

AGENDA

ECONOMIC AND COMMERCIAL DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE MEETING



Overview and Scrutiny

Date: Tuesday 27 January 2015
Time: 6.30 pm
Venue: Town Hall, High Street, Maidstone

Membership:

Councillors: Butler (Vice-Chairman), Cuming, Fissenden, Harper,
Mrs Hinder, Hogg, Paterson (Chairman), Powell
and Mrs Wilson

Page No.

- 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**
- 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 23 December 2014** **1 - 3**
- 8. The Night Time Economy: Use of Outside PA Systems** **4 - 12**
Interviews with Martyn Jeynes, Environmental Enforcement Manager, and Paul Alcock, Chairman of the Night Time Economy Forum.
- 9. Careers Advice and Guidance Review** **13 - 20**
Interview with Rajmund Brent from Kent County Council Skills and Employability Service.

Continued Over/:

Issued on 19 January 2015

Alison Broom

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

- 10. Twilight Economy Review** **21 - 37**
- The final version of the Twilight Economy Review Report, incorporating the suggested changes from the previous meeting.
- 11. Local Plan Employment and Mixed use Land Allocations and Results of the Consultation on the Economic Development Strategy** **38 - 40**
- A report detailing the two options for the Planning, Transport and Development and Economic and Commercial Development Overview and Scrutiny Committees to decide how they would like to meet to consider these two documents.
- 12. Future Work Programme** **41 - 62**

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 Sam Bailey on 01622 602263**. To find out more about the work of the Overview and Scrutiny Committees, please visit www.maidstone.gov.uk/osc

MAIDSTONE BOROUGH COUNCIL

Economic and Commercial Development Overview & Scrutiny Committee

MINUTES OF THE MEETING HELD ON TUESDAY 23 DECEMBER 2014

Present: Councillor Paterson (Chairman), and
Councillors Butler, Cuming, Powell, Round and
Mrs Wilson

Also Present: Councillors Hogg and Ross

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

RESOLVED: That all items on the agenda be webcast.

90. APOLOGIES

Apologies were noted from Councillors Harper, Hinder and Fissenden. Councillor Hogg sent apologies for lateness.

91. NOTIFICATION OF SUBSTITUTE MEMBERS

Councillor Round was present as a substitute for Councillor Hinder. Councillor Ross was present as a substitute for Councillor Hogg, until Councillor Hogg arrived at 18:34.

92. NOTIFICATION OF VISITING MEMBERS

There were no visiting members.

93. DISCLOSURES BY MEMBERS AND OFFICERS

There were no disclosures by Members or Officers.

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

RESOLVED: That items on Part II of the agenda be taken in private as proposed.

95. MINUTES (PART I) OF THE MEETING HELD ON 25 NOVEMBER 2014

RESOLVED: That the minutes (part I) of the meeting held on 25 November 2014 be approved as a correct record and signed.

96. DRAFT TWILIGHT ECONOMY REVIEW REPORT

The Chairman introduced the draft Twilight Economy Review Report. Following the introduction Sam Bailey, Research and Performance Officer, explained that this was the first draft of the Twilight Economy Review Report and it was being presented to the committee for suggested changes to the wording of the text and recommendations.

The following changes were suggested by the committee:

- A new recommendation inserted after Recommendation 4, expanding upon the theme of a 'champion' for the Twilight Economy;
- The section on achieving BID status should be more robust, with a greater emphasis on how impressed the committee were with the Canterbury Connected BID;
- It was mentioned that the Planning Transport and Development Overview and Scrutiny Committee had visited a different BID (in Croydon) and had been impressed with the initiative. The committee felt this should be mentioned in the report;
- The section on achieving BID status should make it clear that achieving BID status would provide a boost not just to the Twilight Economy, but all Maidstone Town Centre businesses;
- Recommendation 5 should read 'investigate costs and possibility'; and
- There should be a separate recommendation after recommendation 7 to refer the issue of the interaction between Park and Ride sites and local bus services in the evening to the Planning, Transport and Development Overview and Scrutiny Committee for consideration in the Integrated Transport Strategy.

Mr Bailey explained to the committee that he had conducted some research on local bus services serving Park and Ride sites in the evening, and the only service he could find that served a park and ride site was the 71. This service served the Park and Ride site on London Road. The last bus for this service was at about 2310. Mr Bailey suggested that he could update Recommendation 7 so that it specifically mentions the Park and Ride site on London Road.

RESOLVED: That the changes outlined above be incorporated in the Twilight Economy Review report, and the final draft be presented to the committee at the meeting on 27 January for final changes and sign off.

97. FUTURE WORK PROGRAMME

Mr Bailey introduced the Future Work Programme.

Mr Bailey reminded members that there was a scoping meeting for a possible review of Skills and Employability on 5 January 2015. This meeting would take place at 18:30 in the Town Hall Committee Room. Karen Franek, Abi Lewis and Dawn Hudd had all confirmed that they would be available to attend.

Mr Bailey explained that a representative from Town Centre Management's Night Time Economy Forum had forwarded a particular concern to the Chairman. The concern was that enforcement action had been taken against a bar for using speakers outside. Whilst this current enforcement issue could not be discussed, and the forum recognised this individual issue was a matter between the proprietor of the bar and the council's Enforcement and Licensing teams, the forum were concerned that similar action may be taken against other Night Time Economy venues in the Town Centre. This could be detrimental to the Night Time Economy as the music, although at a low enough volume to hear conversation, sets the store for what the venues are offering their customers and is standard practice in the Night Time Economy for creating atmosphere.

The committee discussed this, and recognised that the enforcement issue was not within its terms of reference. However the issue of whether having a vibrant Night Time Economy was compatible with having more people living in the Town Centre was considered as being within its terms of reference. Therefore it was suggested that this item be considered at the meeting in January, so that recommendations could be made to be incorporated into the Town Centre Visioning exercise that was being carried out by the Economic Development Team. Within this the issue of outside speakers could be considered, with the aim of recommending action that would help businesses whilst also showing consideration for residents. For this item, representatives from the Economic Development Team, the Environmental Enforcement Team and Town Centre Management or the Night Time Economy Forum should be invited.

