

Record of Decisions

Torbay Resident Discount Scheme Launch Approval

Decision Taker

Cabinet on 11 July 2024.

Decision

1. That the delivery of the Torbay Resident Discount Scheme as outlined in the submitted report be approved for launch in September 2024.
2. That the Director of Pride in Place seeks to keep the operational budget of the scheme within the £200,000 allocated within the Council's 2024/2025 budget, and within any budget set for the scheme in future years.
3. That the Director of Pride in Place in consultation with the Cabinet Member for Pride in Place and Parking, and Director of Finance, be given delegated authority be given to approve future changes to the scheme.
4. That the Director of Pride in Place in consultation with the Cabinet Member for Pride in Place and Parking, and Director of Finance, be given delegated authority to offer residents on low incomes a reduction on the entry cost of the scheme, in the event the Director is not satisfied that the scheme will achieve a neutral or positive impact on financial equality for those on low income solely through the provision of leisure and retail offers intended to target these groups.
5. That the Director of Pride in Place be given delegated authority to award the contract(s) in respect of the services of external suppliers for the printing and posting of promotional materials, and resident cards and permits for use in the scheme.

Reason for the Decision

A resident discount scheme facilitated by the Council was expected to:

- Provide local offers that give residents better value for their money and help reduce the cost of living,
- Improve marketing of local businesses and facilities among residents,
- Increase local spending by residents,
- Increase footfall and income for local businesses, leisure and sports, arts and culture venues, and parking.

Implementation

This decision will come into force and may be implemented on 22 July 2024 unless the call-in procedure is triggered (as set out in the Standing Orders in relation to Overview and Scrutiny).

Information

The Resident Discount Scheme would provide residents of Torbay with offers on Council off street parking, discounts on access to public toilets, local leisure and sports facilities, arts and

cultural venues, and local attractions. Raising awareness of local offers was expected to increase footfall in key areas of Torbay, improve participation in cultural activities and complement the physical regeneration of the place.

At the meeting Councillor Billings proposed and Councillor Jackie Thomas seconded a motion that was agreed unanimously by the Cabinet, as set out above.

Alternative Options considered and rejected at the time of the decision

The alternative options, advantages and disadvantages of each option was set out in the submitted report.

Is this a Key Decision?

No

Does the call-in procedure apply?

Yes

Declarations of interest (including details of any relevant dispensations issued by the Standards Committee)

None

Published

12 July 2024

Signed: _____
Leader of Torbay Council on behalf of the Cabinet

Date: _____