

## AGENDA

### ECONOMIC AND COMMERCIAL DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE MEETING

Date: Tuesday 25 June 2013  
Time: 7.00 pm  
Venue: Town Hall, High Street, Maidstone

Membership:

Councillors: Barned, Cox, Cuming, Hogg, Naghi, Newton,  
Mrs Parvin, Paterson and Mrs Stockell



Overview and Scrutiny

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1. **The Committee to consider whether all items on the agenda should be web-cast.**
2. **Apologies.**
3. **Notification of Substitute Members**
4. **Notification of Visiting Members**
5. **Election of Chairman and Vice-Chairman**
  - a) Election of Chairman
  - b) Election of Vice-Chairman
6. **Disclosures by Members and Officers**
7. **To consider whether any items should be taken in private because of the possible disclosure of exempt information.**
8. **Cabinet Member for Economic & Commercial Development - Priorities for Municipal Year 2013/14** 1 - 3

Interview with the Cabinet Member for Economic and Commercial Development, Councillor Malcolm Greer.
9. **Work Programming 2013/14** 4 - 11

The reports included in Part I of this agenda can be made available in **alternative formats**. For further information about this service, or to arrange for special facilities to be provided at the meeting, **please contact Clare Wood on 01622 602491**. To find out more about the work of the Overview and Scrutiny Committees, please visit [www.maidstone.gov.uk/osc](http://www.maidstone.gov.uk/osc)

**Continued Over/:**

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**Issued on 12 June 2013**

*Alison Broom*

**Alison Broom, Chief Executive, Maidstone Borough Council,  
Maidstone House, King Street, Maidstone Kent ME15 6JQ**

# Agenda Item 8

## **Maidstone Borough Council**

### **Economic & Commercial Development Overview & Scrutiny Committee**

**Tuesday 25 June 2013**

#### **Cabinet Member for Economic & Commercial Development - Priorities for the Municipal Year 2013/14**

**Report of:** Clare Wood, Performance & Scrutiny Officer

#### **1. Introduction**

- 1.1 A review of corporate governance was undertaken by Overview and Scrutiny during the 2012/13 municipal year. The report was considered by Council on 4 February 2013 and it was agreed that option C, Retain Cabinet System with enhanced Scrutiny be taken forward.
- 1.2 Council requested that the Scrutiny Coordinating Committee develop the model and proposals for implementation to be considered at the April Council meeting. The Scrutiny Coordinating Committee considered a number of options for the scrutiny model, opting for Option B – Align the Committees to Cabinet Portfolios.
- 1.3 As a result the Cabinet Member for Economic & Commercial Development portfolio has been aligned to this Committee's terms of reference.

#### **2. Recommendation**

- 2.1 The Committee are advised to consider the verbal update from the Cabinet Member for Economic & Commercial Development on his priorities for the 2013/14 Municipal Year.
- 2.2 The Committee should focus its questioning on the following areas to help ensure that its future work programme and review topics are reflective of, and can be aligned to, key decisions and priority pieces of work being undertaken during the year ahead. Many of these will feature in the list of forthcoming decisions:
  - Major pieces of work being undertaken by departments within each Cabinet Member's portfolio areas (see Appendix A);
  - Their personal priorities for the year;
  - Key decisions; and
  - Pre-Decision scrutiny.

#### **3. Reasons for Recommendation**

- 3.1 The Economic & Commercial Development Overview and Scrutiny Committee are responsible for holding the Cabinet Member for Economic & Commercial Development Services to account. The areas of responsibility for the Cabinet Member for Economic & Commercial Development are detailed at **Appendix A**.
- 3.4 The Committee may find that there is some cross over with their responsibilities and other Scrutiny Committees. The Committee should focus primarily focus on its terms of reference but can make recommendations to the appropriate Overview and Scrutiny Committee or the Co-ordinating should a piece of work be highlighted that falls outside its jurisdiction.

#### **4. Impact on Corporate Objectives**

- 4.1 The Committee will primarily consider reports that deliver against all the Council priority: 'For Maidstone to be a growing economy.'
- 4.2 The Strategic Plan sets the Council's key objectives for the medium term and has a range of objectives which support the delivery of the Council's priorities. Actions to deliver these key objectives may therefore include work that the Committee will consider throughout the coming year.

## **ECONOMIC & COMMERCIAL DEVELOPMENT PORTFOLIO PRIORITIES 2013/14**

To take the lead within the Cabinet for ensuring that the Council delivers its strategic objective for Maidstone to have a growing economy with a range of employment and business opportunities .

**Strategic Planning** - to oversee the development, review and implementation of the Council's:

- Economic Development Strategy
- Regeneration Statement
- Commercial Services Development

**Performance Management** - to ensure excellent standards of performance and improvement with respect to the Council's services for:

- Economic Development.
- The Visitor Economy including the Hazlitt Arts Centre, Maidstone museums, tourism, the Kent Conference Bureau and Maidstone market.
- Capital projects and programmes relevant to the portfolio including regeneration and public realm improvement schemes.

