

Record of individual Cabinet member decision

Local Government Act 2000 and the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

Decision made by	Councillor Bethia Thomas
Key decision?	No
Date of decision (same as date form signed)	28 March 2023
Name and job title of officer requesting the decision	John Backley, Technical Services Manager
Officer contact details	Tel: 07917 088317 Email: john.backley@southandvale.gov.uk
Decision	To support and engage in an Oxfordshire wide Electric Vehicle (EV) car club pilot led by Oxfordshire County Council (OCC) and to authorise for the Head of Legal and Democratic in consultation with the Head of Development and Corporate Landlord to sign the Memorandum of Understanding (MOU) document.
Reasons for decision	This pilot EV car club aligns with the council's Corporate Plan 2020-24, which outlines the council's commitment to Action on the Climate Emergency.
	This pilot additionally supports delivery of action OP3 in the Climate Action Plan (CAP) 2022-24 ' <i>Work with Oxfordshire County Council to</i> <i>support active and sustainable travel infrastructure initiatives</i> ', and has alignment with action L4, building on delivery of the Park and Charge project. The pilot outcomes will also help provide some insight for action L5, ' <i>Develop a business case for installing public EV charging</i> <i>points on additional council premises, including funding sources</i> <i>available.</i> '
	The Park and Charge project provided public EV charging points in five car parks in the Vale of White Horse, data insight shows these are currently underused on most days. This pilot is an opportunity for the council to raise the profile of EVs, potentially encourage take up and make use of the EV charging bays whilst usage is low.
	Appendix A has further details on the background of this decision and locations of the vehicles available.

Alternative options rejected	 To not engage with the pilot. However, this option does not align with our objectives and does not deliver our CAP actions
	2. Consider alternative commercial providers. However, other current commercial providers have not expressed an interest in operating in South and Vale. Other providers were not suitable for this pilot as they could not supply electric vehicles for the car clubs.
	3. All other options for establishment of car clubs would incur a financial cost to the council.
Climate and ecological implications	Car clubs reduce private car ownership, through offering the hire of a car as when needed and thus reducing the necessity to own one. There are around 27 per cent fewer CO ₂ emissions for a car club car, than the average UK car (source: CoMoUK - the national charity for shared transport).
	The transition to electric vehicles is an important element of a sustainable transport model, recognising the rural nature of the districts and a need for access to a car where public transport is limited. Electric vehicles also have zero tailpipe emissions of air pollutants, and their motors are more efficient than combustion engines.
Legal implications	The council will enter into an arrangement via a 'Memorandum of Understanding (MOU)' which will outline the principles of collaboration. The MOU commits the council to providing a reserved EV charging parking bay for one vehicle in each of the council car parks identified for the trial, which will be free of any fee.
	The MOU is to be agreed by OCC, EZ-Charge, the EV car club commercial operators and Vale of White Horse District Council and other Oxfordshire District Councils. The trial period is 12 months with a possible extension of six months if the project is successful, to allow for longer term procurement and future arrangements to be in place and more vehicles. There is also an option to remove one or all vehicles after six months if the agreement is underperforming. The project will be measured by key performance indicators as set out within the MOU.
	The Council will formally confirm reservation of a bay by way of a licence to the car club to occupy the allocated EV charging bays. Officers will issue the car club with a recognisable permit to be displayed allowing for parking in the designated spaces. The spaces will be signposted as being for exclusive use of car hire club.
	Apart from providing a free, reserved parking bay in an EV space in each of the identified car parks and to enforce this space, there is no other commitment, financial outlay or gain or any long-term obligation.
Financial implications	There is no financial contribution to the EV car club trial and no financial gain from any EV car club provision. The financial implications to the council are the potential loss of revenue from the allocated bay for the car club vehicle, where no car parking fees are being collected.

