Cheltenham Borough Council Recovery – Workstream Scoping:

Recovery Workstream:	Business, ENTE & licensing
Lead Officer:	Louis Krog

Workstream Scope:	**What is in scope:**
	• Review of licensing **policy** to identify and address barriers to recovery:
	
	   - We will seek to implement policy measures that encompasses a review of the use of the public realm as a whole to facilitate business reopening and trading with adequate public safety measures. This will include:
	   - Significantly increasing the footprint for the use of tables and chairs in the public realm
	   - Working with GCC to identify roads that could be closed to vehicular traffic to better utilise the public realm as a means to support business recovery
	   - We will review restrictions on advertising structures (in so far as we have discretion to do so) to support recovery
	   - We will review the ENTE Strategy to include a recovery work stream with a strong focus on marketing Cheltenham's ENTE (Marketing Cheltenham)
	   - We will work with responsible authorities and other statutory consultees to support the council's approach to recovery (in so far as there is discretion to do so)
	
	• Provide businesses with **advice** on how to comply with the law in relation to public health measures in their business:
	   - We will draw up clear and practical public health advice for businesses that will include easy to understand public health measures they could take to operate safely.
	   - We will draw up clear and practical advice on drawing up public health risk assessments for businesses.
	   - We will make this advice and advice notes easily available on our website and through other appropriate means utilising relevant partners. (link with Communications)
	   - We will provide businesses with the ability speak to qualified officers for further advice and guidance on a range of regulatory issues.
	   - We will review training arrangements to maximise access to training including access to the council's Level 2 licensing training
	
	• Review sustainability of **Cheltenham Safe** as a crucial partner in supporting Cheltenham's ENTE.

	• **Licensing inspections** will be reviews with the aim of supporting business to compliance and minimising unnecessary burdens:
	- Where there is discretion over inspections undertaken by the council, we will review these with the aim of reducing the administrative burden on businesses by reviewing our risk register for business and/or any avoidable duplication.
	- We will review our correspondence with businesses to ensure the emphasis is placed on plain and practical advice to support improvement and compliance.
	- We will follow the guidance of the relevant government agencies relating to the delivery of statutory inspections e.g. for food safety and health & safety, and ensure these are undertaken with the minimum level of risk to businesses and CBC staff.
	• **Licensing pre-app** could be implemented to support businesses with recovery and reviewing operating schedules to adapt:
	- We will use our established pre-app procedures to support businesses seeking to make changes to licences and operating schedules in order to operate in a safe and sustainable manner.
	• **Regulation** - To take action against those businesses who cannot demonstrate that appropriate safety measures are place. This will ensure fairness and a level playing field for those businesses who are compliant.
	• **Licensing fee(s)** arrangements will be reviewed to identify opportunities to support businesses through payment deferments, grants (where available) or other arrangements as circumstances dictate.
	• We will be flexible in the way we administer and operate **licensing committee hearings** to respond and be sensitive to the plans outlined in this plan other the wider recovery planning by the organisation.
	• **Communication** to communicate clearly the work in this work stream and to give businesses access the work undertaken:
	- Engagement with the licensed trade either through video conferencing or through targeted email/correspondence to make them aware of the following:
	- The economic support packages available to them to keep their businesses solvent during closure
	- The recovery planning which CBC is undertaking

	- The potential for businesses to use public realm space for trading, where social distancing cannot be undertaken within those premises. - Providing the latest updates on easing of lockdown measures applicable to the licensed trade - We will work with internal comms and other partners (BID, Cheltenham Safe, Food Standards Agency, Public Health England, HSE etc.) to ensure clear communication channels with businesses to assist with recovery and access to information. - There is potential for a big change of attitude from customers around gatherings in confined spaces, even after lockdown measures have been removed. For venues to be successful, they will need to demonstrate to the public that their safety can be assured whilst visiting those premises. I feel that if people have doubts about venues they will stay away from them. We need to find ways of working with venues to ensure public safety (this could involve input and visits from health and safety officers). - Send out a questionnaire to be sent to licensed premises asking them to list their current concerns and what they consider could be done by relevant authorities to address those concerns. It could also be useful to hear what plans are being made by the larger venues which are operated by companies such as Stonegate, M & B and the like. • **Marketing strategy** - Marketing, especially around public safety will be paramount and we should be using Purple Flag and possibly reinstating BBN to reinforce the message that a night out in Cheltenham will be a safe one. This would involve Marketing Cheltenham and the BID. • **Third sector** - including third sector groups such as the Street Pastors and Cheltenham Guardians in our recovery planning. • **Public transport** – as part of the ENTE. Measures to ensure public transport is safe.

Appendix 1 – Illustrations (not to scale)

Business C

Footpath/highway
Min 3m clear

Min 2m

Min 2m

Min 2m

Min 2m

Business A

Business B

Road

Footpath/highway
Min 3m clear

Min 2m

Min 2m

Min 2m

Min 2m

Business A

Business B