Mr Bailey confirmed that the final Twilight Economy Review Report, incorporating the changes suggested by the committee, would be presented to the committee at the meeting in January.

RESOLVED: That an item on the compatibility of the Night Time Economy with having a greater number of residents living in the Town Centre be scheduled for the January meeting.

98. MINUTES (PART II) OF THE MEETING HELD ON 25 NOVEMBER 2014

RESOLVED: That the minutes (part II) of the meeting held on 25 November 2014 be approved as a correct record and signed, subject to the following change: that the word 'asset'- located on the final bullet point on the Enterprise Hub item on page 2 of the minutes- be changed to 'facility'.

99. DURATION OF MEETING

18:32 to 19:16

Agenda Item 8

Maidstone Borough Council

Economic and Commercial Development Overview and Scrutiny Committee

27 January 2015

The Night Time Economy: Use of Outside PA Systems

While reading the following report you may want to think about:

- What you want to know from the report;
- What questions you would like answered.

Make a note of your questions in the box below.

As you read the report you may think of other questions.

Questions I would like to ask regarding this report:

-
-
-
-
-

Guidance note - Making Quality Overview and Scrutiny Recommendations

Scrutiny recommendations should seek to make a real difference to local people and the services provided. Recommendations that note a change or request further information fail to resolve problems or make changes. The scrutiny team have identified the following criteria for quality recommendations, they:

- affect and make a difference to local people;
- result in a change in policy that improves services;
- identify savings and maintain/improve service quality; or
- objectively identify a solution.

One way of checking the usefulness of recommendations is to evaluate them against the 'six Ws' set out below:

Good recommendations should answer these questions:

Why does it need to be done?	This will help ensure the outcome is relevant and in the right context – if a meeting is being requested it will ensure the correct people are invited to attend
Who is being asked to do it?	Without this nothing will get done (no one will take ownership)
What needs to be done?	Needs to be clear and specific
HoW will it be done?	Again, needs to be clear and specific, what is the expected output- for example a report to be written or a meeting to be arranged
Where does it need to be done/go?	If it's a meeting – where is it needed If it's a report – where is it to go, who needs to see it
When does it need to be done?	Crucial to have a timescale – without a deadline it will never get done

Thinking about these points will help ensure the outcomes of scrutiny are effective and will aid monitoring.

MAIDSTONE BOROUGH COUNCIL

**ECONOMIC AND COMMERCIAL DEVELOPMENT OVERVIEW AND
SCRUTINY COMMITTEE**

TUESDAY 27 JANUARY 2015

REPORT OF RESEARCH AND PERFORMANCE OFFICER

Report prepared by Sam Bailey

1. THE NIGHT TIME ECONOMY: USE OF OUTSIDE PA SYSTEMS

1.1 Issue for Consideration

1.1.1 To consider the issues relating to the use of outside PA systems by Night Time Economy venues.

1.1.2 To make recommendations that may feed into the Town Centre Visioning exercise, due to be carried out by the Economic Development Team this year.

1.2 Recommendation of the Research and Performance Officer

1.2.1 That the committee notes the information provided by witnesses and officers, and makes recommendations as appropriate.

1.3 Reasons for Recommendation

1.3.1 The Chairman of the committee was contacted by a representative of the Night Time Economy Forum as Forum members had concerns regarding the council's actions in relation to outside PA systems.

1.3.2 Many venues in the Night Time Economy use PA systems that play music outside the front of their venues. This is in order to create atmosphere in the town centre in the evening, give passing trade an idea of the music offer inside and to entertain anyone who may be queueing to enter a venue or smoking outside. This music is kept at a low level- quiet enough to hear conversation.

1.3.3 One venue in particular has recently had enforcement action taken to prevent it from using their outside PA system at the front of their venue, due to the impact on local residents. The Night Time Economy Forum accept that this individual issue is something that needs to be resolved between the premises owner and the council's Environmental

Enforcement team. However members of the forum are concerned that similar action may now be taken for other premises, and that this would cause harm to the Night Time Economy.

- 1.3.4 Whilst it is **NOT** within the committee's remit to discuss individual enforcement cases; the wider issue of how to balance the needs of businesses within the Night Time Economy and residents who live in the town center is worthy of consideration. Any recommendations made on this wider subject could be sent to the Economic Development Team for their consideration when they undertake the Town Centre Visioning exercise later on in the year.
- 1.3.5 It would be helpful to address the specific issue of outside PA systems used by Night Time Economy venues. It would be helpful for all parties involved if the Committee were able to make recommendations on this subject that may help businesses in the Night Time Economy, whilst at the same time showing consideration for residents in the town centre.
- 1.3.6 However the committee may be limited in the recommendations it can make. This is because the council has a statutory duty to investigate complaints about noise. These investigations are carried out by Environmental Enforcement officers. Using their experience, training and relevant case law, the officers assess whether the noise is an unreasonable interference with someone's enjoyment of their property. With noise generated from the night time economy this is generally whether or not the noise is likely to interfere with sleep. Where an authority is satisfied a nuisance exists they **must** serve an abatement notice requiring the nuisance to stop.
- 1.3.7 The Environmental Enforcement Team work with premises in the town centre to help them manage their own noise. This is carried out under the CAREs scheme. An explanatory leaflet about the scheme is attached in **Appendix A**.

1.4 Alternative Action and why not Recommended

- 1.4.1 The committee could choose not to consider this subject. However if this was the case an important issue for businesses and residents in the town centre would not be discussed and recommendations to improve the situation might not be made.

1.5 Impact on Corporate Objectives

- 1.5.1 'For Maidstone to have a growing economy' and 'For Maidstone to be a decent place to live'. Ensuring that the needs of residents and businesses are managed in a mutually beneficial manner will help to contribute to both of these objectives.

1.6 Other Implications

1.6.1

1. Financial
2. Staffing
3. Legal
4. Equality Impact Needs Assessment
5. Environmental/Sustainable Development
6. Community Safety
7. Human Rights Act
8. Procurement
9. Asset Management

1.6.2 None

1.7 Relevant Documents

1.7.1 Appendices

Appendix A: CAREs Scheme Information Booklet

1.7.2 Background Documents

None

IS THIS A KEY DECISION REPORT?