	Currently the EV parking bays are not at capacity, so the parking of the EV car club vehicle will largely not stop other EV vehicles from parking. However, this demand may change over time. Based on maximum daily usage, the total net loss of income could be
	up to £8,700 per year (for one bay in three car parks).
Communications	The car club operators will be responsible for promotional materials, images, and insights to support a county-wide communications campaign and promotion of the pilot vehicles.
	The council's communications team will support and promote the pilot via the council website and social media.
	Appendix B is the proposed car park bay signage.
Other implications	OCC have already engaged with three EV car club providers who have agreed to provide vehicles across Oxfordshire, and so there are no other procurement implications as this is a trial only.
	South Oxfordshire District Council, Cherwell District Council and West Oxfordshire District Council will also be part of the county wide trial and sign up to the MOU separately from Vale of White Horse District Council.
	All internal consultees will have the opportunity to review and input into the MOU before it is finalised.
	The council has received feedback from car park users that at peak times the car parks are full and they are unable to park, whereas there are spaces within the EV charging bays. Having car clubs use the available EV bays will raise the profile of EVs and may encourage residents to try out an EV, leading to potential purchase or lease. Car clubs utilising the bays will also support an increase in usage of the EV charging points.
	As this is a trial it will provide useful information such as usage data and customer feedback for the council to consider longer term solutions and opportunities for future car clubs and use of the EV charging bays.
	No personal data will be collected or shared with the council as part of this trial.
Background papers considered	None
Declarations/ conflict of interest?	
Declaration of other councillor/	

officer consulted by the Cabinet nember?				
_ist consultees		Name	Outcome	Date
	Ward councillors	N/A	Updated via lead member briefings from Technical Services and Climate and Biodiversity	
	Legal legal@southandv ale.gov.uk	Patrick Arran	Approved with amendments	20/02/2023
	Finance Finance@southa ndvale.gov.uk	Emma Creed	Agreed in Finance for both ICMDs	13/03/2023
	Facilities Facilities@southa ndvale.gov.uk	Mark Foster	No comments	27/02/2023
	Strategic property <u>Property@southa</u> <u>ndvale.gov.uk</u>	Chris Mobbs	No comments to add	22/02/2023
	Climate and biodiversity <u>climateaction@so</u> <u>uthandvale.gov.u</u> k	Kim Hall	This EV pilot project will support the transition to electric vehicles for rural communities, resulting in reduced carbon emissions.	20/02/2023
	Diversity and equality <u>equalities@south</u> andvale.gov.uk	Lynne Mitchell	I would support this pilot scheme as it would be good to gauge the appetite of our residents for this.	16/02/2023
	Economic Development <u>Nick.King@south</u> andvale.gov.uk	Nick King	Agree and support outlined approach.	21/02/2023
	Health and safety healthandsafety @southandvale.g ov.uk	Debbie Porter	No additional comments	20/02/2023
	Risk and insurance <u>risk@southandval</u> e.gov.uk	Yvonne Cutler Greaves	Agree with the approach benefits two fold :raise profile of eV points and show residents that the EV points are being used.	20/02/2023
	Communications <u>communications</u> @southandvale.g <u>ov.uk</u>	Lucy Billen	Suggest all district councils involved should have our logos on the promotional material as per the Park and Charge promotional material	16/02/2023
	Data Protection <u>Data.protection@</u> <u>southandvale.gov</u> <u>.uk</u>	Sandy Bayley	It is not clear what level of personal data will be involved. As this will be a new type of processing a DPIA will be needed ahead of processing any personal data to identify risks and impacts.	16/02/2023
	Procurement Angela.cox@sout handvale.gov.uk	Angela Cox	Agreed. There are no procurement implications to entering into a trial	21/02/2023
	Car Parks	Adrian Lear	We would full support the provision of an EV bay for the use of the car club car in all car parks.	16/02/2023
	SMT		Supported	15/03/23

Confidential	No
decision?	
If so, under which	
exempt category?	
Call-in waived by	Not applicable
Scrutiny	
Committee	
chairman?	
Has this been	
discussed by	
Cabinet	
members?	
Cabinet portfolio	
holder's	
signature	Signature Cllr. Bethia Thomas
To confirm the	Date 28 March 2023
decision as set out in	
this notice.	

