

EAST STAFFORDSHIRE BOROUGH COUNCIL

Minutes of a Meeting of the Cabinet held in a virtual environment on Monday 26th October 2020.

Present:

Councillors D Goodfellow (Chairman), G Allen, E W R Barker, R A Faulkner and B G Peters.

Officers Present:

The Chief Executive, the Heads of Service (Sal Khan and Mark Rizk), the Monitoring Officer, the Shared Services Centre Manager (Human Resources, Organisational Development and Payments) (min no 112/20 only), the Corporate and Commercial Manager (min no 110/20 only), the Enterprise Manager (Min Nos 115/20-117/20 inclusive), the Programmes and Transformation Team Leader (Min nos 109/20 – 116/20 inclusive), the Social Regeneration Officer (113/20 only) and the Principal Democratic Services Officer.

Also Present:

Cabinet Support Members Councillor Mrs B Ashcroft (Min Nos 105/20 – 114/20 inclusive) and S McGarry.
Councillor A Clarke (Min Nos 115/20-116/20 inclusive).

PART II

105/20 **DECLARATIONS OF INTEREST**

There were no declarations at the commencement of the meeting.

106/20 **MINUTES**

Resolved:

That the minutes of the meeting held on 14th September 2020 be approved as a correct record.

Voting concerning the above decision was as follows:

Those voting for the motion	Those voting against	Those abstaining
Councillor D Goodfellow		
Councillor G Allen		
Councillor E W R Barker		
Councillor R A Faulkner		
Councillor B G Peters		

107/20 **URGENT BUSINESS**

There was no urgent business submitted to the meeting pursuant to Rule 12.

108/20 **FORWARD PLAN**

The Forward Plan for the period 1st October 2020 to 31st January 2021 was submitted for information.

NOTED.

109/20 **EMBRACING DIGITAL OPPORTUNITIES: A STRATEGY TO ADDRESS DIGITAL TRANSFORMATION 2020-2023**

The report of the Head of Service (Sal Khan) on the Council's proposed Digital Strategy 2020-2023 was considered. Appendix 1: Digital Strategy 2020 – 2023 had been circulated with the report.

Cabinet noted that the rapid development of new technology had transformed the way Council services were delivered and that residents and businesses wanted to be able to interact and transact with the Council digitally. Whilst technology provided these opportunities, there were still significant challenges for the Council and as a public sector organisation there was a need to be transparent, but also a requirement to adhere to strict data and security standards. Councillors D Goodfellow, Mrs V J Gould, M Metcalfe and S Sankey had formed a Member Working Group who helped steer the direction of the strategy. An effective Digital Strategy would provide an opportunity to improve customer services, to create efficiencies within the Council, support wider digital enablement in the community and meet the Corporate Priorities.

The reasons for making the decision below were set out in the report.

Resolved:

That the Digital Strategy 2020-2023 be approved.

Voting concerning the above decision was as follows:

Those voting for the motion	Those voting against	Those abstaining
Councillor D Goodfellow		
Councillor G Allen		
Councillor E W R Barker		
Councillor R A Faulkner		
Councillor B G Peters		

110/20 **COVID-19 EMERGENCY PLANNING UPDATE (OCTOBER)**

The report of the Head of Service (Sal Khan) on the latest situation and associated response in East Staffordshire by the Council and its partners to the ongoing Covid-19 pandemic was considered.

Cabinet noted that the report included a backwards looking review of the response activities considering all relevant aspects of the response including considerations regarding: People & Processes; Service Changes & Communications; Community & Partners and Finances and that throughout the response to the COVID-19 situation, critical services had continued.

The reasons for making the decision below were set out in the report.

Resolved:

That the update detailed within the report be noted.

