5.4 The Business Engagement team is responsible for coordinating the strategic account management programme. The objective of the programme is to ensure the companies generating the greatest number of jobs, capital investment and GVA output to the area are provided with maximum assistance.
- 5.5 Core functions include;
- Develop a long term partnerships with key companies, understand their challenges and growth opportunities.
 - Provide a single point of contact on council issues such as highways, planning, regeneration and infrastructure.
 - Establish the company vision; define the partnership and developing a strategic plan to support growth.
 - Develop tailored support packages to encourage growth and expansion opportunities – ensuring Cheshire East takes a pro-active stance in how we utilise our assets and invest in infrastructure.
 - Provide effective access to central government support schemes including grant assistance such as regional growth funding.
 - Capture data to inform, and support the business case for how Cheshire East develops its infrastructure and assets.
 - The business engagement and inward investment team was established in May 2014, building on existing resource within Cheshire East. . Historically, key accounts, were managed on a reactive basis with senior officers within the Growth & Prosperity leading on individual relationships. This has produced some significant results, on which there is the potential to build, utilising the expertise and existing relationships with key members.

The role of elected members

- 5.6 Elected members have the potential to bring considerable value to the business account management process. This may be in their capacity as a local ambassador or via existing business relationships. Elected members can support officers in establishing relationships and gaining credibility with target companies. In the absence of an existing relationship members can add considerable benefit to company engagement through their appreciation of local issues and knowledge of key local stakeholders, (colleges, key assets, historical interest.) In addition, members are best placed to articulate the needs and challenges of the local community to key business.

- 5.7 If is important in a culture of continuous improvement consideration is given to how to further refine our engagement with businesses and the role elected members play in this engagement. Suggestions are set out below as a prompt to discuss this topic further.
- A. Revise the existing list of Cheshire East's top 100 investors. Commission research to determine Cheshire East's top 100 companies (examining company function, head count, turn over GVA output.)
 - B. Evaluate the performance assessing employee numbers, GVA output and value to the Cheshire East economy. Establish a baseline to track and bench mark future results.
 - C. Coordinate stakeholder groups to interrogate the research utilising local knowledge (potentially including wider stakeholders such as the Chambers of Commerce.)
 - D. Develop a uniform approach to developing key account plans and approaching key account relationships.
 - E. Undertake a relationship mapping exercise to determine which members have existing relationships with key companies and appropriate lead.
 - F. Identify other potential relationships e.g. UKTI Invest (for foreign owned accounts) or existing relationships with BIS.
 - G. Develop processes to track progress and measure results.

6.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

Name:	John Willis
Designation:	Inward Investment & Business Engagement Manager
Tel No:	01270 6 86579
Email:	john.willis@cheshireeast.gov.uk

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FORWARD PLAN TO 30 APRIL 2015

This Plan sets out the key decisions which the Executive expect to take over the four month period indicated above. The Plan is rolled forward every month. Key decisions are defined in the Councils Constitution as:-

“an executive decision which is likely –

- (a) to result in the local authority incurring expenditure which is, or the making of savings which are, significant having regard to the local authority's budget for the service or function to which the decision relates; or
- (b) to be significant in terms of its effects on communities living or working in an area comprising one or more wards or electoral divisions in the area of the local authority.

For the purpose of the above, savings or expenditure are “significant” if they are equal to or greater than £500,000.”

Reports relevant to key decisions, and any listed background documents, may be viewed at any of the Councils Offices/Information Centres 5 days before the decision is to be made. Copies of, or extracts from these documents, may be obtained on the payment of a reasonable fee from the following address:-

Democratic Services Team
Cheshire East Council ,
c/o Westfields, Middlewich Road, Sandbach Cheshire CW11 1HZ
Telephone: 01270 686472

However, it is not possible to make available for viewing or to supply copies of reports or documents, the publication of which is restricted due to confidentiality of the information contained.

A record of the decision for each key decision is published within 6 days of it having been made. This is open for public inspection on the Council's Website, at Council Information Centres and Council Offices.

This Forward Plan also provides notice that the Cabinet may decide to take a decision in private. In accordance with the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, 28 days notice must be given of any decisions to be made in private by the Cabinet, with provision for the public to make representations as to why they should be made in public. In these cases Members of the Council and the public may make representations in writing to the Democratic Services Team Manager using the contact details below. A further notice of intention to hold the meeting in private must then be published 5 clear days before the meeting setting out any representations received about why the meeting should be held in public with a response from the Leader and the Cabinet.