**Climate Change and Sustainability** - To oversee the Council's contribution to securing sustainable construction with respect to development in the borough.

### **External Affairs and Partnerships**

- To represent the Council on all relevant partnerships.
- To foster close links with the business community and develop partnerships to achieve the outcomes identified in the economic development strategy and regeneration statement.
- To foster close links with skills and education providers and with organisations encouraging the visitor economy.
- To take responsibility for relationships with funders including Kent County Council and the Heritage Lottery Fund, service delivery partners including the Chamber of Commerce, Locate in Kent, education and skills providers, voluntary and community groups.

## **Maidstone Borough Council**

### **Economic & Commercial Development Overview & Scrutiny Committee**

**Tuesday 25 June 2013**

#### **Work Programming 2013/14**

**Report of:** Clare Wood, Performance & Scrutiny Officer

#### **1. Introduction**

- 1.1 To consider topics for the Committee's work programme in the 2013/14 municipal year.

#### **2. Recommendation**

- 2.1 It is recommended that the Committee:
- a) Consider the suggested review topics and suggest any other topics they wish to review in 2013/14;
  - b) Determine which review topics to include in the Committee's work programme for 2013/14; and
  - c) Consider the terms of reference for topics selected.

#### **3. Reasons for Recommendation**

- 3.1 Scrutiny Committees are required to create a work programme for the next municipal year. The scrutiny team have received a number of topic review suggestions from the public, Members and Officers.
- 3.2 There will be a 'marketplace' from 6 p.m. in Room B at the Town Hall. This will be a department showcase and will help inform the Committee on major pieces of work for the coming year, applicable to the Committee's terms of reference.
- 3.3 At the meeting the relevant Cabinet Member will present his or her priorities for the year and advise the Committee of pre-decision scrutiny work it could be involved in. This information will be included in the 'forthcoming list of decisions', updated throughout the year.
- 3.4 In order to provide some background information regarding priority areas and responsibilities, appended to this report is the following information:
- The Committee's remit;

- Relevant issues referred to the Committee by the 2012/13 Overview and Scrutiny Committees & Review suggestions from the public, Members and Officers; and
- The Council's priorities and outcomes as identified in the Strategic Plan.

3.4 Members of the scrutiny team will lead a workshop with the Committee to gather ideas that have come forward on the night and explore suggestions in more detail. Members will then agree which topics to review and begin to structure its 2013/14 work programme.

#### **4 Setting the Work Programme**

4.1 Unfortunately the Committee does not have the time or resources available to review all of those topics identified by Members as of interest. The Committee is therefore required to select the topics for review it feels are most important for 2013/14. The following considerations may assist Members in its decision making:

- It affects local people (community outcomes)
- Will bring improvements for local people and/or the council
- It relates to a poor performing service

4.2 The draft work programme can be used to help Members set a timescale for review topics by allocating Committee meetings to interview witnesses and to which completed review reports can be presented to Committee.

4.3 The complete work programme does not need to be drawn up immediately; Members are recommended to allow some flexibility in the work programme to allow for new issues to arise.

#### **5. Impact on Corporate Objectives**

5.1 The Committee will primarily consider reports that deliver against all the Council priority: 'For Maidstone to have a growing economy.'

5.2 The Strategic Plan sets the Council's key objectives for the medium term and has a range of objectives which support the delivery of the Council's priorities. Actions to deliver these key objectives may therefore include work that the Committee will consider throughout the coming year.

#### **Appendices**

- Draft work programme – Appendix A
- Relevant issues referred to the Committee by the 2012/13 Overview and Scrutiny Committees & Review suggestions from the public, Members and Officers – Appendix B
- Committee's terms of reference – Appendix C

- The Council's priorities and outcomes as identified in the Strategic Plan – Appendix D

**Economic & Commercial Development Overview and Scrutiny Committee Work Programme 2013-14**

Meeting Date	Agenda Items	Details and desired outcome
25 June 2013	<ul style="list-style-type: none"> <li>• Appointment of Chairman and Vice-Chairman</li> <li>• Cabinet Member Priorities for 2013/14 Municipal Year</li> <li>• Work Programming Workshop 2013-14</li> </ul>	<ul style="list-style-type: none"> <li>• Appoint Chairman and Vice-Chairman for 2013-14</li> <li>• Ascertain work plan for the year and strategic direction for the Council &amp; Select and develop review topics focusing on achievable outcomes.</li> </ul>
30 July 2013		
27 August 2013		
24 September 2013		
22 October 2013		
26 November 2013		
24 December 2013		
28 January 2014		
25 February 2014		
25 March 2014		
22 April 2014	<ul style="list-style-type: none"> <li>• Evaluations of Cabinet Member Priorities for 2013/14 Municipal Year</li> </ul>	