Voting concerning the above decision was as follows:

Those voting for the motion	Those voting against	Those abstaining
Councillor D Goodfellow		
Councillor G Allen		
Councillor E W R Barker		
Councillor R A Faulkner		
Councillor B G Peters		

111/20 **ACTIVITY REPORT ON ROUGH SLEEPING PROGRESS AND BES HOMELESS PARTNERSHIP**

The report of the Head of Service (Sal Khan) providing an update on both the activities of the Burton and East Staffordshire Homeless Partnership and the Council commissioned projects to reduce rough sleeping was considered. Appendix 1: Interrelationship Diagram had been circulated with the report.

Cabinet noted the updates provided, as detailed in the report, as follows:

- Burton and East Staffs Partnership;
- Rough Sleeper Outreach Service and Navigator role;
- Housing First;
- Night Shelter and “Everyone In”;
- Home4me Service;
- Next Steps Accommodation Programme.

The reasons for making the decision below were set out in the report.

Resolved:

That progress made in reducing rough sleeping and supporting the recovery of the individuals affected be noted.

Voting concerning the above decision was as follows:

Those voting for the motion	Those voting against	Those abstaining
Councillor D Goodfellow		
Councillor G Allen		
Councillor E W R Barker		
Councillor R A Faulkner		
Councillor B G Peters		

112/20

GENDER PAY GAP AS AT 31ST MARCH 2020

The report of the Chief Executive on the Gender Pay Gap information was considered. Appendix 1: 2019 Gender Pay Gap Benchmarking Information had been circulated with the report.

Cabinet noted that the gender pay gap data the Council was required to publish was as follows:

- The mean gender pay gap
- The median gender pay gap
- The mean bonus gender pay gap
- The median bonus gender pay gap
- The proportion of males receiving a bonus payment
- The proportion of females receiving a bonus payment
- The proportion of males and females in each quartile pay band.

The gender pay gap showed the difference between the average (mean and median) earnings of men and women. This was expressed as a percentage of men's earnings.

Cabinet noted the Council's results as at 31st March 2020, as follows:

Category	Mean hourly rate	Median hourly rate
Male	£13.24	£10.96
Female	£13.89	£12.34
Gender Pay Gap	-4.91%	-12.59%

The reasons for making the decision below were set out in the report.

Resolved:

That the data and narrative be approved for publication.

Voting concerning the above decision was as follows:

Those voting for the motion	Those voting against	Those abstaining
Councillor D Goodfellow		
Councillor G Allen		
Councillor E W R Barker		
Councillor R A Faulkner		
Councillor B G Peters		

113/20

A PLAN FOR TOURISM

The report of the Head of Service (Mark Rizk) on the East Staffordshire Tourist Plan was considered. The following appendices had been circulated with the report:

- Appendix 1: Tourism Audit;
- Appendix 2: Tourism SWOT Analysis;
- Appendix 3: Tourism Action Plan.

Cabinet noted that an action plan had been developed, which had been framed around three key objectives which would work to highlight and promote the advantages and attractions that East Staffordshire had to offer as a tourist destination. These objectives were:

- Objective 1 – Tourism Audit;
- Objective 2 – Partnership Working;
- Objective 3 – Marcomms.

This followed a similar approach to that adopted by Destination Staffordshire in their strategy action plan. The objectives and associated actions created a simple, achievable plan based on a recognition of what East Staffordshire had to offer and how the Council could improve its communication and marketing both with partners and visitors to support and enhance the approach to tourism.

The reasons for making the decision below were set out in the report.

Resolved:

That the contents of the report and action plan be approved.

Voting concerning the above decision was as follows:

Those voting for the motion	Those voting against	Those abstaining
Councillor D Goodfellow		
Councillor G Allen		
Councillor E W R Barker		
Councillor R A Faulkner		

Councillor B G Peters		
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114/20

EXCLUSION OF THE PRESS AND PUBLIC

At this juncture Councillor Mrs B Ashcroft left the meeting.

Resolved:

That, in accordance with Section 100(A)(4) of the Local Government Act, 1972 the press and public be excluded from the remainder of the Meeting as it was likely, in view of the nature of the business to be transacted or the nature of the proceedings, that there would be disclosed exempt information as defined in the paragraph of Part 1 of Schedule 12A of the Act.