

AGENDA

ECONOMIC AND COMMERCIAL DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE MEETING



Overview and Scrutiny

Date: Tuesday 28 January 2014
Time: 6.30 pm
Venue: Town Hall, High Street, Maidstone

Membership:

Councillors: Ash, Barned (Chairman), Cox, Cuming, Hogg, Naghi,
Newton, Paterson and Mrs Stockell

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1. **The Committee to consider whether all items on the agenda should be webcast**
2. **Apologies**
3. **Notification of Substitute Members**
4. **Notification of Visiting Members/Witnesses**
5. **Disclosures by Members and Officers**
6. **To consider whether any items should be taken in private because of the possible disclosure of exempt information**
7. **Minutes of the Meeting held on 26th November 2013** **1 - 6**
8. **Economic & Commercial Development in Maidstone** **7 - 17**
Interview with Dawn Hudd, Head of Commercial and Economic Development.
9. **Future Work Programme** **18 - 48**

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Continued Over/:

Issued on 20 January 2014

Alison Broom

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

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MAIDSTONE BOROUGH COUNCIL

Economic and Commercial Development Overview & Scrutiny Committee

MINUTES OF THE MEETING HELD ON TUESDAY 26 NOVEMBER 2013

Present: Councillors Ash, Cox, Cuming, Hogg, McLoughlin,
Naghi, Newton and Paterson (Vice Chair, in the Chair)

Also Present: Councillors Burton and Moss

48. THE COMMITTEE TO CONSIDER WHETHER ALL ITEMS ON THE AGENDA SHOULD BE WEBCAST

RESOLVED: That all items on the agenda be webcast.

49. APOLOGIES

It was noted that:

- Apologies for absence had been received from Councillor Barned and Councillor Mrs Stockell; and
- Councillor Hogg had indicated he would be late in arriving at the meeting.

50. NOTIFICATION OF SUBSTITUTE MEMBERS

It was noted that Councillor McLoughlin was substituting for Councillor Mrs Stockell.

51. NOTIFICATION OF VISITING MEMBERS/WITNESSES

Councillor Moss, Cabinet Member for Corporate Services, attended as a witness in relation to agenda item 9.

Councillor Burton indicated his wish to speak on agenda items 8, 9 and 10.

52. DISCLOSURES BY MEMBERS AND OFFICERS

There were no disclosures.

53. TO CONSIDER WHETHER ANY ITEMS SHOULD BE TAKEN IN PRIVATE BECAUSE OF THE POSSIBLE DISCLOSURE OF EXEMPT INFORMATION

RESOLVED: That all items on the agenda be taken in public as proposed.

54. MINUTES OF THE MEETING HELD ON 22 OCTOBER 2013

RESOLVED: That, subject to adding Cllr Moss's name to the list of apologies, the Minutes of the meeting held on 22 October 2013 be approved as a correct record and signed.

55. EVENTS REVIEW - MAIDSTONE TOURISM ASSOCIATION

The Chairman welcomed Alan Reading, Chairman of Maidstone Tourism Association (MTA), to the meeting.

The Chairman explained that the Committee had decided to look at events as a review topic as part of their work programme for 2013/14. The primary objective for the Committee was to evaluate the value of Council supported events to residents, visitors and the local economy.

Mr Reading informed the Committee that Maidstone Tourism Association was an organisation working to encourage visitors to the towns, villages and hamlets around Maidstone.

The association was formed to:

- Promote and develop the interests of tourism in Maidstone and its surrounding areas and to provide joint marketing and publicity initiatives;
- To bring together members with the aims and objectives of promoting the association;
- To encourage the development of services, facilities and amenities for visitors within the area in co-operation with other interests;
- To extend the visitor season and to spread the economic benefits of tourism;
- To increase public understanding of the social, economic and cultural impact of tourism, particularly of the contribution which it can make towards full employment, and to regional and local development;
- To encourage growth in the membership of the Maidstone Tourism Association;
- To raise the profile of the visitor economy and publicise the importance of tourism locally and regionally.

It was acknowledged that Maidstone offered a wide variety of events throughout the year. These ranged from outdoor concerts to touring theatre to food and harvest festivals.

A number of events were discussed by the Committee, including:

- The River Festival;
- The Festival of Europe;
- Maidstone Mela;
- The Maidstone Carnival;
- Civic Events such as the Civic Parade and Remembrance Sunday;
- The World Custard Pie Championships;
- Various Beer Festivals;

- Village Fetes and Fairs;
- Farmers' Markets;
- Lenham's Diamond Jubilee Celebration;
- Maidstone Arts Festival;
- Maidstone Music Festival.

The importance of events taking place at Mote Park, the town centre including those on Jubilee Square, at venues such as Leeds Castle, and those taking place in rural parts of the borough were acknowledged, and the following issues discussed by the Committee:

- The importance of marketing;
- The costs, and value, of the resources currently used to promote events, including: social media; the Visit Maidstone website; the MTA Guide and website; the Council's website and "What's On" publication;
- The possibility of using the "Maidstone Shopping Experience" as a way to promote events in the borough;
- Ensuring both rural and urban events are promoted;
- The importance of volunteers;
- Looking at ways to involve the public in event organisation;
- The positive economic effects of tourism activity in Maidstone;
- The importance of capturing all events in one place to help with the coordination, planning, promotion, marketing and diarising of events across the borough;
- The role of the local media in increasing awareness of events;
- The importance of learning lessons from other local authorities, both in the UK and further a field;
- The possibility of introducing stalls along the river, similar to those used by local artists along the Seine in Paris, as a way to increase the variety of events offered in the town centre;
- Improving communication between the council and parish councils to ensure promotion of all local events;
- Police costs, health and safety issues, and the need to hire expensive equipment were highlighted as potential barriers to future events;
- The possibility of the Council buying, rather than hiring, equipment, so that this could be hired out for future events hosted in the borough;
- Ensuring events make a positive contribution to the Council's Corporate Objectives: For Maidstone to have a growing economy; For Maidstone to be a decent place to live; and for Corporate and Customer Excellence.

To help take a number of these suggestions forward, Mr Reading suggested that the Council would benefit from having an Events Manager.

The Committee thanked Mr Reading for his input and agreed that a small task and finish group, consisting of Councillors Cox, Cumming, Newton and Paterson, should meet, prior to the Committee meeting in January 2014, to discuss the work programme for the rest of the review. It was agreed that the new Head of Commercial and Economic Development should be invited to the meeting.

In addition, and following the scoping session, a call for evidence / press release should be issued to help raise the profile of the review and to seek evidence from people who have organised events in the borough.

