

Cabinet

Held on Tuesday 9 November 2021

(In person in The Salford Suite, Civic Centre, Chorley Road, Swinton, Salford)

Present

Paul Dennett	City Mayor
John Merry CBE	Deputy City Mayor

Lead Members:

Sharmina August	Inclusive Economy, Anti-poverty & Equalities
Jim Cammell	Children's and Young People's Services
Bill Hinds	Finance and Support
David Lancaster, MBE	Environment, Neighbourhoods and Community Safety
Mike McCusker	Planning and Sustainable Development

Executive Support Members (at the invitation of the City Mayor):

Damian Bailey	Social Care and Mental Health
Barbara Bentham	Workforce and Industrial Relations
Philip Cusack	Skills, Work and Business
John Walsh	Education & Learning
Jack Youd	Procurement and Social Value

Officers:

Anne Arcus	Regulatory Services Officer
Sam Betts	Assistant Director of Human Resources & OD
Joanne Hardman	Chief Finance Officer
Sue Hill	Head of Communications
Sarah Hughes	Lead Practitioner
Jacquie Russell	Assistant Director Strategy & Change
Tom Stannard	Chief Executive
Dave Wilcock	Interim City Solicitor
John Wooderson	Head of Service Urban Renewal
Liz Wright	Democratic Service Officer

Public: None.

1. Apologies for absence

Apologies were received from The Statutory Deputy City Mayor Councillor Tracy Kelly, Councillor Sophia Linden and Dr Muna Abdel-Aziz and Debbie Brown.

2. Declarations of interest

There were no declarations of interest.

3. Minutes of proceedings

Approval of the minutes was moved by Councillor Philip Cusack and seconded by Councillor Mike McCusker.

Resolved: That, the minutes of the meeting held on 28.09.21 were approved as a correct record.

4. Review of the private rented sector within parts of Barton, Winton and Eccles

The Head of Urban Renewal, John Wooderson, introduced the report and highlighted the following.

- The report requested authorisation to proceed to formal consultation proposals to designate a new Selective Licensing scheme which will cover parts of the Barton and Winton and Eccles wards.
- The previous selective licensing scheme had had a life span of five years, the review of which was delayed because of the Covid-19 pandemic.
- The context of the proposed licensing area was outlined and included that there was a high percentage of rented properties and a reduction in the owner occupier level.

The City Mayor (CM) invited questions and comments from Cabinet members and the following were raised.

- The Lead Member (LM) Environment, Neighbourhoods and Community Safety commented that the three ward councillors for the area were concerned about the owner occupier rate falling and the increase in the number of houses of multiple occupancy (HMOs) in the area, the poor upkeep of properties gardens and general upkeep of properties. There was a request for consideration to review the boundaries of the area proposed as well and that there needed to be clear communication to residents that licensing helped to raise standards in housing. It was confirmed that the boundaries of the scheme would be considered as part of the consultation process and it would be important to get the views of all stakeholders.
- The Executive Support member (ESM) for Social Care and Mental Health commented that the proposed licensing scheme was a good news story for residents for a very important issue.
- The LM for Inclusive Economy, Anti-poverty & Equalities asked what would be done to ensure hard to reach groups engaged with the consultation and would the voluntary sector be included. It was confirmed that the voluntary sector and other partner organisations would be involved and residents would be able to take part by phone, by submitting a form and online and drop-ins would be used (where possible and in line with Covid-safe practices). Landlords, letting agents and businesses would be contacted.
- The CM commented that good communications were very important and it needed to be clear that the scheme was to help to tackle rogue landlords and that the city council took this very seriously. It was confirmed that the officers involved were working closely with the communications teams and the new Strategic Director of Place on the communications strategy. The strategy would include an online survey, physical letters to key stakeholders, social media, drop-ins, emails and the website and utilizing the neighbourhood managers.
- The Deputy City Mayor commented that effective communications were very important and the message needed to be clear about what powers the city council had so that expectations were not raised unrealistically.
- The CM commented that it was important that elected members were closely involved as this was a very important issue for residents.
- The ESM for Social Care and Mental Health suggested that a video could be produced as part of the communications strategy and that local councillors could be involved to promote the consultation and outline what the scheme was trying to achieve.