THIS BOX MUST BE COMPLETED

Yes

No

If yes, this is a Key Decision because:

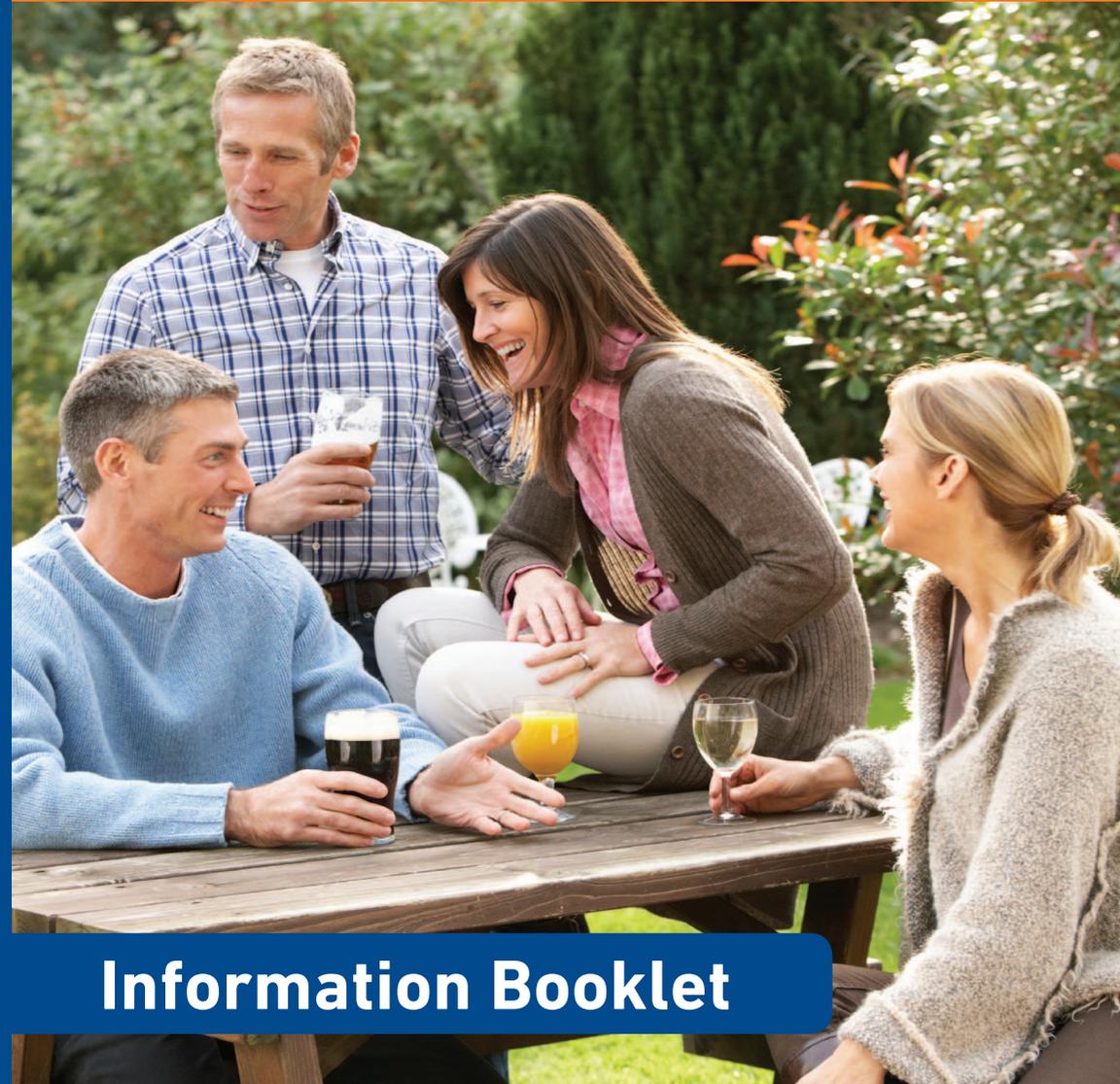
.....

Wards/Parishes affected:

.....

Maidstone Borough Council

CARES: Community Aware Responsible Establishment Scheme



Information Booklet

01622 602202

www.maidstone.gov.uk



01622 602202

www.maidstone.gov.uk



CARES - Information Leaflet

Introduction

Thank you for supporting the Community Aware Responsible Establishments Scheme (CARES).

The scheme has been introduced to help licensed establishments reduce the risk of the public being impacted by noise. This in turn keeps the establishment responsible and neighbourly.

CARES consists of an easy to use management toolkit that includes the following:

- Blank Noise Management Plan
- Examples of letters you can send to neighbouring properties at risk of being effected by music events
- Guidance on reducing the risk of complaints
- CARES window sticker to advertise your involvement/commitment to the scheme
- CARES certificate that you can display within your establishment to advertise your participation in the scheme
- Complaints Log

CARES is a voluntary scheme for Licensees to sign up to. Maidstone Borough Council has produced this scheme to provide Licensees with the tools to manage their establishments in a responsible way and to improve their image within the community. The window sticker and certificate will show the public that the establishment is not just thinking about the business but also the community.

CARES aim is to provide establishments with the means to regulate themselves, to avoid any unnecessary visits from the local authority and to positively enhance their presence within the community.



Noise Management Plan (NMP) Guidance

Included in this toolkit is a blank NMP for you to complete for your establishment. Please complete each appropriate section. It's important to identify every possible source of noise and to think of how to reduce the impact it will have on the community and also to make it work for your business. You will find further guidance and an example NMP in the toolkit.

Complaints Log

A record of any complaint that you receive is to be added to the complaints log. This will help you to identify the areas that

need to be improved with regard to noise emitting from your premises. It is also helpful if Maidstone Borough Council receive any complaints as it shows good practices are being kept.