RESOLVED:

- a) That a small task and finish group, consisting of Councillors Cox, Cumming, Newton and Paterson, meet prior to the Committee meeting in January 2014, to discuss the work programme for the rest of the review. The new Head of Commercial and Economic Development should be invited to the meeting.
- b) That, following the scoping meeting, a call for evidence / press release should be issued to help raise the profile of the review and to seek evidence from people who have organised events in the borough.

56. LEASE FOR TOWN HALL FOYER

The Chairman welcomed Councillor Moss, Cabinet Member for Corporate Services, to the meeting.

It was noted that apologies for absence had been received from Paul Fisher, Head of Legal Services, who was represented at the meeting by Zena Cooke, Director of Regeneration and Communities.

The Cabinet Member explained that the primary objective of the lease, relating to the Ground Floor Entrance Foyer forming part of the Town Hall, was to support the Volunteer Bureau to increase the number of volunteers registered in the borough. Between April and September 2013, 249 people had registered to volunteer at the Volunteer Bureau.

The following points, arising from the Visitor Information Centre Review 2012/13 and relating to the use of the Town Hall Foyer, had been incorporated into the lease between the Council and Voluntary Action Maidstone (VAM):

- a methodology for logging visitor numbers and enquiries would be used at the Town Hall that is consistent with that used by the Visitor Information team;
- VAM staff and volunteers based at the Town Hall would provide visitor information;
- VAM staff and volunteers based at the Town Hall would be supported by the Council's customer service advisors to provide visitor information.

A number of issues, in relation to sections of the lease, were discussed by the Committee including:

- Permitted Use
- Service Media

- Opening Hours
- Security and Keyholders
- Refurbishment
- Foyer Use
- Access Way
- Use and Nuisance
- Property Obligations

The Committee were keen to express their support for VAM in the Foyer and of the work they do, but expressed concerns in relation to the opening hours not including the weekends. Zena Cooke, Director of Regeneration and Communities, explained that consideration had been given to opening the Town Hall at weekends but regrettably, due to the costs involved, it was not possible.

RESOLVED:

- a) That the success of the volunteer bureau in increasing the number of volunteers registered by Volunteer Action Maidstone (VAM) be noted;
- b) That the draft lease for the Town Hall be noted;
- c) It was recommended that Section 6.2, of the draft lease for the Town Hall Foyer, be re-worded, and checked by Legal Services, to ensure clarity in terms of refurbishment responsibilities;
- d) It was recommended that Schedule 2 (Rights Retained), of the draft lease for the Town Hall Foyer, be reviewed, in relation to Foyer Use (2-3), to establish whether it is necessary to include a fixed number of days in terms of the landlord's right to use the property upon giving the tenant two weeks' notice;
- e) It was recommended, in view of the Town Hall being closed at weekends, that information be clearly displayed to ensure visitors are signposted to the Visitor Information Centre, at the Museum, and to further information, such as the Visit Maidstone website;
- f) That further information, concerning visitor information numbers and types of enquiry, be provided to the Committee at their next meeting (28 January 2014). In addition to details from the Visitor Information Centre (at the Museum) and the Town Hall, a breakdown of enquiries received via email, internet and telephone should be provided.

57. **FUTURE WORK PROGRAMME**

The Committee considered the list of forthcoming decisions and their future work programme.

It was noted that a decision in relation to the Regeneration and Economic Development Plan Consultation was unlikely to be made by Cabinet until early 2014 and that as a result the Committee's work programme would need to be updated.

The Maidstone Museums' Collections Development Policy 2013 – 2018 was discussed by the Committee and it was agreed, subject to the Chairman speaking to officers outside of the meeting, that this should be added to the future work programme, with consideration given to holding a future meeting at Maidstone Museum.

RESOLVED:

- a) That the future work programme be noted;
- b) That the Regeneration and Economic Development Plan Consultation be considered by the Committee as soon as possible in 2014;
- c) That, subject to the Chairman speaking to officers outside of the meeting, the Maidstone Museums' Collections Development Policy 2013 – 2018 be added to the future work programme, with consideration given to holding a Committee meeting at Maidstone Museum.

58. DURATION OF MEETING

6.30 p.m. to 8.50 p.m.

Maidstone Borough Council

Economic & Commercial Development Overview & Scrutiny Committee

Tuesday 28 January 2014

Head of Commercial & Economic Development - Priorities

Report of: Clare Wood, Performance & Scrutiny Officer

1. Introduction

- 1.1 As part of the Council's management re-structure in 2013 and the reorganisation of the leisure and culture services into the same directorate a new Head of Service post was created to lead on commercial and economic development.
- 1.2 Dawn Hudd was appointed as the Head of Commercial and Economic Development and started at Maidstone Borough Council in December 2013. Mrs Hudd was previously Deputy Head of Culture and Enterprise at Canterbury City Council.

2. Recommendation

- 2.1 The Committee are advised to consider the verbal update from Mrs Hudd on her priorities and vision for the service.
- 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.
 - Major pieces of work being undertaken by departments;
 - Priorities and long-term vision for the service;
 - Key decisions; and
 - Pre-Decision scrutiny.

3. Reasons for Recommendation

- 3.1 The Economic & Commercial Development Overview and Scrutiny Committee are responsible scrutinising items that relate to their terms of reference which are detailed at Appendix A. The Head of Commercial and Economic Development oversees the following services:
 - Parks & Leisure
 - The Museums
 - Economic Development & Tourism
 - Arts Centre; and
 - Commercial Projects.

- 3.2 The Committee are currently reviewing the value of events to the borough and have already interviewed the Tourism Manager, Laura Dickson. The Committee is considering how best Maidstone Borough Council can support partners putting on events and ways to quantify the values of events (Extracts from the Economic Impact Tool-kit for events are attached for reference at Appendix B).
- 3.3 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 Committee 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 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.

Appendices

Appendix A – Scrutiny Terms of Reference 2013/14

Appendix B – Economic Impact Tool-kit

Appendix C – Economic Impact – where do I start?

Appendix D – Economic Impact - what do I want to measure?