ONCE SIGNED, THIS FORM MUST BE HANDED TO DEMOCRATIC SERVICES IMMEDIATELY.

For Democratic Services of	fice use only	
Form received	Date: 28 March 2023	Time: 13:44
Date published to all councillors	Date: 28 March 2023	
Call-in deadline	Not applicable as this is not a ke	ey decision.

Appendix A – Powerpoint presentation - EV car club pilot proposal

Background

The EV car club pilot is a 12-month trial of 14 EV car club vehicles based at Park and Charge hubs across Oxfordshire, including in South and Vale car parks. The vehicles are being supplied, managed and paid for by the commercial partners involved – Enterprise, CoWheels and 3BHire (Thame only) – at their own cost and financial risk. Oxfordshire councils are being asked to provide an allocated bay, where appropriate, in a designated car park and waiver parking fees for the car club car at the designated site, for the trial period of 12 months. Oxfordshire County Council propose to manage the pilot, with input from and liaison with district councils.

Initial locations - Vale:

- 1 x electric car at West St Helens, Abingdon
- 1 x electric car at Cattle Market, Abingdon
- 1 x electric car at Portway, Wantage

Rural EV car club pilot for Oxfordshire

Proposal for 12-month pilot scheme based at Park and Charge hubs (and Park and Rides)



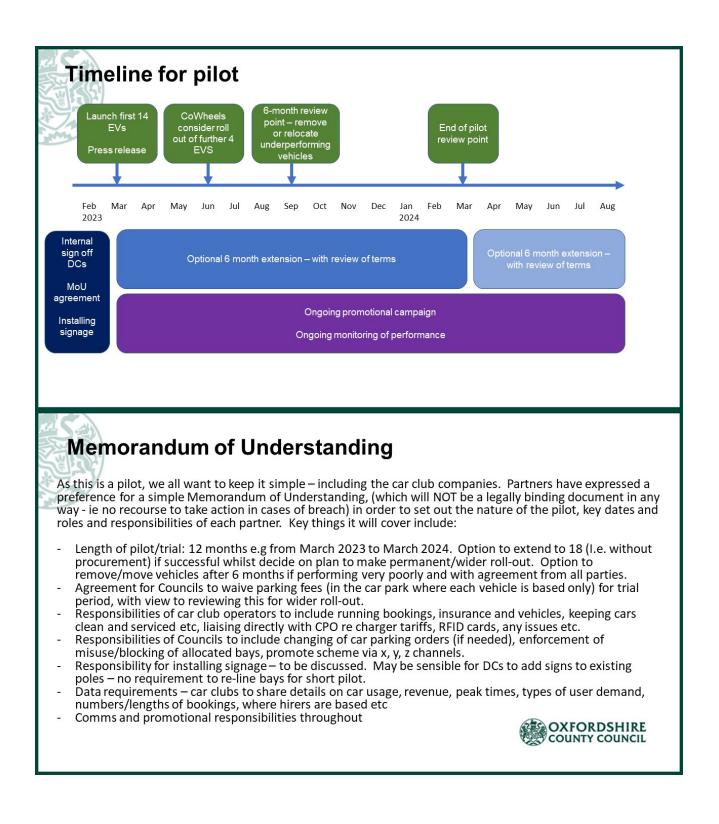


Outline for Oxfordshire pilot scheme

Oxfordshire-wide 12 month pilot starting in early March 2023

Oxfordshire County Council to manage overall pilot and lead on comms

- Three commercial car club partners operators CoWheels, Enterprise and 3BHire (a.k.a Thame EV car club) - to take part at their own cost/risk by supplying vehicles for the trial and managing all aspects of booking, service etc without any direct subsidy or funding from OCC or any of the District/City Councils.
- Option to remove vehicles from pilot/move to alternative P&C hub location after 6 months if performing very poorly and with agreement from all parties.
- Option to extend pilot to 18 months *with review of terms* (but i.e. without procurement) if successful and with agreement by all relevant parties.
- District/City Councils to host car club EVs to waive parking fees and allocate bays during pilot period only
- Allocated bays will be provided no bay markings on the ground, but clear signage on e.g. poles to clearly show which bays are for car club EVs only.
- Pilot to inform future decisions about roll-out and funding model for wider EV car club roll-out



What do we hope to learn?