The CM read out the recommendations as follows:

That the Cabinet/City Mayor authorises officers to commence a formal consultation exercise on proposals to designate a new Selective Licensing scheme which will cover parts of the Barton and Winton and Eccles wards.

The CM and Cabinet members approved the recommendation.

Resolved: That, the City Mayor in consultation with the Cabinet authorised officers to commence a formal consultation exercise on proposals to designate a new Selective Licensing scheme which will cover parts of the Barton and Winton and Eccles wards.

5. Future Work and Skills Strategy and Investment Business Case

The ESM for Skills, Work and Business introduced the report and highlighted the following.

- This was a very important report and business case and built on the excellent work in the area of skills and work in the city since 2017.
- The report set out the proposed strategy re-framing of the city's skills and work strategy, vision and priorities for the next three years. It outlined the possibility of investment in this approach from the city council's revenue budget as part of the medium term financial strategy (MTFS) for 2022/23 - 2024/25. If endorsed this approach would provide the basis of wider partnership discussions to reshape and relaunch the city's Skills and Work strategy.
- There had been a very positive response to the strategy from the Business Leader Group.
- The ask for £1.5M was very significant and the funding for the strategy should be supported by the Government but the council had a responsibility to residents to push on and develop the strategy. Officers were working to get the finance together.

The Chief Executive Officer (Tom Stannard) made the following report and made the following comments.

- The report was being presented during National Learning Week and showed the ambition of the city and of the Cabinet.
- The strategy was very important as a high proportion of residents had no qualifications/skills and the levels of skills were below local and national averages, including a very low level of Level 4 qualifications.
- The ambition was to connect all communities to the job and career development opportunities available.
- The proposed Assistant Director (AD) post would build on the strength already available in the Corporate Management Team (CMT).
- The business case was outlined in the report and while it was a strong proposal it would put pressure on the revenue budget.

The CM invited questions and comments from Cabinet members and the following were raised.

- The LM for Finance and Support commented that they were supportive but were concern about the budget pressures but that upskilling residents and improving

life opportunities was a top priority and advantage needed to be taken of the new investments in the city.

- The ESM for Procurement and Social Value was very supportive as they were concerned about a two tier city developing if this approach was not taken. For example, there was a concern that that people were coming into the city to access opportunities in Media City and so it was important to support residents so they could access the opportunities available.
- The DCM was very supportive of the strategy and highlighted the low numbers of Salford people going into higher education/university degree level education and that it was important to encourage more people to take this route otherwise they would be unable to access certain professions and potentially reduce opportunities and the ability to earn higher salaries. They commented that there should be support for those with potential to benefit from an academic education as well as supporting young people who would benefit from apprenticeships. They also commented that it was important to promote medical careers for Salford women.
- The CM commented that there was a need for collaboration between industry and universities but there was a long way to go to reach the ideal, as seen in Germany for example, in terms of the funding, investment and structure .
- The ESM for Education and Skills supported the strategy as it was important to help bridge the gap between the *have* and *have nots*. The Learning City had been created but it was important to help employers to see the value of the lived experience and skills of residents as well as formal qualifications and so help with recruitment.
- The LM for Inclusive Economy, Anti-poverty & Equalities asked if the strategy included older residents. It was confirmed that the strategy emphasised an all age, lifelong learning approach. The approach would also focus on the harder to reach.
- The CM commented that young people had been heavily impacted over recent years and the focus on an all age approach was important in light of the transition following Brexit and the emergence of new industries. Access to university and high quality apprenticeships were important and the alignment between universities and new industries was key to developing real opportunities.
- The ESM for Social Care and Mental Health asked about the communications plan for the strategy and it was confirmed that if approved there would be co-ordinated media launch for the strategy.
- The ESM for Procurement and Social Value asked if/how Build Salford was involved in the strategy. The CEO highlighted the importance of recognising the potential of residents and providing opportunities, such as through initiatives such as Build Salford and that the strategy was about extending these types of construction opportunities and other similar initiatives.
- The LM for Finance and Support commented that the strategy was a very exciting opportunity to build on the good work already in place and that success of the strategy could help to attract funding but that lobbying for funding also needed to continue.
- The LM for Planning and Sustainable Development commented that green industries needed skilled people and this was an important opportunity.
- The ESM for Workforce and Industrial Relations outlined the impact of this type of approach on residents via a case study of a 23 year old young person. They had been homeless and whose life had been turned around following the wrap around support they had received, starting with housing support and eventually onto an apprenticeship and was now able to support their own child independently.