Strategic Leadership and Corporate Services Leader; and Cabinet Member for Corporate Services	Community, Leisure Services and Environment Cabinet Member for Community and Leisure Services; & Cabinet Member for Environment
<ul style="list-style-type: none"> • Reviewing performance and ensuring appropriate action is identified and executed to remedy performance issues • Asset Management • Communications • Human Resources • Business Transformation and the Corporate Improvement Programme • Equalities • Democratic services • Scrutinising standards of governance and conduct are achieved throughout the business of the Council • Customer service • Corporate finance including regular budget monitoring • Information Technology including scrutiny of the shared service • Council Tax and Housing Benefit including the Revenues and Benefits Shared Service • Mid Kent Improvement Partnership • Democratic Services including electoral services and member services • Procurement, Property Services and Facilities Management 	<ul style="list-style-type: none"> • Housing • Community Development • Community Safety (To act as the Crime and Disorder Reduction Partnership OSC twice a year) • Safety In Action • Voluntary and Community Sectors • Health • Parks, open spaces and allotments including grounds maintenance • Leisure activities including sporting and recreational based activities and including services provided via the Maidstone Leisure Centre • Community engagement • Allocation and monitoring of grants • Air Quality • Contaminated Land • Water • Climate change • Licensing • Carbon Management • Local Biodiversity • Waste minimisation, recycling and collection • Cleansing services • Environmental Health services • Bereavement i.e. services provided from the cemetery and crematorium • Capital projects and programmes relevant to the portfolio • Cobtree Golf Course • Climate Change
Planning, Transport and Development Cabinet Member for Planning, Transport and Development	Economic and Commercial Development Cabinet Member for Economic and Commercial Development
<ul style="list-style-type: none"> • The Council's contribution to securing sustainable construction with respect to development in the borough. • Spatial planning including the Local Development Framework and other spatial planning documents including Development Plan Documents, Development Management policies and development briefs • Transport and Infrastructure (including Highways, Parking, Park and Ride and Public Transport) • Development Management including planning enforcement and land charges • Landscape and Conservation • Building Control 	<ul style="list-style-type: none"> • Economic Development and Regeneration • Commercial Services 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 • Events and venues

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Economic Impact Toolkit

Impact estimates for the cultural sector

Welcome to the Economic Impact Toolkit

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What does the toolkit do?

This Toolkit is designed to estimate the economic impact of cultural events and activities that take place in England, Scotland and Wales. The tool can also be used for projects based in Northern Ireland. There are 3 main sections:

- **Economic Impact Calculator**

works out the economic impact of a project

- **Social Return on Investment (SROI) Calculator**

works out the monetary value of the social impact of a project

- **Gross Value Added (GVA) Calculator**

works out the level of Gross Value Added (GVA) generated by a project

All sections require you, the user, to enter information about your project. The Calculators then generate a unique report for your project, containing estimates about the impact your project has had on a particular geographical area.

Who is the Toolkit aimed at?

- Anyone involved in delivering cultural events and activities who is interested in evaluating the impact of a project on a particular area.
- Researchers working on behalf of cultural projects.

Funders and policy-makers (working for the cultural sector) may also be interested in accessing the Toolkit, with a view to promoting its use as part of a project evaluation process.

How do I use the toolkit?

Whether you want to find out the economic impact, social return on investment, or gross value added generated by your project, you will need to collect some data – about your audience, funders, and your organisation. For a quick guide to the questions you will need to ask, please click [here](#). For a more in-depth guide to the steps involved in designing, carrying out and analysing your research, please click [here](#)

Where does my data go?

All data entered into the Economic Impact Toolkit applications will be stored securely by The Audience Agency. Data will not be passed on to any third parties or used for marketing purposes in accordance with the Data Protection Act 1998. For more information, see our [User Agreement](#)

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Where do I start?

Use the links below to go through our step-by-step guide to getting an estimate using the Economic Impact Toolkit. Depending on the type of event and what you want to calculate, you will use different parts of the toolkit.

You can find out more about each section of the toolkit, including descriptions of what each one is for and which calculators contribute to each section, on the [About page](#).

The sections are listed in the order that you will use them, starting with identifying if the EI Toolkit will be suitable for your project and needs, and ending with understanding the final report. It's well worth spending some time getting an overview of the whole process, especially before using the toolkit for the first time. A little time planning will ensure you collect all the data you need to make a good estimates.

[Step 1: What do I want to measure?](#)

This section outlines what the different calculators will tell you, and also explains how to test for possible impact using the Quick Calculator tool.

This step is recommended for all projects.

[Step 2: Selecting a 'Geographical Area of Interest'](#)

This section helps you define your 'Geographic Area of Interest' - the geographical area for which you want to measure the impact of your project.

This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

[Step 3: Creating questionnaire\(s\)](#)

This section outlines what questions to ask participants, as well as guidance on carrying out research.

This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

[Step 4: Collecting questionnaires](#)

This section contains valuable advice on how to encourage project participants to complete questionnaires, as well as how to achieve a robust sample.

This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

[Step 5: Cleaning the data](#)

This section contains guidance on how to prepare questionnaire data to get it ready for analysis.

This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

[Step 6: Analysing the data](#)

This section contains guidance on how to analyse participant questionnaire results using Microsoft Excel.

This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

[Step 7: Monitoring information](#)

This section contains guidance on what information to collect about projects e.g. income and expenditure information from project managers.

This step is recommended for all projects.

[Step 8: Completing the calculators](#)

This section contains support on entering data into the online calculators, as well as generating reports.

This step is recommended for all projects.

[Interpreting the report](#)

This section outlines what each part of the report generated by the toolkit means, helping you to further understand what the figures outputted mean for your project.

[Frequently asked questions](#)

This section contains a list of questions or queries that may occur while working throughout the toolkit. Some of them also occur across the toolkit itself, but we have combined them here into one handy resource.

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Step 1: What do I want to measure?

[Home](#) > Step 1: What do I want to measure?

This section outlines what each calculator does, and will help you to determine which will be best to use for your project. It will also outline what kind of information you need to know about your project, which will help you to identify whether it is suitable or not.

Please note that the Economic Impact and Social Return on Investment calculators can be used across the UK (England, Wales, Scotland and Northern Ireland), but the Gross Value Added calculator is for England only.

Economic Impact

Generally, for a project to generate an ‘economic impact’ of some sort, money has to have been involved somewhere along the way. For example, your organisation could have received funding to deliver the project and/or the project participants may have spent money in the local area to fund their involvement in the project (e.g. petrol costs, food and drink costs etc).

The Economic Impact Calculator will help you to assess the economic impact on a given geography for a project and/or activity. It also includes data on the following elements:

- Visits
- Jobs
- Volunteers
- Income and expenditure

If you think you would like to use the Economic Impact calculator, you may wish to use the Quick Estimator for an estimate before starting the research process. This part of the toolkit which allows you to estimate the likely economic impact of your project in terms of participant expenditure and is a useful starting point if you’re in the planning stages of your project.

We have created a spread sheet, which can be downloaded below, which outlines all the information you will need to enter in to the calculator. If you do not know exact figures just enter your best estimates. Please see [step 8](#) on how to enter the information in to the Quick Estimator calculator.