What does it take/it is possible for a commercial EV car club to be successful/sustainable in a rural area?

Are the business model and success factors different in rural areas to urban areas?

- Do Oxfordshire residents and Councils have preferences between different service operators in terms of what they offer (e.g pricing, cleanliness, customer service, vehicle types)
- How does the level of interest expressed in advance in eg community surveys translate into actual uptake?
- How does a community-led car club (I.e. Thame) compare with commercial car clubs?
- What do car clubs need from councils in long term to make schemes viable?
- What do the councils need from car club companies in the long term to make schemes viable?
- How much funding might be needed to support an EV car club to get going in a new area, if the commercial company is not able to take the risk?
- Ultimately, we want to prove that EV car clubs can be successful in smaller towns and villages not just cities and to inform plans for a future Oxfordshire-wide roll-out of EV car clubs.

Note that the University of Oxford are extremely interested in this pilot and currently seeking some research funding to do a small research project alongside the pilot to help all partners explore these questions and make recommendations to inform EV car club roll-out at a national level.



Background/rationale

The new Local Transport and Connectivity Plan (LTCP5 - adopted July 2022) includes target to reduce 1 in 4 car journeys by 2030

LTCP5 also contains a car club policy:

Policy 39 – We will support the provision of zero emission shared cars and carclubs, in combination with other measures, to reduce the dominance of private motor vehicles and create a more balanced transport network. This will include working proactively to encourage zero emission shared cars and carclubs inrural areas, smaller towns and villages.

- In addition to car clubs enabling people to give up private car ownership, EV car clubs give people an option to try EVs without needing to buy, and make EV driving more affordable without needing to purchase outright
- Car clubs are already thriving in Oxford City electric and non-electric and a few successful community and peer-to-peer car sharing schemes are working well elsewhere in the county
- OCC currently working on plans for mobility hubs across Oxfordshire some
 of which would include EV car clubs but also very keen to empower rural
 councils to take ownership and set up own car share schemes/hubs