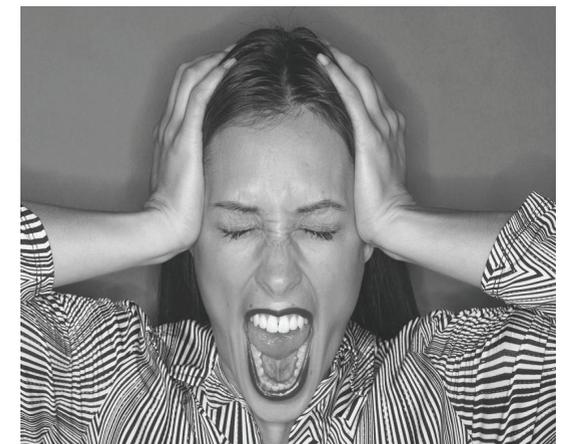
Example – Letter to Neighbour

Also included in the pack is a blank letter to inform neighbours of up and coming music events. The blank spaces can be filled in or you can create your own letter and use this to assist you. If you require an electronic copy please email enforcementoperations@maidstone.gov.uk

Contact Information

If you require electronic versions of the documents or would just like to discuss the CARES pack, please contact [01622 602202](tel:01622602202) or enforcementoperations@maidstone.gov.uk and a member of the Environmental Enforcement Team will be more than happy to help.

We hope this pack is helpful and easy to use. Maidstone Borough Council appreciates your efforts to reduce the risk of the public being affected by noise within the Borough.



Maidstone Borough Council

Economic and Commercial Development Overview and Scrutiny Committee

27 January 2015

Careers Advice and Guidance Review

While reading the following report you may want to think about:

- What you want to know from the report;
- What questions you would like answered.

Make a note of your questions in the box below.

As you read the report you may think of other questions.

Questions I would like to ask regarding this report:

-
-
-
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-

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When does it need to be done?	Crucial to have a timescale – without a deadline it will never get done

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MAIDSTONE BOROUGH COUNCIL

**ECONOMIC AND COMMERCIAL DEVELOPMENT OVERVIEW AND
SCRUTINY COMMITTEE**

TUESDAY 27 JANUARY 2015

REPORT OF RESEARCH AND PERFORMANCE OFFICER

Report prepared by Sam Bailey

1. TWILIGHT ECONOMY REVIEW

1.1 Issue for Consideration

1.1.1 At the meeting of 23 December 2014, the Economic and Commercial Development Overview and Scrutiny Committee resolved to hold a scoping meeting for a possible review into Careers Advice and Guidance in the borough.

1.2 Recommendation of the Research and Performance Officer

1.2.1 It is recommended that the Committee review the draft scope for the review and suggest changes as appropriate.

1.2.2 It is recommended that the Committee interview the witnesses to gather evidence for the review.

1.3 Reasons for Recommendation

1.3.1 The draft scoping document (Appendix A) has been drawn up by a working party of Committee members. As the Committee has a short period of time to carry out the review, the first set of witnesses have been invited to this meeting.

1.3.2 Rajmund Brent is attending this meeting as a witness to give evidence from Kent County Council's Skills and Employability Department. The committee may wish to ask the following questions of Rajmund:

- What is the role of Kent County Council regarding careers advice and guidance provision?
- What activities do Kent County Council currently undertake around careers advice and guidance?
- Is the quality of provision of careers advice and guidance sufficient in Maidstone?

- Is the level of provision of careers advice and guidance sufficient in Maidstone?
- What careers advice and guidance is available to those outside of school age, and what is available to those who are not in full time education anymore?
- Is there any best practice from elsewhere that may be useful to adopt in Maidstone?

1.3.3 A representative from Jobcentre Plus will be available to attend a later meeting on this review.

1.3.4 A careers fair is being held on 26 March, organized by Kent County Council. If the committee wishes, a field trip can be organized to this fair in order to feed into the review.

1.4 Alternative Action and why not Recommended

1.4.1 The Committee could choose not to interview the witnesses, but this would make it difficult to carry out the review of Careers Advice and Guidance.

1.5 Impact on Corporate Objectives

1.5.1 This review has an impact on the following corporate objectives:

- For Maidstone to have a growing economy; and
- For Maidstone to be a decent place to live.

1.6 Relevant Documents

1.6.1 Appendices

Appendix A: Careers Advice and Guidance Review Draft Scope

1.6.2 Background Documents

None

IS THIS A KEY DECISION REPORT?

THIS BOX MUST BE COMPLETED

Yes

No

If yes, this is a Key Decision because:

.....

Wards/Parishes affected:

.....

Name of Review:

Review of Careers Guidance in Maidstone

What are the objectives and desired outcomes of the review

Objectives:

- To assess the quality, and level, of provision of careers advice in Maidstone; and
- To identify best practice from elsewhere in order to improve the provision of careers guidance in the borough.

Outcome:

- To improve the provision of careers advice for the residents of the borough.

What equality issues will need to be considered as part of the review – giving consideration to the 6 strands:

Two particular protected characteristics were considered as particularly relevant to this topic- age and disability.

Age

Lack of effective careers advice can be a barrier to people of all ages. For example, young people leaving school may face barriers as they have never worked before and do not know how to apply for a job. Equally, older people who have been in the workforce for a long time, but find they want to change careers can also face barriers due to not being active in the job market for a long time. This issue will be considered through asking specific questions on this topic to each of the witnesses.

Disability

Disability can be a significant barrier to getting a job. This issue will be considered by requesting a submission of evidence from national charities to the committee.

Which witnesses are required?

A list of potential witnesses were drawn up, including:

- Kent County Council- as careers advice is (loosely) within their remit, although statutory responsibility for careers guidance for young people resides with schools and further education colleges
- Department for Work and Pensions- as they could provide context of the situation nationally
- Representatives from the local Jobcentre- to give an idea of local provision
- Federation of Small Businesses and Kent Invicta Chamber of Commerce- as the voice of local business
- Employment Agencies
- Schools, Further Education providers and Higher Education providers. These could be consulted through their Kent networks (for example Kent Further Education Colleges- known as KFEC)
- Local people- from a variety of backgrounds- to gather their own experiences of careers advice.
- Barclays Bank- as they have developed a 'skills for life programme'
- Organisations representing the rural economy- to get a perspective on the effects on the rural economy

Other ways to seek evidence? E.g. site visits, involving members of the public, consultation. *

A visit to a jobs fair may be useful to see what kind of advice is provided there.