[Click here to download the Quick Estimator spread sheet](#)

Social Return on Investment Calculator

The Social Return on Investment (SROI) Calculator calculates the equivalent monetary value (£) of some of the social benefits your project may have created for participants.

If you have evidence that your project created any of the following benefits for participants, the SROI Calculator is relevant to you:

- Improved physical fitness
- Improved self-confidence
- Reduced social isolation
- Improved opinion of the area where the event / activity took place

Gross Value Added

The Gross Value Added (GVA) calculator can only calculate GVA for your project if it resulted in any of the following:

- New jobs (not including staff contracted temporarily to manage / administer the project, and not including staff employed for less than 4 weeks)
- Safeguarded jobs (only including permanent staff whose job was deemed to be 'at risk' before the project began)
- Improvement in business performance (increase in turnover)
- Improvement in business performance (increase in net profit / staff wages)
- Participants gained Level 2 or Level 3 qualifications

Please note that unlike the other calculators, the Gross Value Added calculator is only applicable for geographic areas of interest that are equivalent to English regions.

[Go to step 2](#)

Agenda Item 9

Maidstone Borough Council

Economic & Commercial Development Overview & Scrutiny Committee

Tuesday 26 January 2014

Future Work Programme & List of Forthcoming Decisions

Report of: Clare Wood, Policy & Performance Officer

1. Introduction

- 1.1 To consider the Committee's future work programme and the Forward Plan of Key Decisions.
- 1.2 To consider the update on the work programme given by the Policy & Performance Officer.

2. Recommendation

- 2.1 That the Committee considers the draft future work programme, attached at **Appendix A**, to ensure that it is appropriate and covers all issues Members currently wish to consider within the Committee's remit.
- 2.2 That the Committee considers the sections of the List of forthcoming decisions relevant to the Committee at **Appendix B** and discuss whether these are items require further investigation or monitoring by the Committee.
- 2.3 That the Committee notes the response to the recommendations for the item: Town Hall Foyer Lease (November 2013) and attached report detailing visitor figures as requested.

3. Reasons for Recommendation

- 3.1 Throughout the course of the municipal year the Committee is asked to put forward work programme suggestions. These suggestions are planned into its annual work programme. Members are asked to consider the work programme at each meeting to ensure that remains appropriate and covers all issues Members currently wish to consider within the Committee's remit.
- 3.2 The Committee is reminded that the Constitution states under Overview and Scrutiny Procedure Rules number 9: Agenda items that 'Any Member of an Overview and Scrutiny Committee or Sub-Committee shall be entitled to give notice to the proper officer that he wishes an item relevant to the functions of the Committee or Sub-Committee to be included on the agenda for the next available

meeting. On receipt of such a request the proper officer will ensure that it is included on the next available agenda.'

4 List of Forthcoming Decisions

- 4.1 The List of Forthcoming Decisions for December 2013 to June 2014 (**Appendix B**) contains the two decisions relevant to the Regeneration and Economic Development Overview and Scrutiny Committee's current work programme and terms of reference.
- 4.2 The Business Enterprise Hub is showing as due for decision by the Cabinet Member for Regeneration & Commercial Development by 29th November 2013. This item has already been considered by the Committee in September and an update is scheduled in the work programme for February 2014.
- 4.3 Maidstone Museums' Collections Development Policy 2013 – 2018 was due for decision by the Cabinet Member for Economic & Commercial Development by Friday 24th January 2014. The Policy & performance will give a verbal update at the meeting.

5. Impact on Corporate Objectives

- 5.1 The Committee will primarily consider reports that deliver against 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
- Forward Plan of Key Decisions – Appendix B
- SCRAIP Response Town Hall Foyer Lease – Appendix C

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"> • Appointment of Chairman and Vice-Chairman • Cabinet Member Priorities for 2013/14 Municipal Year • Work Programming Workshop 2013-14 	<ul style="list-style-type: none"> • Appoint Chairman and Vice-Chairman for 2013-14 • Ascertain work plan for the year and strategic direction for the Council & Select and develop review topics focusing on achievable outcomes.
30 July 2013	Cancelled	Cancelled
27 August 2013	<ul style="list-style-type: none"> • Market Update • VIC Update • Economic Development Staff Structure 	<ul style="list-style-type: none"> • To review outcomes from previous scrutiny reviews • To understand to new structure for Economic Development
24 September 2013	<ul style="list-style-type: none"> • The State of Maidstone Economy • Regeneration and Economic Development Plan Update • Maidstone Enterprise Hub • Skill and Employability Work Programme update 	<ul style="list-style-type: none"> • Contextual information to aid understanding • Update on Regeneration & Economic Development Plan • To provide the committee with an overview of the project and expected outcomes.
22 October 2013	<ul style="list-style-type: none"> • Interview with Cabinet member for Economic & Commercial development- Vision for visitor economy • Interview with Cabinet member for Corporate Services – leasing of Town Hall Foyer • Agree review Scope 	<ul style="list-style-type: none"> • Follow up from the ViC review 2012 and provide background to events review • Follow up from the ViC review 2012
26 November 2013	<ul style="list-style-type: none"> • Interview with Alan Reading – Maidstone Tourism Association • Interview with Cllr Moss & Zena Cooke – Town hall foyer lease 	<ul style="list-style-type: none"> • Provide background and information about events review • Follow up from the ViC review 2012
24 December 2013	Cancelled	Cancelled
28 January 2014	<ul style="list-style-type: none"> • Interview with the new Head of Economic & 	<ul style="list-style-type: none"> • To inform the committee of strategic

	Commercial Services	direction of the economic and commercial functions
25 February 2014	<ul style="list-style-type: none"> • Maidstone Enterprise Hub Update • Events review – The Social – Outcomes • Events Review - Verne Sanderson – Medway Council 	<ul style="list-style-type: none"> • Progress update –requested by cmt • Provide background and information about events review
25 March 2014	<ul style="list-style-type: none"> • Skill and Employability Work Programme Update • Events Review Draft Report 	<ul style="list-style-type: none"> • To provide the committee with an update on the project and outcomes to date. • Agree final amendment prior to submission to Cabinet
22 April 2014	<ul style="list-style-type: none"> • Evaluations of Cabinet Member Priorities for 2013/14 Municipal Year • Review of the year 	<ul style="list-style-type: none"> • Ascertain progress made on Cabinet member Priorities • Ascertain cmts contribution



LIST OF FORTHCOMING DECISIONS

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Democratic Services Team
E: democraticservices@maidstone.gov.uk

Publication Date: **3 December 2013**

List of Forthcoming Decisions

INTRODUCTION

This document sets out the decisions to be taken by the Executive and various Committees of Maidstone Borough Council on a rolling basis. This document will be published as updated with new decisions required to be made.