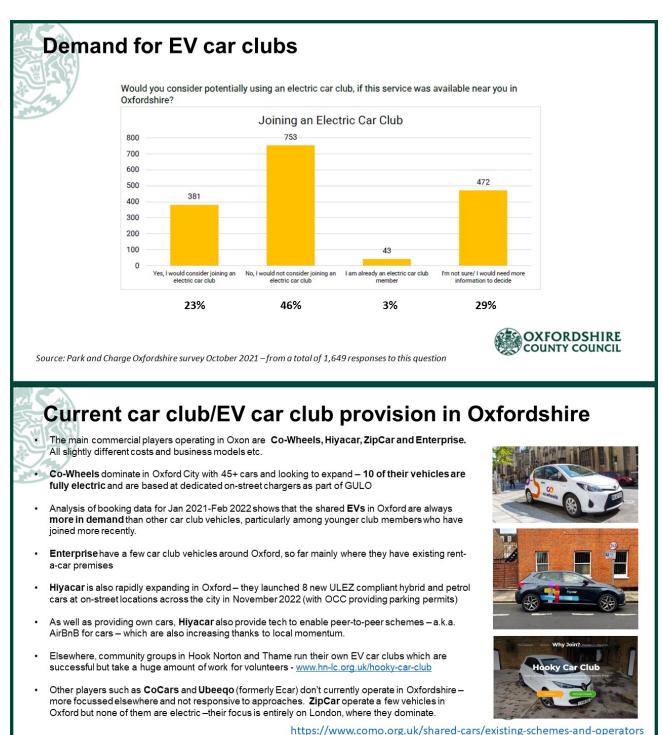


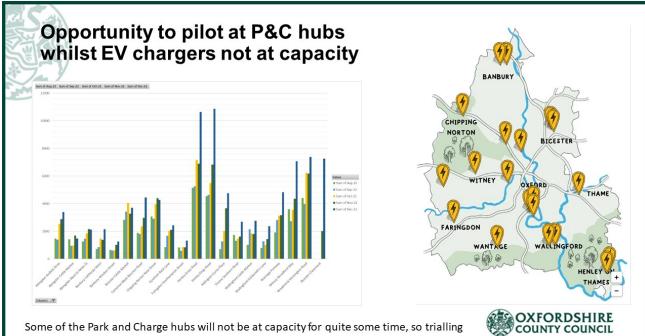
REDUCING PRIVATE CAR OWNERSHIP



Taken from Co.Mo.Uk 2020 report "Electric Vehicles in Car Clubs"







Some of the Park and Charge hubs will not be at capacity for quite some time, so trialling EV car club vehicles at these already-available EV chargers benefits everyone

Demand for EV car clubs in areas with P&C hubs

Postcode area	Yes, I would join an EV car club	I'm not sure/would need more info	I'm already a member	Total potential intere expressed
Bicester	16	22	0	38
Banbury	34	29	2	65
Kidlington	13	21	1	35
Thame (where we already have a community car club to involve in the pilot FYI – they have 100 people on their waiting list!)	4	0	0	4
Henley	16	28	3	47
Wallingford	26	28	0	54
Abingdon	32	39	1	71
Wantage	18	27	0	45
Faringdon	23	23	0	46
Witney	12	25	0	27
Eynsham	11	28	2	41
Chipping Norton	30	33	1	74
Woodstock	4	0	0	4
Carterton	6	0	0	6

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iel reakdown Cover	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~		×						
arking space	~		×	Јо	ining Fee	Monthly m	embership	Hire time	Mileage
epreciation ervicing	~		×	When sig	ning up, members	When you	become a C	nce you are a member you	As well as our hourly fee we
apairs	~		×		e-off £25 joining fee	member, you p fee to be part o		can hire our pay-as-you-go cars to use for as little as 15	also charge mileage. Our mileage charges are as little
bad Tax	~		×	and	d smartcard.	giving you acc vehicles natio		inutes. Our cars are charged er hour, from as little as £5	as 12p per mile for electric vehicles and 22p per mile for
eaning rres & Spares			×			£25 for under 25 £5 for 26 year	5 year olds and	per hour. For any booking er 8 hours we automatically	petrol/hybrid vehicles.
OT Tests	~		×			Lo for Lo years		charge our day rate which starts from £40	
				Vehi	icle	Per hour	Per day	Per mile	EV mile
	Locatio	on		Everyo	day	£5.95	£47.60	£0.22	£0.12
Oxford			 ✓ 	Family	/	£6.70	£53.60	£0.22	£0.12
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Commercial partners for pilot: Thame EV Car Club with 3BHire



https://3bhire.co.uk/ev-hire-club/

Our Club is LIVE!

Interested in our community car club? Here's the main info:

- Rent by the hour
- Unlock, start and drive the car using an app on your smartphone
- New, reliable and fully insured vehicle
- No monthly membership costs, just pay as you use
- Vehicles based in convenient locations around Thame & Haddenham
- Dedicated parking spaces and charge points
- Simply complete your details on this page & submit. We will send you the link to join

hiyacar

Powered by hiyacar & in partnership with Thame Green Living & Zero Carbon Haddenham



