

8 FEBRUARY 2018



SUFFOLK COASTAL DISTRICT COUNCIL

DECISIONS NOTICE

WEEK ENDING 9 FEBRUARY 2018

**DECISIONS BY THE CABINET
CALL IN DEADLINE 5.00 PM ON 15 FEBRUARY 2018**

The following decisions have been taken by the Cabinet and will come into effect on 16 February 2018 unless the call-in procedure is activated:

(For clarity, where an item is 'to be noted', 'received' or recommended to Council for a decision, this is deemed not to be a formal Executive decision and so the call-in provisions will not apply).

Report Title / Ref No: Supporting The East Suffolk Visitor Economy (CAB 06/18)

Decision Made by Cabinet:

That Suffolk Coastal District Council entering into a further three year agreement with Suffolk Coast Limited Destination Management Organisation to provide destination marketing and brand management services in the Suffolk Coastal area at a cost of £35,000 per annum making a total commitment of £105,000 over the life of the agreement, be approved.

That the decision to provide funding for 12 months to support the VEA/Visit Suffolk brand and marketing service across Suffolk (up to a maximum of £10,000, and a limited management role to oversee the agreement on behalf of the Council) be approved.

Reason for Decision: Destination marketing services are critical in ensuring the continuing development of a successful visitor economy. Whilst there is always room for improvement the Suffolk Coast DMO has delivered these services consistently well across East Suffolk and requires a continuing financial commitment from SCDC to continue to do so.

VEA/Visit Suffolk has also provided some good PR and marketing outcomes for all of Suffolk including the Suffolk Coastal area but its overall performance has not met the expectations of the Suffolk stakeholders. It was felt that Visit Suffolk should be supported for a further 12 months to see if it can achieve the required levels of service, performance and self-

sustainability or whether it simply cannot deliver at the required level leading to the need for an alternative solution to be found.

Alternative Options Considered and Rejected:

1. The Suffolk Coast DMO is seen as the only viable partner able to continue to provide the brand and destination marketing services that we need in East Suffolk in a cost effective way.
2. Regarding Visit Suffolk a number of options were considered including reducing funding levels, asking the existing Suffolk DMOs to take over provision of the Visit Suffolk service, and not providing funding for a Visit Suffolk service at all. Ultimately it was felt that Visit Suffolk should be given a further 12 months to demonstrate it could provide the level of service required and show that it could earn sufficient commercial income to become self-sustaining. This would also give the Suffolk DMOs time to develop further and potentially be partners in providing a Visit Suffolk service in the future.

Any Declarations of Interest declared: None.

Any Dispensation Granted: None.

Report Title / Ref No: East Suffolk Performance Report - Quarterly Performance Quarter 3 2017-18 (CAB 07/18)

Decision Made by Cabinet:

That the East Suffolk Performance Report for Quarter 3 be received.

Reason for Decision: Quarterly Performance Reports enable the Cabinet, other Members of the Council and the public to scrutinise the performance of the Councils against strategic deliverables and key indicators in accordance with the approved Business Plan.

Alternative Options Considered and Rejected: None

Any Declarations of Interest declared: None.

Any Dispensation Granted: None.

Report Title / Ref No: Draft General Fund Budget 2018/19 (CAB 08/18)

Decision Made by Cabinet:

That it be recommended to Full Council that it:

1. Approves the General Fund Revenue Budget as set out in the report and summarised in Appendix B6, and noted the budget forecast for 2019/20 and beyond;

2. Approves the Reserves and Balances movements as presented in Appendix B7;
3. Approves the Efficiency Strategy attached as Appendix B8;
4. Accepts the Government's offer made on 19 December 2017 to the local authorities in Suffolk that they all participate in the Business Rate Pilot for 2018/19;
5. Approves that no changes are made to the Council Tax Discounts for 2018/19;
6. Notes the Council Tax Base of 49,399.26 for 2018/19; and
7. Approves a Band D Council Tax for 2018/19 of £162.27.

Reason for Decision:

1. To bring together all the relevant information to enable Members to review, consider and comment upon the Council's General Fund revenue budgets before making recommendations to Council on 22 February 2018.
2. To seek wider Member consideration of the forward budgets beyond 2018/19, and Council Tax proposals in this report to balance the budget for 2018/19 and future years.

Alternative Options Considered and Rejected:

1. MTFS and General Fund Budget – The MTFS is an essential element in achieving a balanced budget and sustainable medium term position, whilst setting a balanced budget for the coming year is a statutory requirement. Consequently, no other options are appropriate in respect of this.
2. Efficiency Plan – The Council could have chosen not to submit an Efficiency Plan in order to take advantage of the Secretary of State's four-year finance settlement offer. However, it was clear from the offer that if the offer was not to be accepted then future levels of Government funding could not be guaranteed, so this option was not considered to be appropriate.

Any Declarations of Interest declared: None.

Any Dispensation Granted: None.

**DECISIONS BY INDIVIDUAL CABINET MEMBERS
CALL IN DEADLINE 5.00 PM ON 15 FEBRUARY 2018**

No decisions were taken by individual Cabinet Members this week.

**DECISIONS BY INDIVIDUAL AUTHORISED OFFICERS
IN RESPECT OF KEY DECISIONS
CALL IN DEADLINE 5.00 PM ON 15 FEBRUARY 2018**

No decisions were taken by individual authorised officers this week.

If you have a query or wish to request that a proposed decision is called in, please contact the Democratic Services Section by telephone on 01394 444326 or by email to democratic.services.scdc@eastsoffolk.gov.uk