KEY DECISIONS

A key decision is an executive decision which is likely to:

- Result in the Maidstone Borough Council incurring expenditure or making savings which is equal to the value of £250,000 or more; or
- Have significant effect on communities living or working in an area comprising one or more wards in Maidstone.

At Maidstone Borough Council, decisions which we regard as “Key Decisions” because they are likely to have a “significant” effect either in financial terms or on the community include:

- (1) Decisions about expenditure or savings which equal or are more than £250,000.
- (2) Budget reports.
- (3) Policy framework reports.
- (4) Adoption of new policies plans, strategies or changes to established policies, plans or strategies.
- (5) Approval of portfolio plans.
- (6) Decisions that involve significant service developments, significant service reductions, or significant changes in the way that services are delivered, whether Borough-wide or in a particular locality.
- (7) Changes in fees and charges.
- (8) Proposals relating to changes in staff structure affecting more than one section.

Each entry identifies, for that “key decision” –

- the decision maker
- the date on which the decision is due to be taken
- the subject matter of the decision and a brief summary
- the reason it is a key decision
- to whom representations (about the decision) can be made

List of Forthcoming Decisions

- whether the decision will be taken in public or private
- what reports/papers are, or will be, available for public inspection

EXECUTIVE DECISIONS

The Cabinet collectively makes its decisions at a meeting and individual portfolio holders make decisions independently. In addition, Officers can make key decisions and an entry for each of these will be included in this list.

DECISIONS WHICH THE CABINET INTENDS TO MAKE IN PRIVATE

The Cabinet hereby gives notice that it intends to meet in private after its public meeting to consider reports and/or appendices which contain exempt information under Part 1 of Schedule 12A to the Local Government Act 1972 (as amended). The private meeting of the Cabinet is open only to Members of the Cabinet, other Councillors and Council officers.

Reports and/or appendices to decisions which the Cabinet will take at its private meeting are indicated in the list below, with the reasons for the decision being made in private. Any person is able to make representations to the Cabinet if he/she believes the decision should instead be made in the public Cabinet meeting. If you want to make such representations, please email janetbarnes@maidstone.gov.uk. You will then be sent a response in reply to your representations. Both your representations and the Executive's response will be published on the Council's website at least 5 working days before the Cabinet meeting.

ACCESS TO CABINET REPORTS

Reports to be considered at the Cabinet's public meeting will be available on the Council's website (www.maidstone.gov.uk) a minimum of 5 working days before the meeting.

HOW CAN I CONTRIBUTE TO THE DECISION-MAKING PROCESS?

The Council actively encourages people to express their views on decisions it plans to make. This can be done by writing directly to the appropriate Officer or Cabinet Member (details of whom are shown in the list below).

Alternatively, the Cabinet are contactable via our website (www.maidstone.gov.uk) where you can submit a question to the Leader of the Council. There is also the opportunity to invite the Leader of the Council to speak at a function you may be organising.

List of Forthcoming Decisions

WHO ARE THE CABINET?



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Councillor John A Wilson
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johnawilson@maidstone.gov.uk
Tel: 01622 720989

List of Forthcoming Decisions

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary:	Key Decision and reason (if applicable):	Contact Officer:	Public or Private (if Private the reason why)	Documents to be submitted (other relevant documents may be submitted)
<p>Cabinet</p> <p>Due Date: Wednesday 4 Dec 2013</p>	<p>Green and Blue Infrastructure Strategy</p> <p>Approval of Green and Blue Infrastructure Strategy for public consultation (to be undertaken at the same time as the Maidstone Borough Local Plan).</p>	<p>KEY</p> <p>Reason: Policies, Plans, Strategies</p>	<p>Rob Jarman, Head of Development Management</p> <p>Robjarman@maidstone.gov.uk</p>	<p>Public</p>	<p>Green spaces for Maidstone strategy, 2005.</p> <p>Maidstone Open Space DPD, 2006.</p> <p>Green and Blue Infrastructure Strategy</p>
<p>Cabinet</p> <p>Due Date: Wednesday 4 Dec 2013</p>	<p>MAIDSTONE BOROUGH LOCAL PLAN PUBLIC CONSULTATION DRAFT – GROUP 2 POLICIES</p> <p>2nd group of local plan policies for approval by Cabinet</p>	<p>KEY</p> <p>Reason: Affects more than 1 ward</p>	<p>Rob Jarman, Head of Development Management</p> <p>Robjarman@maidstone.gov.uk</p>	<p>Public</p>	<p>MAIDSTONE BOROUGH LOCAL PLAN PUBLIC CONSULTATION DRAFT – GROUP 2 POLICIES</p>
<p>Licensing Committee</p> <p>Due Date: Wednesday 4 Dec 2013</p>	<p>Street Trading Application for Jubilee Square, Christmas Market</p> <p>Street Trading Application for Jubilee Square, Christmas Market</p>		<p>Lorraine Neale</p> <p>lornaineneale@maidstone.gov.uk</p>	<p>Private - Paragraph 3 – because of the financial and business affairs of the applicant</p>	<p>Street Trading Application for Jubilee Square, Christmas Market</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
Cabinet Member for Community and Leisure Services Due Date: Tuesday 10 Dec 2013 27	Transfer of former Oakwood Cemetery To consider agreeing to the freehold transfer to the Council of the land known as the former Oakwood Cemetery site, Oakapple Lane, Maidstone		Zena Cooke zenacooke@maidstone.gov.uk	Public	Transfer of former Oakwood Cemetery Enc. 1 for Transfer of former Oakwood Cemetery Enc. 2 for Transfer of former Oakwood Cemetery
General Purposes Group Due Date: Wednesday 11 Dec 2013	Nominations to Outside Bodies To consider nominations received for Outside Bodies.		Caroline Matthews carolinematthews@maidstone.gov.uk	Public	Nominations to Outside Bodies