Comparison of car club operators in pilot

	Enterprise	CoWheels	3Bhire
Lead contact	Randall Rickabaugh, Head of Business Development Keith Kelly, Head of Partnerships	Robert Schopen, Partnerships Manager Jonathan Collinson, Business Development Manager Richard Falconer, Managing Director	Rebecca Batting, Director
Current presence in Oxfordshire	2 vans and 1 car in Oxford 1 van in Bicester 1 van in Banbury	45+ vehicles in Oxford City – 10 of which EV – and intention to expand 2 non-EV vehicles in Henley on Thames	1 EV in Thame - launched Sept 2022. Currently based in church car park on 6 month trial basis.
Pricing structure	 Joining fee somewhat unclear (although £1 if already member of any other car club) Monthly membership £7 over 22, £6 under 22, £20 frequent users (who get cheaper hourly/daily rates) Annual membership £60 over 22 (not available for under 22 or frequent users) Hourly rates from £5.20 for frequent users Day rates from tbc Mileage currently 14p/mile EV 	 £25 one-off joining fee Monthly membership: £5 for 26 years and over, £25 under 26 year olds Hourly fee from £5 per hour Day rates from £40 Mileage currently 12p/mile EV 	No membership or joining fees. Awaiting details of hourly/daily tariffs.

Note: other commercial partners not involved in the scheme

Although no formal procurement exercise has been required for this pilot project, the chosen partners have been selected following consideration of all the current car club providers in the market - i.e. those listed as accredited car club providers on the CoMoUk website <u>https://www.como.org.uk/shared-cars/existing-schemes-and-operators</u>. The other companies have been discounted for this pilot for the following reasons:

- Hiyacar known primarily for offering peer-to-peer car sharing, Hiyacar do also run car clubs in the standard commercial way by providing their own shared vehicles (as they have done in and around Oxford). They were invited and keen to take part in the pilot, but unfortunately not able to source sufficient Electric Vehicles in time. Intention to keep in close contact with them and to promote their peer-to-peer car sharing model as part of the wider communications campaign. Possible option to join the pilot at a later stage if agreeable to all partners.
- CoCars Only currently operate in the South West (Bristol, Devon, Cornwall, Dorset etc)
- **Ubeeqo** (formerly Ecar) Only currently operate in London and a few vehicles in Cambridge.
- **Zipcar** Present in Oxford, but only with petrol/diesel cars they only have EVs in London, where they dominate, and don't have major interest in expanding or electrifying in other areas

If the pilot is successful and leads to a wider roll-out requiring a procurement exercise, then more of these companies can have the potential to be involved.



Community Engagement

Bicester - tbc

Banbury – Banbury CAG tried to set up car club before - don't seem very focussed on EV at the moment Kidlington – tbc

Thame – Community group have set up their own scheme and are super keen to base an EV at Southern Road. Over 100 people already keen to use the vehicle. Jenny engaging with Thame Green Living and 3BHire. Henley – Already have non-EV CoWheels cars that are doing well – community keen for electric, CoWheels already engaging directly with local groups and Town Council

Wallingford - According to Pete Sudbury, there are over 60 people who have said they would use a shared EV

Abingdon – Lots of interest from various Abingdon groups. They did a survey to assess demand. Jenny engaging with Harriet Moggridge from Abingdon Liveable Streets

Wantage - tbc, think CoWheels have engaged directly with Sustainable Wantage CAG

Faringdon – Community group have approached VOWH and OCC about EV car clubs in the past, CoWheels already engaging with local groups and Parish Council

Witney - tbc

Eynsham – Community already has several people sharing own non-EVs via Hiyacar. Keen to see how commercial model would compare and with EV. Keeness for EV trial from GreenTEA and Parish Council Chipping Norton – No engagement yet but likely to be supportive as were with P&C Woodstock - No engagement yet but likely to be supportive as were with P&C Carterton – tbc

PR and Communications

- OCC to lead on/coordinate a press release announcing the launch of the scheme in late February/early March – to go out before Purdah
- Establish whether/what incentives and opening offers each company will be willing to offer and use their insight to inform messaging and channels etc
- All corporate comms team to commit to promotion of the scheme OCC hoping to secure some budget for targeted social media promotion of pilot
- Great promo opportunity at EV public event at SuperHub in Oxford on 27 May
- All councils to include some content on website about availability of EV car clubs in area
- Ongoing campaign to include wider promotion of existing schemes across Oxfordshire highlighting the many vehicles available across Oxfordshire and encouraging their use/attempting to normalise car club use
- Also use campaign as opportunity to encourage community groups to set up their own peer-to-peer schemes via e.g. Hiyacar or KarShare