The list of decisions in this Forward Plan indicates whether a decision is to be taken in private, with the reason category for that decision being taken in private being drawn from the list overleaf:

1. Information relating to an individual
2. Information which is likely to reveal the identity of an individual
3. Information relating to the financial or business affairs of any particular person (including to authority holding that information)
4. Information relating to any consultations or negotiations, or contemplated consultations or negotiations, in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under the authority
5. Information in respect of which a claim to legal and professional privilege could be maintained in legal proceedings
6. Information which reveals that the authority proposes (a) to give under any enactment a notice under or by virtue of which requirements are imposed on a person; or (b) to make an order or direction under any enactment
7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime

If you would like to make representations about any decision to be conducted in private at a meeting then please email

Paul Mountford, Democratic Services Officer paul.mountford@cheshitreeeast.gov.uk

Such representations must be received at least 10 clear working days before the date of the Cabinet or Portfolio Holder meeting concerned.

Where it has not been possible to meet the 28 day rule for publication of notice of a key decision or intention to meet in private the relevant notices will be published as soon as possible in accordance with the requirements of the Constitution.

The law and the Council's Constitution provides for urgent key decisions to be made. Any decision made in this way will be published for these in the same way.

Forward Plan to 30 April 2015

Key Decision and Private Non-Key Decision	Decisions to be Taken	Decision Maker	Expected Date of Decision	Proposed Consultation	How to make representation to the decision made	Private/ Confidential and paragraph number
CE 14/15-35 Macclesfield Heritage and Culture Strategy	To approve the adoption of the Heritage and Culture Strategy for Macclesfield town centre and to endorse the management and delivery arrangements set out in the report.	Cabinet	9 Dec 2014		Brendan Flanagan	No

Key Decision	Decisions to be Taken	Decision Maker	Expected Date of Decision	Proposed Consultation	How to make representation to the decision made	Private/ Confidential and paragraph number
CE 14/15-11 Homelessness Strategy 2014-17	<p>To authorise the officers to begin a six week consultation phase with the public and professionals, internally, externally and in all sectors (including voluntary and third sector), on the proposed Homeless Strategy, commencing at the end of July 2014. The consultation will be authorised by the Portfolio Holder for Housing and Jobs on 28th July 2014.</p> <p>Subject to the outcome of the consultation, Cabinet on 14th October 2014 will be asked to approve the Homeless Strategy for adoption.</p>	Cabinet	6 Jan 2015			No
CE 14/15-29 Crewe Town Centre Regeneration Framework	To consider recommendations on a regeneration framework for Crewe town centre.	Cabinet	6 Jan 2015		Jez Goodman	No
CE 14/15-36 Alderley Park Regeneration Framework	To endorse and approve the proposed Regeneration Framework for Alderley Park.	Cabinet	6 Jan 2015			No

Key Decision	Decisions to be Taken	Decision Maker	Expected Date of Decision	Proposed Consultation	How to make representation to the decision made	Private/ Confidential and paragraph number
CE 14/15-41 Congleton Lifestyle Offer	<p>To note the outcome of assessments and consultation to date and approval to:</p> <ol style="list-style-type: none"> 1. Progress the modernisation of the existing leisure facilities by undertaking all required consultation, supporting assessments and studies to develop a detailed design; and 2. Delegate all necessary powers to the Executive Director for Strategic Commissioning to undertake procurement of a delivery partner and progress the scheme to a submission of a planning application. 	Cabinet	6 Jan 2015			No

Key Decision	Decisions to be Taken	Decision Maker	Expected Date of Decision	Proposed Consultation	How to make representation to the decision made	Private/ Confidential and paragraph number
CE14/15-18 Cheshire Homechoice - Allocation Policy Review	<p>To approve the final version of the Cheshire Homechoice Policy for adoption and authorise officers to take all necessary steps to implement the revised Housing Allocation Policy.</p> <p>Cheshire Homechoice is the Choice Based Lettings Partnership between Cheshire East Council and Registered Providers who allocate Social Housing in Cheshire East.</p>	Cabinet	3 Feb 2015		Karen Carsberg	
CE 14/15-33 Strategic Asset Management Plan	To accept the new Strategic Asset Management Plan and authorise the officers to take all necessary actions to implement it.	Cabinet	3 Mar 2015		Julian Cobley	No
CE 14/15-38 Cheshire East Housing Strategy 2016-2021	<p>Initially to authorise officers to release a draft version of the Strategy for public consultation.</p> <p>Subject to the consultation response, ratify the Strategy and authorise officers to implement all initiatives and actions contained therein.</p>	Cabinet	28 Apr 2015		Karen Carsberg	No