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>General Purposes Group</p> <p>Due Date: Wednesday 11 Dec 2013</p> <p style="text-align: center; font-size: 2em;">28</p>	<p>Council Tax Tax Base 2014 15</p> <p>This report advises Members of the information currently available on the Tax Base for 2014/15 for Council Tax purposes. It identifies potential changes to that Tax Base, particularly those that are brought about by the Localisation of Council Tax Support Scheme for 2014/15. It also recommends the Tax Base for 2014/15.</p>		<p>Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk</p>	<p>Public</p>	<p>Council Tax Tax Base 2014 15</p>
<p>Council</p> <p>Due Date: Wednesday 11 Dec 2013</p>	<p>Local Council Tax Discount Scheme</p> <p>Decision on the local council tax discount scheme to be applied for 2014/2015.</p>		<p>Stephen McGinnes stephenmcginnes@maidstone.gov.uk</p>	<p>Public</p>	<p>Local Council Tax Discount Scheme</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted (other relevant documents may be submitted)
Council Due Date: Wednesday 11 Dec 2013	Committee Membership To consider changes to committee membership		Janet Barnes janetbarnes@maidstone.gov.uk	Public	Committee Membership
Council Due Date: Wednesday 11 Dec 2013 29	Visiting Members at Overview and Scrutiny Committee Meetings Amendment to the Constitution		Christian Scade christianscade@maidstone.gov.uk	Public	Visiting Members at Overview and Scrutiny Committee Meetings
Council Due Date: Wednesday 11 Dec 2013	Calendar of Meetings To consider an amendment to the Calendar of Meetings for 2013/14 and the new calendar of Meetings for 2014/15.		Janet Barnes janetbarnes@maidstone.gov.uk	Public	Calendar of Meetings
Council Due Date: Wednesday 11 Dec 2013	Urgent Decisions Taken by the Executive To note the urgent decisions taken by the Executive.		Janet Barnes janetbarnes@maidstone.gov.uk	Public	Urgent Decisions Taken by the Executive Urgent Decisions Taken by the Executive

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
Council Due Date: Wednesday 11 Dec 2013	Exempt Appendix to Urgent Decisions Taken by the Executive Exempt Appendix to report		Janet Barnes janetbarnes@maidstone.gov.uk	Private - 3 - Financial Info/Business Affairs - contains commercially sensitive information	Exempt Appendix to Urgent Decisions Taken by the Executive
Cabinet Member for Corporate Services Due Date: Friday 13 Dec 2013 30	Council Tax, Business Rates and Housing Benefits Overpayments write offs Approval of write offs for irrecoverable debts of Council Tax, Business Rates and Housing Benefit Overpayments		Sheila Coburn sheilacoburn@maidstone.gov.uk	Public	Council Tax, Business Rates and Housing Benefits Overpayments write offs
Cabinet Member for Corporate Services Due Date: Friday 13 Dec 2013	Discretionary Housing Payment Future policy for the award of discretionary housing payments.		Stephen McGinnes stephenmcginnes@maidstone.gov.uk	Public	Discretionary Housing Payment

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet</p> <p>Due Date: Wednesday 18 Dec 2013</p> <p style="text-align: right;">31</p>	<p>Budget Strategy 2014 15 Onwards Capital</p> <p>To determine the strategy for developing the future Capital Programme, for 2014/15 onwards, as part of the consideration of the Medium Term Financial Strategy (MTFS).</p>	<p>KEY Reason: Budget Reports</p>	<p>Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk</p>	<p>Public</p>	<p>Budget Strategy 2014 15 Onwards Capital</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet</p> <p>Due Date: Wednesday 18 Dec 2013</p> <p style="text-align: center; font-size: 2em;">32</p>	<p>Refresh of the Corporate Improvement Plan for 2014-17</p> <p>To consider the draft Corporate Improvement Plan 2014-17 before consultation with Corporate Services Overview & Scrutiny in January 2014 and adoption of the plan by Cabinet in February 2014. The Corporate Improvement Plan details the Council's improvement journey in terms of the key improvement workstreams and the priority services and projects for improvement.</p>	<p>KEY Reason: Policies, Plans, Strategies</p>	<p>Georgia Hawkes, Head of Business Improvement georgiahawkes@maidstone.gov.uk</p>	<p>Public</p>	<p>Refresh of the Improvement Plan for 2014-17 AppA_RefreshofImprovementPlan.pdf Refresh of the Corporate Improvement Plan for 2014-17</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
Cabinet Due Date: Wednesday 18 Dec 2013	Maidstone Enterprise Hub To consider allocating £700,000 to progress the project at the former Crown Post Office, King Street.	KEY Reason: Expenditure > £250,000	Karen Franek karenfrank@maidstone.gov.uk	Public	Maidstone Enterprise Hub
Cabinet Due Date: Wednesday 18 Dec 2013	Exempt Appendix - Maidstone Enterprise Hub Consider proposal to allocate £700,000 to progress the Enterprise Hub Project at the former Post Office building, King Street		Karen Franek karenfrank@maidstone.gov.uk	Private - contains commercially sensitive information	Maidstone Enterprise Hub
Cabinet Due Date: Wednesday 18 Dec 2013	Maidstone Partnership Board Changes to the Maidstone Locality Board and proposals for the establishment of a Maidstone Partnership Board	KEY Reason: Policies, Plans, Strategies	Sarah Robson, Community Partnerships Manager, sarahrobson@maidstone.gov.uk	Public	Maidstone Partnership Board

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted (other relevant documents may be submitted)
Cabinet Due Date: Wednesday 18 Dec 2013	Budget Strategy 2014/15 Onwards To agree a draft Council Tax and Budget Strategy for 2014/15 onwards.	KEY Reason: Budget Reports	Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk	Public	Budget Strategy 2014/15 Onwards

Forthcoming Decisions
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Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet</p> <p>Due Date: Wednesday 18 Dec 2013</p> <p style="text-align: center;">35</p>	<p>Budget Strategy 2014 15 Fees & Charges</p> <p>To consider the appropriate level of fees and charges for 2014/15 for services where the Council raises income by charging the user of a service and where the setting of the fee to be charged is discretionary. The Council has adopted a policy on the setting of fees and charges to ensure that a rational approach is used that takes account of all factors and creates a result that supports the priorities set out in the strategic plan.</p>	<p>KEY Reason: Fees & Charges</p>	<p>Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk</p>	<p>Public</p>	<p>Budget Strategy 2014 15 Fees & Charges</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
Cabinet Member for Corporate Services Due Date: Friday 20 Dec 2013	Lease of Giddyhorn Lane Tennis Courts Lease renewal to Maidstone Lawn Tennis Club of the tennis courts at Giddyhorn Lane Playing Fields		Lucy Stroud lucystroud@maidstone.gov.uk	Private because of commercially sensitive information.	Lease of Giddyhorn Lane Tennis Courts
Cabinet Member for Community and Leisure Services Due Date: Tuesday 31 Dec 2013	Warm Homes Eco Pilot Review Describes progress, upcoming issues and seeks decision on next steps for the Warm Homes scheme in Maidstone	KEY Reason: Affects more than 1 ward	Helen Miller helenmiller@maidstone.gov.uk	public	Warm Homes Eco Pilot Review
Cabinet Member for Community and Leisure Services Due Date: Before Tuesday 31 Dec 2013	Cabinet Report Heather House Future Options Future options for Heather House community hall, Park Wood, Maidstone		John Littlemore, Head of Housing & Community Services johnlittlemore@maidstone.gov.uk	Public	Cabinet Report Heather House Future Options

