



PORTFOLIO HOLDER DECISION NOTICE

INDIVIDUAL DECISION BY THE PORTFOLIO HOLDER FOR HOUSING

TOPIC – RE-LAUNCH OF “ALTERNATIVE GIVING” SCHEME

PROCEDURAL INFORMATION

The Access to Information Procedure Rules – Part 4, Section 22 of the Council’s Constitution provides for a decision to be made by an individual member of Cabinet.

In accordance with the Procedure Rules, the Head of Legal and Democratic Services, the Chief Executive and the Head of Finance are consulted together with Chairman and Vice Chairman of The Overview and Scrutiny Committee and any other relevant overview and scrutiny committee. In addition, all Members are notified.

If five or more Members from those informed so request, the Leader may require the matter to be referred to Cabinet for determination.

Contact Officers:

Case Officer: Gillian Knight, 01962 848 577 gknight@winchester.gov.uk

Democratic Services Officer: Nancy Graham 01962 848 235, ngraham@winchester.gov.uk

SUMMARY

The Council is working in partnership with the Winchester Bid to relaunch the general public charitable giving scheme for people who are homeless and rough sleeping in the City. The scheme has been in place for 5 years, led and co-ordinated by the Winchester Bid and has been known as ‘Spare change for Real Change’.

The concept of the giving scheme is to encourage the general public to donate money directly to the scheme rather than to those rough sleeping or actively involved in street begging who may not be genuinely homeless. Donations are currently made through 20 collection boxes which are placed in various retailers/pubs across the City Centre.

All donations are shared evenly between two local homelessness charities the Winchester Churches Nightshelter and the Trinity Day Centre. The charitable donations directly support the two local charities to provide those genuinely rough sleeping with emergency shelter and a place of safety during the day. The Charities also provide hot meals, access to health care, and a holistic approach to assist people out of rough sleeping.

The scheme has had some limited success but it is clear that further promotion and a high profile re-launch would help to generate interest and awareness. It would include a renaming of the scheme along with a robust education and publicity campaign and the updating of signage on donation boxes.

It is proposed that rather than Winchester BID being wholly responsible for the scheme, there would be clear benefit in the City Council working directly with the BID and acting as a partner.

Currently the donations boxes advertise and incorporate the Winchester BID and both charity logos but to further endorse the scheme it is proposed as part of the relaunch that the Council's logo is now included on the new donation boxes.

DECISION

That the City Council work with Winchester BID to re-launch the Alternative Giving Scheme (final branding to be agreed) and that consent be given to add the Council's logo to the Winchester BID giving scheme donation boxes.

REASON FOR THE DECISION AND OTHER ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

To encourage and enhance the Council's partnership working and publicity initiatives to further reduce rough sleeping and street activity within the District.

RESOURCE IMPLICATIONS:

A "one off" provision of £5,000 has been included within the General Fund Homelessness Prevention budget for 2016/17. All on going costs of publicity and management will be shared equally between the City Council and Winchester BID and can be met from within existing resources.

CONSULTATION UNDERTAKEN ON THE DECISION

The two Charity beneficiaries have been fully consulted in respect of the planned relaunch of the scheme; change in name, forthcoming extended publicity opportunities and the intended addition of the Council Logo on donation boxes.

FURTHER ALTERNATIVE OPTIONS CONSIDERED AND REJECTED FOLLOWING PUBLICATION OF THE DRAFT PORTFOLIO HOLDER DECISION NOTICE

N/a

DECLARATION OF INTERESTS BY THE DECISION MAKER OR A MEMBER OR OFFICER CONSULTED

None

DISPENSATION GRANTED BY THE STANDARDS COMMITTEE

Not applicable

Approved by: (signature)

Date of Decision: 21.04.16

Councillor Caroline Horrill - Portfolio Holder for Housing