A visit to a Local Authority that has been successful, or is developing an innovative

approach, would be beneficial to the committee.

Visit to Mid Kent College jobs shop.

What information/training is needed?

A list of job sites, so that the committee can have a look at the online application process for themselves.

Suggested time for review and report completion date

The review will take place mainly within committee meetings, structured as follows:

January- Kent County Council , Department for Work and Pensions /Jobcentreplus

February- Education providers

March- The public and local businesses including Kent Invicta Chamber of Commerce and Federation of Small Businesses

Please note the above will be dependent on witness availability

Barclay's will be contacted early and given the option of attending any of the meetings they are available for.

It may be more suitable to gather evidence from the public in a more informal setting, so a working group could be set up to report back to the committee for this group of consultees.

The aim will be to have the final report ready for the meeting in April, with a working party meeting to convene before the agenda deadline in April to finalise the draft report.

How does the review link to council priorities?

For Maidstone to have a growing economy

- If the outcome of this review is successful it will help to fill vacancies in the local economy, enabling the local economy to grow

For Maidstone to be a decent place to live

- Enabling residents to find work, or to improve their work situation, will contribute towards making Maidstone a decent place to live.
- Providing equalities are considered thoroughly this review will help to eliminate disadvantage for those with protected characteristics by improving their access to the labour market.

How does this item deliver CfPS effective scrutiny principles?

- Provides 'critical friend' challenge to executive policy-makers and decision-makers
- Enables the voice and concerns of the public
- Is carried out by 'independent minded governors' who lead and own the scrutiny role
- Drives improvement in public services

It is considered that this review will deliver on all of the CfPS effective scrutiny principles.

Any co-optees or expert witnesses?

An email will be sent around to all members asking whether they would like to become a co-optee on the review, in case members have a particular interest in this topic or have expertise in this area.

Other suggested expert witnesses could be:

- Lenham Storage- as they have a well-known skills gap for drivers
- Bus operators- as they face similar problems to those for Lenham Storage
- HR departments- either ours or KCC

Maidstone Borough Council

Economic and Commercial Development Overview and Scrutiny Committee

Tuesday 27 January 2014

Twilight Economy Review

Report of: Sam Bailey, Research and Performance Officer

1. Introduction

1.1 To consider the Twilight Economy Review contained in Appendix A.

2. Recommendation

2.1 That the Committee considers the Twilight Economy Review Report attached in Appendix A, and suggests any changes as appropriate.

2.2 That the Committee nominates at least two members to present the final report to Cabinet.

3 Draft Twilight Economy Review Report

3.1 The Twilight Economy Review Report is contained in Appendix A.

3.2 At the meeting of 23 December 2014, the committee considered the draft Twilight Economy Review and suggested the following changes:

- A new recommendation inserted after Recommendation 4, expanding upon the theme of a 'champion' for the Twilight Economy;
- The section on achieving BID status should be more robust, with a greater emphasis on how impressed the committee were with the Canterbury Connected BID;
- It was mentioned that the Planning Transport and Development Overview and Scrutiny Committee had visited a different BID (in Croydon) and had been impressed with the initiative. The committee felt this should be mentioned in the report;
- The section on achieving BID status should make it clear that achieving BID status would provide a boost not just to the Twilight Economy, but all Maidstone Town Centre businesses;
- Recommendation 5 should read 'investigate costs and possibility'; and
- There should be a separate recommendation after recommendation
- 7 to refer the issue of the interaction between Park and Ride sites and local bus services in the evening to the Planning, Transport and Development Overview and Scrutiny

Committee for consideration in the Integrated Transport Strategy.

- 3.3 The suggested changes have now been made to the report. The Committee has a chance to make final changes before sending the report to cabinet.
- 3.4 Once the report has been approved by the Committee, photographs will be added and the report will be branded by the Communications team. An agenda item will be scheduled for the final report, along with recommendations, to be presented to Cabinet.

4. Impact on Corporate Objectives

- 4.1 This review has a direct impact on the following corporate priorities:
 - 'For Maidstone to have a growing economy' and 'For Maidstone to be a decent place to live'.
- 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.

5. Relevant Documents

- 5.1 Appendix A: Twilight Economy Review Report

Economic and Commercial Development Overview and Scrutiny Committee

Twilight Economy Review

December 2014

DRAFT

Chairman's Foreword

First of all I would like to thank all officers and members of the committee for their contributions in producing this review.

I would also like to thank our witnesses for taking time to join us and share their knowledge and expertise. Thanks must also go to the representatives from Canterbury Connected BID who organised and led our early evening visit to the city to see what was happening there.

When we set out on this review it was with some uncertainty as to where we were going. An early answer to our stated objectives as to whether there was a need, or indeed the will, for a more vibrant twilight economy in Maidstone was critical as to how, or whether, the review was progressed.

I hope readers will see that there is an enthusiasm for a vibrant twilight economy that needs to be harnessed and championed in a similar way to our existing (and successful) night time economy. Much is in place already, for example our excellent restaurant offering and an exciting early evening dining experience. This can be built on not only by the retail sector in the town centre, but by leisure and cultural facilities such as the Hazlitt Theatre and the Museum. The Borough Council can play a critical part by making the town a welcoming and attractive place and offering a supportive and encouraging hand when requested.

I believe that given the will and a concerted effort by us all that Maidstone can have a vibrant twilight economy that will be to the mutual benefit of everyone.

Councillor Jenni Paterson

Chairman of the Economic and Commercial Development Overview and Scrutiny Committee

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DRAFT

Introduction

In 2002/2003, the Strategic Leadership Overview and Scrutiny Committee carried out a review of the night time economy in Maidstone. Within this review, there was a section titled 'Interplay between the Night Time Economy and Day-Time Economy'. In this section, it was stated that there was unmet potential for delivering what became known as the 'twilight economy'. One of the main recommendations from this report was that 'the Economic Development Section should conduct analysis of whether there is potential to develop the 'twilight economy' and, if so, how this might be achieved and what action, if any, might be required'.