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
Cabinet Member for Community and Leisure Services Due Date: Friday 3 Jan 2014	Health Inequalities Action Plan Action plan detailing work on reducing health inequalities in Maidstone	KEY Reason: Affects more than 1 ward		Public	Health Inequalities Action Plan
Cabinet Due Date: Wednesday 15 Jan 2014 62	Licensing Peer Challenge Findings and Next Steps		John Littlemore, Head of Housing & Community Services johnlittlemore@maidstone.gov.uk	Public	Licensing Peer Challenge
Cabinet Member for Planning, Transport and Development Due Date: Wednesday 15 Jan 2014	Solar energy advice notes To consider two planning policy advice notes to be used as guidance in determining solar energy applications.	KEY Reason: Policies, Plans, Strategies	Rob Jarman, Head of Development Management Robjarman@maidstone.gov.uk	Public	Solar energy advice notes

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet Member for Corporate Services</p> <p>Due Date: Friday 24 Jan 2014</p>	<p>Bankruptcy Policy for Council Tax and Business Rates Debt</p> <p>The approach to be adopted by the council in collecting unpaid council tax and business rates through the use of bankruptcy proceedings.</p>	<p>KEY Reason: Policies, Plans, Strategies</p>	<p>Sheila Coburn sheilacoburn@maidstone.gov.uk</p>	<p>Public</p>	<p>Bankruptcy Policy for Council Tax and Business Rates Debt</p>
<p>Cabinet Member for Economic and Commercial Development</p> <p>Due Date: Friday 24 Jan 2014</p>	<p>Maidstone Museums' Collections Development Policy 2013 - 2018</p> <p>To consider the approval of a revised Collections Development Policy for the Council's museums</p>	<p>KEY Reason: Policies, Plans, Strategies</p>	<p>Dawn Hudd, Head of Commercial and Economic Development, dawnhudd@maidstone.gov.uk</p>	<p>Public</p>	<p>Maidstone Museums' Collections Development Policy 2013-2018 Maidstone Museums' Collections Development Policy 2013-2018</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet</p> <p>Due Date: Monday 27 Jan 2014</p> <p style="text-align: center;">69</p>	<p>Infrastructure Delivery Plan (IDP)</p> <p>The purpose of the IDP is to identify the infrastructure required to meet the spatial objectives and growth anticipated in the Local Plan and thus demonstrate that the Plan is both realistic and deliverable.</p>	<p>KEY Reason: Affects more than 1 ward</p>	<p>Rob Jarman, Head of Development Management Robjarman@maidstone.gov.uk</p>	<p>Public</p>	<p>Infrastructure Delivery Plan (IDP)</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet</p> <p>Due Date: Monday 27 Jan 2014</p> <p style="text-align: center; font-size: 2em;">40</p>	<p>Maidstone Borough Local Plan Draft Spatial Strategy</p> <p>The report will consider the borough's objectively assessed needs arising from the Strategic Housing Market Assessment. It will seek Member approval of the draft local plan spatial strategy for public consultation, including the targets for new dwellings and employment/retail floorspace.</p>	<p>KEY Reason: Policies, Plans, Strategies</p>	<p>Sue Whiteside suewhiteside@maidstone.gov.uk</p>	<p>Public</p>	<p>Maidstone Borough Local Plan Draft Spatial Strategy</p>
<p>Cabinet</p> <p>Due Date: Monday 27 Jan 2014</p>	<p>Integrated Transport Strategy 2011-31</p> <p>To consider the Integrated Transport Strategy 2011-31 for public consultation</p>	<p>KEY Reason: Affects more than 1 ward</p>	<p>Rob Jarman, Head of Development Management Robjarman@maidstone.gov.uk</p>	<p>Public</p>	<p>Integrated Transport Strategy 2011-31</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet</p> <p>Due Date: Monday 27 Jan 2014</p> <p style="text-align: center;">41</p>	<p>Maidstone Borough Local Plan Public Consultation Draft - Group 3 Policies</p> <p>This final group of local plan policies will comprise the housing target and spatial distribution of development for the borough, and a number of transport based policies.</p>	<p>KEY Reason: Affects more than 1 ward</p>	<p>Rob Jarman, Head of Development Management Robjarman@maidstone.gov.uk</p>	<p>Public</p>	<p>Maidstone Borough Local Plan Public Consultation Draft - Group 3 Policies</p>
<p>Cabinet Member for Environment</p> <p>Due Date: Before Friday 31 Jan 2014</p>	<p>Review and Progress Update of Waste Strategy</p> <p>To review the progress which has been made towards the objectives of the Council's 5 year Waste Strategy in preparation for a new Waste Strategy for 2015-2020.</p>		<p>Steve Goulette Stevegoulette@maidstone.gov.uk</p>	<p>Public</p>	<p>Waste Strategy 2010-2015 Review and Progress Update of Waste Strategy</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet Member for Community and Leisure Services</p> <p>Due Date: Friday 31 Jan 2014</p>	<p>Play Area Improvements Programme 2013/14</p> <p>A report to consider the allocation for the Play Area Improvements Programme for 2013/14</p>		<p>Amanda Scott amandascott@maidstone.gov.uk</p>	<p>Public</p>	<p>Play Area Improvements Programme 2013/14</p>
<p>Cabinet</p> <p>Due Date: Wednesday 12 Feb 2014</p>	<p>Budget Monitoring - Third Quarter 2013/14</p> <p>Revenue and capital budget monitoring</p>		<p>Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk</p>	<p>Public</p>	<p>Budget Monitoring - Third Quarter 2013/14</p>

Forthcoming Decisions
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Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<p>Cabinet</p> <p>Due Date: Wednesday 12 Feb 2014</p> <p style="text-align: center; font-size: 2em;">43</p>	<p>Refresh of the Corporate Improvement Plan 2014-17</p> <p>To consider the refreshed Corporate Improvement Plan for 2014-17, which details the Council's improvement journey in terms of the key improvement workstreams and the priority services and projects for improvement.</p>	<p>KEY Reason: Policies, Plans, Strategies</p>	<p>Georgia Hawkes, Head of Business Improvement georgiahawkes@maidstone.gov.uk</p>	<p>Public</p>	<p>Refresh of the Corporate Improvement Plan 2014-17 AppA_RefreshofImprovementPlan.pdf Refresh of the Corporate Improvement Plan 2014-17</p>
<p>Cabinet</p> <p>Due Date: Monday 24 Feb 2014</p>	<p>Maidstone Borough Local Plan Public Consultation Draft (Regulation 18)</p> <p>Report seeking approval to undertake public consultation (Regulation 18) on the draft Maidstone Borough Local Plan</p>	<p>KEY Reason: Policies, Plans, Strategies</p>	<p>Sue Whiteside suewhiteside@maidstone.gov.uk</p>	<p>Public</p>	<p>Maidstone Borough Local Plan Public Consultation Draft (Regulation 18)</p>