- The LM for Children’s and Young People’s Services commented that it was important to bring the communications together for The Learning City and The Skills City and highlight this as a good news story about the city council investing in the strategy because it was seen as important, even though the Government was not providing help.
- The CM thanked all the officers who had been involved in developing the strategy as this was very important for the city and its residents.
- The ESM for Skills, Work and Business concluded by stating that Salford University was one of the leaders in industrial collaboration in the UK and the programme needed to be radical and inventive and focus on the hard to reach people. The strategy was a moral and political imperative for the city and he commended it to the CM and the Cabinet.

The CM read out the recommendations from the report as follows:

That the Cabinet noted and comment on the shape of a future Skills and Work Strategy for Salford, and comments on the potential to develop an investment business case as part of the 2022/23 – 2024/25 three-year budget strategy.

All those in attendance approved the recommendation.

Resolved: That, the City Mayor in consultation with the Cabinet noted and comment on the shape of a future Skills and Work Strategy for Salford, and comments on the potential to develop an investment business case as part of the 2022/23 – 2024/25 three-year budget strategy, as outlined above.

6. GM VSCE Accord

The City Mayor introduced the report and made the following comments.

- The VSCE sector was highly important to the city and the council’s relationship and partnership with the sector was regularly reviewed.
- At its meeting on 24th September 2021, the Combined Authority considered and approved the paper that had been submitted concerning the new GM VCSE Accord.
- This was a tripartite Agreement with the GM Health and Social Care Partnership and the GM VCSE Leadership Group on behalf of the VCSE sector in Greater Manchester.
- GMCA members agreed that to have the desired impact the Accord would need the active support of all its member authorities. The report asks Cabinet to agree that Salford would adopt the Accord and that the City Mayor would sign on behalf of the city.
- The Agreement had four specific objectives:
 1. Achieving a shared understanding of the contribution that VCSE organisations make towards tackling inequality in society, creating a more inclusive economy and addressing the climate crisis.
 2. Building of effective partnerships and relationships between the statutory sector with VCSE organisations across different geographies (for example GM-wide, district-wide, or in neighbourhoods and communities).
 3. A shared vision, ways of working principles and set of commitments which underpin these partnerships and relationships.
 4. Through a 5-year iterative programme of enabling and developmental

activities driven at a GM-wide footprint, which aims to maximise the ability of VCSE organisations to deliver beneficial outcomes in communities and localities.

- The statistics in section 3.3 of the report highlighted the extremely valuable contribution that the sector contributed to the city.

The CM invited questions and comments from Cabinet members.

- The LM for Inclusive Economy, Anti-poverty & Equalities commented that Salford CVS was leading the way in GM and everyone should be very proud of this success.

The CM read out the recommendations from the report as follows:

That Cabinet noted and commented on the strength of the partnership with the voluntary, community and social enterprise sector in Salford and the value the sector brings to the city; and agrees that Salford will endorse the GM VCSE Accord, with the City Mayor signing on behalf of the city.

Resolved: That, the City Mayor in consultation with the Cabinet noted and commented on the strength of the partnership with the voluntary, community and social enterprise sector in Salford and the value the sector brings to the city (as detailed above) and agreed that Salford would endorse the GM VCSE Accord, with the City Mayor signing on behalf of the city.

7. Any other business

7a. Welcome to the new Strategic Director of Place

The CM formally welcomed John Searle to his first meeting in his new role as The Strategic Director Place.