Appendix B - EV Car Club Parking Signage



Join us and drive Your car when you



Scan to downlo co-wheels.org.u 0191 375 1050

This bay is res

Guidance notes

- 1. This form must be completed by the lead officer who becomes the contact officer. The lead officer is responsible for ensuring that the necessary internal consultees have signed it off, including the chief executive. The lead officer must then seek the Cabinet portfolio holder's agreement and signature.
- Once satisfied with the decision, the Cabinet portfolio holder must hand-sign and date the form and return it to the lead officer who should send it to Democratic Services immediately to allow the call-in period to commence. Tel. 01235 422520 or extension 2520. Email: <u>democratic.services@southandvale.gov.uk</u>
- 3. Democratic Services will then publish the decision to the website (unless it is confidential) and send it to all councillors to commence the call-in period (five clear working days) if it is a 'key' decision (see the definition of a 'key' decision below). A key decision cannot be implemented until the call-in period expires. The call-in procedure can be found in the council's constitution, part 4, under the Scrutiny Committee procedure rules.
- 4. Before implementing a key decision, the lead officer is responsible for checking with Democratic Services that the decision has not been called in.
- 5. If a key decision has been called in, Democratic Services will notify the lead officer and decision-maker. This call-in puts the decision on hold.
- 6. Democratic Services will liaise with the Scrutiny Committee chairman over the date of the call-in debate. The Cabinet portfolio holder will be requested to attend the Scrutiny Committee meeting to answer the committee's questions.
- 7. The Scrutiny Committee may:
 - refer the decision back to the Cabinet portfolio holder for reconsideration or
 - refer the matter to Council with an alternative set of proposals (where the final decision rests with full Council) or
 - accept the Cabinet portfolio holder's decision, in which case it can be implemented immediately.

Key decisions: assessing whether a decision should be classified as 'key'

The South Oxfordshire and Vale of White Horse District Councils' Constitutions now have the same definition of a key decision:

A key decision is a decision of the Cabinet, an individual Cabinet member, or an officer acting under delegated powers, which is likely:

(a) to incur expenditure, make savings or to receive income (except government grant) of more than £75,000;

- (b) to award a revenue or capital grant of over £25,000; or
- (c) to agree an action that, in the view of the chief executive or relevant head of service, would be significant in terms of its effects on communities living or working in an area comprising more than one ward in the area of the council.

Key decisions are subject to the scrutiny call-in procedure; non-key decisions are not and can be implemented immediately.

In assessing whether a decision should be classified as 'key', you should consider:

- (a) Will the expenditure, savings or income total more than £75,000 across all financial years?
- (b) Will the grant award to one person or organisation be more that £25,000 across all financial years?
- (c) Does the decision impact on more than one district council ward? And if so, is the impact significant? If residents or property affected by the decision is in one ward but is close to the border of an adjacent ward, it may have a significant impact on that second ward, e.g. through additional traffic, noise, light pollution, odour. Examples of significant impacts on two or more wards are:
 - Decisions to spend Didcot Garden Town funds (significant impact on more than one ward)
 - Changes to the household waste collection policy (affects all households in the district)
 - Reviewing a housing strategy (could have a significant impact on residents in many wards)
 - Adopting a supplementary planning document for a redevelopment site (could significantly affect more than one ward) or a new design guide (affects all wards)
 - Decisions to build new or improve existing leisure facilities (used by residents of more than one ward)

The overriding principle is that before 'key' decisions are made, they must be published in the Cabinet Work Programme for 28 calendar days. Classifying a decision as non-key when it should be a key decision could expose the decision to challenge and delay its implementation.