Forthcoming Decisions
December 2013 - June 2014

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted (other relevant documents may be submitted)
<p>Council</p> <p>Due Date: Wednesday 26 Feb 2014</p>	<p>Strategic Plan Refresh 2014-15</p> <p>update for the final year of the strategic plan</p>	<p>KEY Reason: Policy Framework Document</p>	<p>Angela Woodhouse, Head of Policy and Communications angelawoodhouse@maidstone.gov.uk</p>	<p>public</p>	<p>Strategic Plan Refresh 2014-15</p>

Number and Type of Tourist information Enquiries 2013

1. Volunteer Bureau – Town Hall

1.1 Since May 2013 the volunteers have been formally recording the number and the type of enquiry they receive and the questions asked. The nature of TIC enquiry was not recorded at the beginning, only that it was a TIC enquiry. However the subject of the enquiry is now logged.

311 tourist information enquiries were recorded. Taken from the volunteer bureau information, a breakdown of the enquiries is shown in the following table:

Table 1. Summary of type of enquiry

Subject of enquiries	No. of enquiries
B & B accommodation	2
If TIC returning to Town Hall	2
Councillor checking to see if they were stocking tourism leaflets correctly	1
Gift shop	8
Maps	16
Other destinations	5
Attractions information	13
Events information	12
Postcards	10
Group Visit	1
General tourist information/leaflets	20
Where is TIC	30
Type of enquiry not recorded (therefore assume general enquiry)	95
Incorrectly listed as a TIC enquiry	25
Listed as TIC enquiry but with no subject detail	71
TOTAL	311

1.2 In October 2013, new leaflet racking was introduced at the museum and the leaflet carousel was moved to the Town Hall to stand in the foyer by the door. This is stocked with Maidstone specific attractions and events leaflets.

1.3 As a result the number of enquiries has reduced greatly. There have only been 32 recorded enquiries October – December. These were mainly for gifts and cards and specific attraction information not on display.

1.4 The number of enquiries for the location of the TIC has also reduced. On further investigation it appears that TIC location enquiries come mainly from local residents who thought the TIC was still there. Visitors appear to be looking at the new pedestrian signage that was installed between May and October and following those directions. (The 2nd monolith with the map was installed on the lower High Street ready for the opening)

2. Visitor Information at the Museum

2.1 The total number of visitors to Maidstone museum is recorded. The number of specific tourism phone calls, email enquiries, web visits and holiday guides sent out by the team at the museum are recorded.

Table 2. Tourist Information Enquiries Jan – December 2013

Enquiry via:	No. of visitors/ enquiries
Total Museum and Visitor Information	70,411
Tourist Information phone enquiries	4,244
Tourist Information Email enquiries	291
Brochure requests via website	975
Brochure requests via advertising	8,390
Total visits to visitmaidstone.com	273,428 (up 25%)
Unique visits	233,707
Page views	723, 960
Percentage visits viewed on table or mobile device	46%

2.2 Visitor Information at the museum generates income through a number of services including sale of tourism souvenirs, guide books and commission through tickets sales. There were over 7700 souvenirs and tourism services purchased.

Table 3. Income generating Tourist Information Jan – Dec 2013

Tourism Tickets Sales, Services and Retail Sales	No. of items purchased
Guide books and maps	218
Maidstone & Kent souvenirs	4,855
Postcards	2,178
Coach tours and holidays	98
Maps	74
Theatre tokens	116
Guided walks	30
Kent produce	103
Ticket sales for external events	30

SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

Committee: Economic and Commercial Development Overview and Scrutiny

Meeting Date: 26 November 2013

Minute No: 56

Topic: Lease for Town Hall Foyer

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Recommendationⁱ	Cabinet Memberⁱⁱ	Responseⁱⁱⁱ	Timetable^{iv}	Lead Officer^v
It was recommended that Section 6.2, of the Town Hall Foyer Lease, be re-worded, and checked by Legal Services, to ensure clarity in terms of refurbishment responsibilities.	Corporate Services – Cllr Moss	Agreed – the lease document has been revised to ensure clarity in terms of refurbishment responsibilities.	Completed	Zena Cooke, Director of Regeneration and Communities
It was recommended that Schedule 2 (Rights Retained), of the draft lease for the Town Hall Foyer, be reviewed, in relation to Foyer Use (2-3), to establish whether it is necessary to include a fixed number of days in terms of the landlord’s right to use the property upon giving the tenant two weeks’ notice.	Corporate Services – Cllr Moss	Agreed – the reference to a fixed number of days has been removed from Schedule 2.	Completed	Zena Cooke, Director of Regeneration and Communities
It was recommended, in view of the Town Hall being closed at weekends, that information be clearly displayed to ensure visitors are signposted to the Visitor Information Centre, at the Museum, and to further information, such as the Visit Maidstone website.	Economic and Commercial Development – Cllr Greer	Agreed – information will be clearly displayed to signpost visitors to the VIC at the Museum and other information such as the website.	February 2014	Dawn Hudd, Head of Commercial and Economic Development (in post from December) Sandra Marchant,

				Customer Services Manager (Interim Democratic & Member Services Manager)
That further information, concerning visitor information numbers and types of enquiry, be provided to the Committee at their next meeting (January, 2014). In addition to details from the Visitor Information Centre (at the Museum) and the Town Hall, a breakdown of enquires received via email, internet and telephone should be provided.	Economic and Commercial Development - Cllr Greer	Agreed – a short report setting out the details relating to visitor information is on the January 2014 – agenda.	Completed	Dawn Hudd, Head of Commercial and Economic Development (in post from December)

Notes on the completion of SCRAIP

ⁱ Report recommendations are listed as found in the report.

ⁱⁱ Insert in this box the Cabinet Member whose portfolio the recommendation falls within.

ⁱⁱⁱ The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box either the acceptance or rejection of the recommendation.

If the recommendation is rejected an explanation for its rejection should be provided. The 'timetable' and 'lead officer' boxes can be left blank

If the recommendation is accepted an explanation of the action to be taken to implement the recommendation should be recorded in this box. Please also complete the 'timetable' and 'lead officer' boxes.

^{iv} The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box when the action in indicated in the previous box will be implemented.

^v The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box the Officer responsible for the implementation of the action highlighted in the 'response' box.