Following this Scrutiny Review, in 2007 the Economic Development Team commissioned a piece of research (produced by Bone Wells Associates in association with the University of Westminster) on the Night Time Economy called 'Maidstone by Night'. This report contained a section on the Twilight Economy. The report's findings were that:

- Late night shopping on a Thursday was a non-event;
- Maidstone lacks a town centre market which could add to the evening economy; and
- Cafes tended to close in the early evening.

During the committee's future work programme workshop, held in July 2014, a suggestion was put forward for the committee to look into the Night Time Economy. Members of the committee were conscious that this review topic could overlap with the terms of reference of other Overview and Scrutiny Committees, namely Community Environment and Housing Overview and Scrutiny Committee, and therefore wished to narrow the scope of the review. After revisiting previous work that had been carried out on this subject, the committee decided to carry out a further investigation into the 'twilight economy'.

Terms of Reference

Once the committee had decided to carry out a review into the twilight economy, a working party was set up to agree terms of reference for the review.

The committee agreed that the twilight economy would be defined as:

'Economic activity that occurs in the town centre after ordinary shop and workplace closing times (around 5.30pm) but before the usual pub closing times (around 11.30pm).'

The stated objectives of the review were:

- To assess whether there is a need for a more vibrant twilight economy;
- To investigate whether there is a will for town centre stakeholders to provide for a more vibrant twilight economy; and
- If the answer to both of the above is yes, what can be done to improve the twilight economy in Maidstone.

Methodology

Evidence was gathered for the review in the following ways:

- Two committee meetings in which evidence was taken from witnesses;
- A walk around Maidstone Town centre in order to see the current twilight economy in Maidstone; and
- A visit to Canterbury, to see their approach to the twilight economy and to see whether there was any best practice that could be applied in Maidstone.

During the committee meetings, the following witnesses were interviewed:

- Dawn Hudd, Head of Commercial and Economic Development at Maidstone Borough Council;
- Laura Case, Cultural Services Manager at Maidstone Borough Council;
- Bill Moss, Maidstone Town Centre Manager; and
- John Barnes, Manager of Wonderland Nightclub.

Evidence Gathered from Witnesses

October

Dawn Hudd, Head of Commercial and Economic Development, and Laura Case, Cultural Services Manager, gave evidence at the meeting in October. These witnesses explained that the problem of the town centre being quiet in the early part of the twilight economy period was common to many towns. It was suggested to the committee that what was needed was a 'champion' for the twilight economy, who was independent of the council.

Two key pieces of work were underway at the time that would be relevant to the Twilight Economy, and that this report could contribute to. The first was the Town Centre Vision, which would set out the future of the Town Centre including where various activities would take place. The second was the Destination Management Plan, which would develop how Maidstone should look as a destination. These witnesses also explained that cross promoting different events that were happening in the early evening could go some way to improving the twilight economy.

Finally, Mrs Hudd gave the committee an example of where efforts had been made to improve the twilight economy. Mrs Hudd had previously worked at Canterbury City Council, and they had seen some success in their efforts on this subject.

Prior to the October meeting, members of the committee had attended the Night Time Economy Forum to request members of this forum give evidence for this review. John Barnes, manager of the Wonderland Night Club, attended the October committee meeting to give evidence. Mr Barnes made several useful suggestions of how assets in the town could be used differently, including Lockmeadow car park and Jubilee Square, as well as capitalising on seasonal events such as Bonfire Night. Mr Barnes also suggested that street lighting was a real issue for the twilight, as well as night time, economies- especially during the winter. Mr Barnes noticed that the town could be very dark, with patchy light coverage due to streetlights being out of order. Mr Barnes also stated that the river could be better lit to make it more inviting.

During this meeting, the committee identified that Maidstone had a strong music offer. The committee felt that this could be capitalised on to improve the twilight economy. Mr Barnes agreed with this assertion, as he knew that night club customers in Maidstone demanded a high standard when it came to music in his clubs.

November

At the November meeting Bill Moss, Town Centre Manager, gave evidence on this topic.

Mr Moss highlighted that Maidstone had an excellent offer in terms of restaurants and places to eat. He considered this was a sector that had gone from strength to strength in the time he had been Town Centre Manager. He stated this was very positive when it came to the twilight economy, as it was a vibrant sector that was active during the twilight hours.

Mr Moss also informed the committee that despite several initiatives, other than at Christmas time, late night shopping had never been a success in Maidstone. It was therefore reasonable to conclude that there was little demand for late night shopping in Maidstone.

Mr Moss also stated that the lighting situation had improved since he had become Town Centre Manager, and particularly since the regeneration of the Town Centre. However both Kent County Council and Maidstone Borough Council could be slow to replace blown bulbs. Kent County Council's service standard for replacing blown bulbs was 28 days, which Mr Moss felt was too long, particularly in the town centre.

Mr Moss thought that the music offer in the town centre was strong. However more live music could be staged in Jubilee Square.

During the October meeting, sketches of the proposed regeneration of other areas of the town centre (including Earl Street, Week Street and Gabriel's Hill) had been circulated to the committee. Mr Moss was asked whether these proposed regeneration projects would be welcome to the twilight economy. Mr Moss confirmed that they would be very welcome, and the regeneration of the upper and lower high street (now complete) had been very positive for the town.

When asked what the council could do to improve the twilight economy, Mr Moss responded that greater marketing of the twilight economy should be a priority. Mr Moss suggested that cross promotion could really help businesses in this sector, for example combined cinema and meal offers.

The committee were informed, prior to the meeting, that Mr Moss would be retiring in the near future. The committee thanked Mr Moss for his years of service to the town, and wished him well for his retirement. Mr Moss confirmed that there would be a new Town Centre Manager appointed, following his retirement.

Evidence Gathered from Field Trips

During the course of the review, the committee conducted two field trips. The first was in Maidstone, between 17.30 and 18.15. The purpose of this trip was to observe and assess the current state of the twilight economy.

The second field trip was to Canterbury. The purpose of this was to see what work had been undertaken to improve the twilight economy in this area, and see if there were any lessons that could be transferred to Maidstone.