CHESHIRE EAST COUNCIL

REPORT TO: Jobs Regeneration and Assets Overview and Scrutiny Committee

Date of Meeting:	24 November 2014
Report of:	Democratic Services
Subject/Title:	Work Programme update

1.0 Report Summary

- 1.1 To review items in the 2014 Work Programme, to consider the efficacy of existing items listed in the schedule attached, together with any other items suggested by Committee Members.

2.0 Recommendations

- 2.1 That the work programme be received and noted.

3.0 Reasons for Recommendations

- 3.1 It is good practice to agree and review the Work Programme to enable effective management of the Committee's business.

4.0 Wards Affected

- 4.1 All

5.0 Local Ward Members

- 5.1 Not applicable.

6.0 Background and Options

- 6.1 In reviewing the work programme, Members must pay close attention to the Corporate Priorities and Forward Plan.
- 6.2 Following this meeting the document will be updated so that all the appropriate targets will be included within the schedule.
- 6.3 In reviewing the work programme, Members must have regard to the general criteria which should be applied to all potential items, including Task and Finish reviews, when considering whether any Scrutiny activity is appropriate. Matters should be assessed against the following criteria:

- Does the issue fall within a corporate priority

- Is the issue of key interest to the public
- Does the matter relate to a poor or declining performing service for which there is no obvious explanation
- Is there a pattern of budgetary overspends
- Is it a matter raised by external audit management letters and or audit reports?
- Is there a high level of dissatisfaction with the service

6.4 If during the assessment process any of the following emerge, then the topic should be rejected:

- The topic is already being addressed elsewhere
- The matter is subjudice
- Scrutiny cannot add value or is unlikely to be able to conclude an investigation within the specified timescale

7.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

Name: James Morley
Designation: Scrutiny Officer
Tel No: 01270 686468
Email: james.morley@cheshireeast.gov.uk

Jobs Regeneration and Assets Overview and Scrutiny Committee Work Programme – 5 December 2014

Topic	Description /Comments	Responsible Organisation /Officer	Suggested by	Current Position	Next Key Date
High Growth City Project	To form a task and finish group to contribute towards the Project for Crewe	C Simpson K Tierney A Ross	Chairman	Committee considered and approved draft report at November meeting	Submission of Report to Cabinet
Strategic Asset Management and Delivery Plan Review	To form a task and finish group to look at the Council's operational buildings and develop a plan for future use	Julian Cobley	Committee	Terms of reference and membership for task group agreed at November meeting	Ongoing: First meeting of TG to be arranged for January
Cheshire Neighbours Credit Union	To receive a response to the Finance PDG's recommendations to cabinet on support for CNCU	Sharon Angus Crawshaw Steph Cordon	Vice Chairman	Report provided at November meeting. Further update to be requested in December	Agenda Deadline 5 December Meeting 15 December
Business Engagement – Strategic Account Management, Cheshire East's Top 100 Investors	How do we manage our relationships with businesses? How do we manage Inward Investment? Look at the roles of Members and how they can get more closely involved.	Caroline Simpson John Willis	Committee	Report to be received at December meeting.	Agenda Deadline 5 December Meeting 15 December
Macclesfield Town Centre Development	To receive a paper about the strategy for the town and potential risks and ongoing issues	Caroline Simpson/Fiona Seddon	Caroline Simpson	Possibility of receiving an item at a Committee meeting considered at November meeting	January or February meeting
Cheshire East Engine of the North	To monitor the performance of EotN and whether it is delivering on its targets	Caroline Simpson	Committee	Committee to receive an report on a review currently being undertaken	TBC

Possible Items to Monitor or consider at future Meetings

- End to End Planning Process

Jobs Regeneration and Assets Overview and Scrutiny Committee Work Programme – 5 December 2014

- Relationship with Cheshire and Warrington Enterprise Partnership – March 2015

Dates of Future Committee Meetings

15 December, 12 January 2015, 9 February 2015, 12 March 2015

Dates of Future Cabinet Meetings

9 December, 6 January 2015, 3 February 2015, 3 March 2015, 31 March 2015, 28 April 2015

Dates of Future Council Meetings

11 December, 26 February 2015, 20 May 2015