## Economic &amp; Commercial Development

## Overview and Scrutiny Work Programming Suggestions 2013/14 Municipal Year

Name	Suggestion	Corporate Priority	Committee
<b>Councillor Picket</b>	My view for a Scrutiny topic is to focus on the Cultural offering in the Borough, the way it is marketed, the information available and how we attract visitors and residents alike to partake in cultural activities.	For Maidstone to have a growing economy	Economic & Commercial Development
<b>Councillor Barned</b>	<ul style="list-style-type: none"> <li>• An illuminated large notice board in Jubilee Square advertising what is going on in Maidstone and places to visit.</li> <li>• A Centre Parc project at Junction 8 to boost tourism.</li> <li>• The regeneration of Parkwood Industrial Estate to accommodate No.4.</li> <li>• An Ice Rink and Athletics Track which could be housed at Parkwood or Junction 8.</li> </ul>	For Maidstone to have a growing Economy	Economic and Commercial Development/ Planning, Transport & Development

<p><b>Strategic Leadership and Corporate Service Overview and Scrutiny Committee</b></p>	<p><b>Planning, Transport and Development Overview and Scrutiny Committee</b></p>
<p>Leader; and Cabinet Member for Corporate Services</p>	<p>Cabinet Member for Planning, Transport and Development</p>
<ul style="list-style-type: none"> <li>• Reviewing performance and ensuring appropriate action is identified and executed to remedy performance issues</li> <li>• Asset Management</li> <li>• Communications</li> <li>• Human Resources</li> <li>• Business Transformation and the Corporate Improvement Programme</li> <li>• Equalities</li> <li>• Democratic services</li> <li>• Scrutinising standards of governance and conduct are achieved throughout the business of the Council</li> <li>• Customer service</li> <li>• Corporate finance including regular budget monitoring</li> <li>• Information Technology including scrutiny of the shared service</li> <li>• Council Tax and Housing Benefit including the Revenues and Benefits Shared Service</li> <li>• Mid Kent Improvement Partnership</li> <li>• Democratic Services including electoral services and member services</li> <li>• Procurement, Property Services and Facilities Management</li> </ul>	<ul style="list-style-type: none"> <li>• The Council’s contribution to securing sustainable construction with respect to development in the borough.</li> <li>• Spatial planning including the Local Development Framework and other spatial planning documents including Development Plan Documents, Development Management policies and development briefs</li> <li>• Transport and Infrastructure (including Highways, Parking, Park and Ride and Public Transport)</li> <li>• Development Management including planning enforcement and land charges</li> <li>• Landscape and Conservation</li> <li>• Building Control</li> </ul>

<p><b>Community, Leisure Services and Environment Overview and Scrutiny Committee</b></p> <p>Cabinet Member for Community and Leisure Services; &amp; Cabinet Member for Environment</p>	<p><b>Economic and Commercial Development Overview and Scrutiny Committee</b></p> <p>Cabinet Member for Economic and Commercial Development</p>
<ul style="list-style-type: none"> <li>• Housing</li> <li>• Community Development</li> <li>• Community Safety (To act as the Crime and Disorder Reduction Partnership OSC twice a year)</li> <li>• Safety In Action</li> <li>• Voluntary and Community Sectors</li> <li>• Health</li> <li>• Parks, open spaces and allotments including grounds maintenance</li> <li>• Leisure activities including sporting and recreational based activities and including services provided via the Maidstone Leisure Centre</li> <li>• Community engagement</li> <li>• Allocation and monitoring of grants</li> <li>• Air Quality</li> <li>• Contaminated Land</li> <li>• Water</li> <li>• Climate change</li> <li>• Licensing</li> <li>• Carbon Management</li> <li>• Local Biodiversity</li> <li>• Waste minimisation, recycling and collection</li> <li>• Cleansing services</li> <li>• Environmental Health services</li> <li>• Bereavement i.e. services provided from the cemetery and crematorium</li> <li>• Capital projects and programmes relevant to the portfolio</li> <li>• Cobtree Golf Course</li> <li>• Climate Change</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Development and Regeneration</li> <li>• Commercial Services Development</li> <li>• The Visitor Economy including the Hazlitt Arts Centre, Maidstone museums, tourism, the Kent Conference Bureau and Maidstone market.</li> <li>• Capital projects and programmes relevant to the portfolio including regeneration and public realm improvement schemes</li> <li>• Events and venues</li> </ul>

# Our Priorities

## 1. For Maidstone to have a growing economy

### Outcomes by 2015:

- A growing economy with rising employment, catering for a range of skill sets to meet the demands of the local economy.
- A transport network that supports the local economy.

## 2. For Maidstone to be a decent place to live

### Outcomes by 2015:

- Decent, affordable housing in the right places across a range of tenures.
- Continues to be a clean and attractive environment for people who live in and visit the Borough.
- Residents are not disadvantaged because of where they live or who they are, vulnerable people are assisted and the level of deprivation is reduced.

## 3. Corporate and Customer Excellence

### Outcomes by 2015:

- Services are customer focused and residents are satisfied with them.
- Effective, cost efficient services are delivered across the borough.