Maidstone Field Trip

The committee walked around Maidstone Town Centre during the twilight hours. Following this, their observations, comments and thoughts were reported back to the committee during the meeting in November.

The committee noted there were large areas of darkness, possibly due to blown street light bulbs. This was particularly noticeable on Earl Street, which was the focal point for restaurants in the town.

The committee noticed that the town became more run-down as you headed towards Maidstone East Station along Week Street. However despite this there were plenty of eating establishments and restaurants at this end of town. The committee also noticed several new eating venues being fitted out.

The committee also noticed an increase in the street population, particularly beggars and street drinkers, as they approached Maidstone East station. The committee observed that this gave the town an unwelcome feel, particularly if it was the first thing people saw as they left the train station.

It was noted how good the Christmas lights looked, and also how smart the town hall, and other buildings around Jubilee Square, looked when they had been floodlit.

The committee also discussed from their own experiences how dark approaches to car parks were. This was seen as unappealing for those who may be parking in the town centre during the twilight hours.

Canterbury Field Trip

Following on from Dawn Hudd's suggestion during the committee meeting in October, the committee organised a field trip to Canterbury. Bob Jones, who was the Chief Executive Officer of Canterbury Connected Business Improvement District (BID), facilitated this trip.

The trip consisted of a briefing about the Business Improvement District, a tour of Canterbury during the early evening and then a post tour debrief.

During the briefing, the committee learned about Canterbury's Business Improvement District (BID) - including what it was, how it came about and its plans for the future - and the MyCanterbury app.

A Business Improvement District is a defined area within which businesses have to pay an additional levy in order to fund projects within the district's boundaries. In order for a BID to come into being, a ballot of businesses in the area must take place. To win the ballot, over 50% of businesses by rateable value as well as by absolute number must be in favour of the creation of the BID. This ensures support from both independent businesses and national chains.

Canterbury went to ballot in July 2014, and was successful. The BID got underway in October 2014 and had a five year term. The BID had already provided the following:

- Additional Street Cleansing;
- Christmas lights; and
- Hanging floral displays.

Following these initiatives, the BID would be providing three 'Street Ambassadors' who would liaise with levy payers and statutory authorities, help resolve issues and meet and greet visitors. The BID would also be providing energy consultations to help local businesses save money on their energy bills.

The activity of the BID was not designed to replace the responsibilities of the local authority, but to provide additional services above and beyond what would normally be received by businesses within the BID area. For example, Canterbury City Council is still providing street cleansing services in the City Centre, however an additional street cleansing team provided by the BID was carrying out pressure washing on pavements and buildings to improve the image of the area.

One of the most innovative initiatives the BID was taking forward was the MyCanterbury app. This app was the successor to the 'Canterbury Card',

which was a card that gave local residents access to special offers and promotions within Canterbury. This card was formerly run by the City Council, and had a large membership. The administration of the scheme had been passed on to the BID, and the existing database of users had been used to create an app called MyCanterbury. The app allowed local businesses to send promotions to users of the app. The app was able to distinguish between visitors and residents and build up a picture of each user based on their previous purchases. This allowed businesses to tailor their messages to their target audience (e.g. residents, visitors, frequent customers, those who made similar purchases). Businesses within the BID area received a free listing on the directory for this app, and could use the app to generate flexible promotional opportunities on a paid for basis.

The creator of the MyCanterbury app had plans to expand the app. A major component of these plans was to use existing users as 'visitors' for other areas. The app had the capability to recognise when users were in other locations that had an app using the same platform. For example if a MyMaidstone app was created, MyCanterbury users would automatically become visitors to Maidstone. This would allow businesses in these locations to push their promotions to app users from other areas if they were to visit Maidstone.

When it came to public transport, an interesting initiative had been trialled in Canterbury for their Park and Ride services. Previously, Park and Ride buses had been provided by the County Council's operator. However there had been a change of contract and services were now provided by Stagecoach, who also provided the majority of local bus services in Canterbury. A deal had been agreed with Stagecoach for them to accept Park and Ride bus tickets on their local bus services for times after Park and Ride services had ended. Park and Ride car parks were also not locked overnight. This allowed an extension of the Park and Ride service into the evening for little to no additional cost.

It was noted by the committee that the Planning, Transport and Development Overview and Scrutiny Committee had visited a BID in Croydon, and were similarly impressed with the BID.

Conclusions and Recommendations

Following the evidence gathered by the committee, the committee has drawn several conclusions, resulting in recommendations.

Lighting

The committee noticed the poor lighting within parts of the town centre in the twilight hours. This was not necessarily due to a lack of lighting, but due to lights being out of order. The committee also heard evidence from witnesses that Kent County Council's service standard for replacing street light bulbs that may have blown was 28 days. The committee felt that this was too long, and the areas of darkness created gave the town centre an unappealing feel.

Recommendation 1: That the Cabinet Member for Economic and Commercial Development be recommended to negotiate a deal with Kent County Council to ensure broken streetlights in the town centre are fixed at a faster timescale than 28 days.

The committee also felt that lighting on the approach to car parks was poor. This made it unappealing for visitors, who may feel unsafe returning to their car in the twilight hours.

Recommendation 2: That the Cabinet Member for Planning, Transport and Development should ensure there is appropriate lighting for approaches to council owned town centre car parks.

The committee noticed that those buildings in Maidstone town centre that had been floodlit really improved the look of the area. The committee also noticed this had the same effect in Canterbury.

Recommendation 3: That the Cabinet Member for Economic and Commercial Development invest in, or encourage businesses to invest in, floodlighting of appropriate buildings in the town centre. Floodlighting of buildings could be included in existing regeneration plans and funded through section 106 money.

The committee felt that if the problems with lighting could be improved in the town centre, it would make it a more desirable place to pursue leisure activities in the twilight economy.

Engagement

The committee was impressed with the work already carried out by the Canterbury Connected BID, as well as their proposed future projects. The

Planning, Transport and Development OSC had also visited a BID in Croydon as part of their review of the alternatives to using a car and was similarly impressed.

