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| MEETING | DECISION SESSION - EXECUTIVE MEMBER FOR CULTURE, LEISURE & TOURISM |
| DATE | 23 OCTOBER 2017 |
| PRESENT | COUNCILLOR REID |

43. DECLARATIONS OF INTEREST

The Executive Member was invited to declare at this point in the meeting any personal interests not included on the Register of Interests, and any prejudicial or disclosable pecuniary interests, which she had in the business on the agenda. No interests were declared.

44. MINUTES

Resolved: That the minutes of the Decision Session held on 25 September 2017 be approved and signed by the Executive Member as a correct record.

45. PUBLIC PARTICIPATION

It was reported that there had been no registrations to speak at the session under the Council's Public Participation Scheme.

46. EQUALITY OBJECTIVES

The Executive Member considered a report which proposed a set of updated equality objectives for the Council, in accordance with the requirements of the Equality Act 2010.

A peer assessment carried out by the Local Government Association (LGA) in January 2015 had rated City of York Council as 'Excellent' within the Equality Framework for Local Government. Some development areas had also been identified and these formed the basis of the proposed objectives, which were to:

- Better understand our diverse communities and their needs
- Strengthen community participation and influence in the decision-making process
- Improve customer experience to respond to people's different needs
- Strengthen our position as an equal opportunities employer and service provider
- Strengthen the Council's leadership role in developing and sharing good practice.

Full details, with a delivery plan including key and supporting actions, were set out in the the annex to the report.

In response to questions from the Executive Member, Officers confirmed that the objectives were intended to be incorporated into everything the Council did and that it was good practice to seek a peer assessment from the LGA every four years.

Resolved: (i) That the equality objectives set out in the annex to the report be agreed.

Reason: In accordance with the requirements of the Equality Act and to ensure that the Council plays its part in delivering York's Equality Strategy: 'A Fairer York' and achieving its vision of an equal, inclusive and welcoming city where everyone can reach their own individual potential, access opportunities and realise their aspirations.

(ii) That a report on progress against the objectives be brought to the Executive Member in a year's time.

Reason: To assess the effectiveness of the key and supporting actions towards delivering the objectives.

47. YORK LEARNING SERVICES SELF-ASSESSMENT

The Executive Member considered a report which presented a high level summary of York Learning's Self Assessment Report (SAR) for the academic year 2016/17. The Executive Member was invited to comment on the findings before publication of the full report in November 2017.

The summary was attached as Annex 1, with performance data for the service, comprising classroom-based accredited programmes, apprenticeships, and community learning, at Annexes 2, 3 and 4. It was noted that there were some areas of concern with the service's performance, specifically due to a decrease in achievement within apprenticeships in 2016/17. Improvement actions were already being taken to reverse this decline.

With regard to Annex 1, the Executive Member noted the increased demand for GCSE English and maths, which Officers confirmed was due largely to more adult learners requiring these qualifications. She also praised the increase in achievement rates for 16-18 year olds and suggested that future reports should clarify the grades used to measure the service's effectiveness.

Resolved: That the findings of the services self-assessment report be noted and that the report be taken to the relevant Scrutiny committee for their input.

Reason: To help monitor the service and ensure robust governance arrangements.

48. COLD CALLING CONTROLLED ZONES

The Executive Member considered a report which set out a plan to introduce and administer new Cold Calling Controlled Zones (zones) in the city and review existing zones on a more sustainable basis.

In a zone, residents collectively agreed not to deal with traders who called uninvited at their door to sell products. Current zones had worked well, but the earliest ones were now 10 years old and in need of review. The demand for new zones continued, despite a decision in 2015 to stop introducing them due to service pressures. Currently, a zone could only be brought in where more than 50% of residents expressly agreed and no residents opposed it; this second condition had proved problematic where the majority were in favour of a zone in their area.

Four options were presented, set out in paragraph 12 of the report:

Option A – seek funding of at least £25k for an officer to deal with the zones. This was the ideal option, but funding was unlikely in the short term.

Option B – create a ‘pay as you go’ product to enable communities to introduce, administer and review zones, with charges on a ‘cost recovery’ basis starting at around £450. This was the recommended option.

Option C – give the community access to the materials needed to create their own zones, through the CYC website. This could lead to uncontrolled introductions of zones and reduce their effectiveness.

Option D - retain the existing position, with no new zones introduced. This would deny the benefits of zones to residents in other areas.

Whichever option was chosen, a review of existing zones would take place free of charge and zones that had no support would be discontinued.

The Executive Member expressed support for the concept of zones in general, and the sense of security and confidence they could provide. She was concerned that the review be carried out in such a way as to assist residents in keeping existing zones where these had proved beneficial.

Resolved: (i) That Option B be approved and a ‘pay as you go’ product be created, enabling communities to introduce, administer and review Cold Calling Controlled Zones, as described in paragraph 12(b) of the report.

(ii) That efforts continue to seek funding for a part-time officer to deal with the zones.

(iii) That both communities and Councillors be given access to the materials needed to create and review zones, and that these be designed to ensure that residents and Councillors are confident that they have the backing of City of York Council.

(iv) That display materials which could be used at Ward Committee meetings be provided.

(v) That Officers liaise with the police so that PCSOs are involved in the process.

(vi) That the rule *'that no residents oppose the zone'* be replaced with *'that fewer than 5% of households within the proposed zone object'*.

Reason: To ensure that zones can continue to be introduced in a controlled manner in those areas where a majority of residents are in favour of their introduction and that residents are given as much support as possible in introducing and maintaining the zones.

Cllr A Reid, Executive Member

[The meeting started at 4.30 pm and finished at 5.00 pm].