The committee had identified that with a new town centre manager there may be a new opportunity to engage with local businesses; particularly those whose trading hours may fall within the twilight hours. If it is something that is desired by the business community in the town centre, the council should support the creation of a BID for Maidstone. The committee felt that creation of a BID in Maidstone town centre would not just be beneficial to businesses in the twilight economy. All other businesses in the town centre would also benefit from BID status.

Recommendation 4: That the Cabinet Member of Economic and Commercial Development, as well as the Head of Commercial and Economic Development, be recommended to support the new Town Centre Manager, help them to engage with local businesses and if required support the BID process.

From the evidence provided to the committee, the committee felt that it would be important for a 'champion' for the twilight economy to be found. This person would be responsible for lobbying for improvements to help the Twilight Economy, and to drive forward the agenda for the twilight economy.

Recommendation 5: That the Cabinet Member for Economic and Commercial Development work with the business community in the town centre to find a 'champion' for the twilight economy. This person could be the new Town Centre Manager, or could be a separate representative of the businesses who operate in twilight hours.

Marketing

The committee heard evidence that businesses within the twilight economy would benefit from an increased level of marketing, and a more sophisticated way of reaching their customers. When the committee visited Canterbury, the committee were particularly impressed with the MyCanterbury app. This platform appeared to be an appropriate solution to the problem that had been identified.

Recommendation 6: That the Head of Commercial and Economic Development be recommended to investigate the costs and possibility of bringing the MyCanterbury app to Maidstone, with a particular focus on twilight economy businesses.

It was felt by the committee that having this tool, and engaging with local businesses on how to use it for the promotion of events (for example

music, seasonal events and festivals) and the cross promotion of different businesses could help to solve many of the problems that had been identified in this review.

Regeneration

The committee noted that there was a positive response regarding the proposed regeneration plans of Earl Street, Week Street and Gabriel's Hill.

The committee felt that these regeneration plans would make the town a more inviting place to spend an evening. The committee particularly welcomed the proposed regeneration of Week Street. This was because the end of Week Street that was closest to Maidstone East Railway Station had a particularly run down feel, with a large number of the street population (beggars, street drinkers and rough sleepers) congregating in this area. There were several independent food businesses at this end of town, and the unwelcoming feel from the street scene was probably a detriment to their business. If this area was regenerated, and the lighting situation improved, it was felt that this would improve this end of town.

Recommendation 7: That the Cabinet Member for Economic and Commercial Development make the proposed regeneration work in Week Street, Earl Street and Gabriel's Hill a priority.

Park and Ride

The committee was concerned that a lot of people depend on the Park and Ride service to get to their place of employment in the town centre. This service finishes at around 6pm and the car parks are locked at 6.30pm. The committee felt that this was a barrier for people wishing to stay in the town centre to pursue leisure activities after work.

Although not minuted, during one of their committee meetings a former Cabinet Member for Planning, Transport and Development noted that he had tried introducing a later park and ride service for late night shopping at Christmas time. This had not been a success, and had been relatively costly for the council as they had to spend money on extra bus services.

However the committee had heard about a relatively simple solution to this problem when they visited Canterbury- negotiating that Park and Ride tickets be valid on local bus services and not locking car parks at night.

Recommendation 8: That the Cabinet Member for Planning, Transport and Development be recommended to negotiate that park and ride tickets be valid on local bus routes after park and ride services finish, and to keep the park and ride car parks unlocked in the evenings. This could be trialled at the London Road car park, as it has the best local bus services, and the passenger numbers be monitored. If successful, this could be expanded to all Park and Ride sites.

Recommendation 9: That the interaction between Park and Ride sites and local bus services in the evening be considered by the Cabinet Member for Planning Transport and Development, as well as the Planning, Transport and Development Overview and Scrutiny Committee, when considering the Integrated Transport Strategy.

DRAFT

Agenda Item 11

Maidstone Borough Council

Planning, Transport and Development Overview & Scrutiny Committee

Tuesday 20 January 2015

Local Plan Employment and Mixed use Land Allocations and Results of the Consultation of the Economic Development Strategy

Report of: Tessa Mallett, Overview & Scrutiny Officer

1. Introduction

- 1.1 On 21 October 2014 the Planning, Transport and Development and the Economic and Commercial Development Overview and Scrutiny Committees held a co-located simultaneous meeting. The meeting was used for both committees to consider the review of the draft Economic Development Strategy and the implications arising from the Qualitative Study of Employment Sites for the approach to employment land in the emerging Local Plan.
- 1.2 The consultation for the draft Economic Development Strategy ends on 23 January 2015. An analysis of the representations made will be available for both committees to review.
- 1.3 The Planning, Transport and Development and the Economic and Commercial Development Overview and Scrutiny Committees will need to meet again to consider any suggested changes to the Economic Development Strategy, as a result of the consultation.
- 1.4 A Spatial Policy report will also be available on Employment and Mixed Use Land Allocations making recommendations for amended and/or new allocations in advance of seeking cabinet approval for consultation.
- 1.5 Because of the inter-relationship between the Economic Development Strategy and the Local Plan's approach to employment sites, it is prudent for these matters to be considered in tandem.
- 1.6 The Committees will make recommendations to the Cabinet for its meeting on 11 February 2015.

2. Recommendation

- 2.1 The Committee are advised to consider the two options detailed in section 3 of this report and decide which option they prefer for the two committees to meet to consider these two documents.

3. Options

- 3.1 **Option 1** – Hold a Joint Working Group Meeting. The Working Group can be made up of all members of the two committees. A date for this meeting, should committee decide on this option, has been pencilled in for 1pm on 10 February 2015. Both committees would need to agree the membership of the Working Group. Immediately after the Working Group meeting the most appropriate committee would need to meet formally to consider the findings of the Working Group and make recommendations to Cabinet for its meeting on 11 February 2014.
- 3.2 **Option 2** – Hold a co-located simultaneous meeting using the same format as the meeting of 21 October 2014 (see **Appendix A**). This meeting would be held on 10 February 2015, the date programmed in for Community, Environment and Housing Overview and Scrutiny Committee who have agreed to swap their meeting date to 17 February 2015 (the planned date for the Planning, Transport and Development Overview and Scrutiny Committee meetings) to assist with this.

4 Reasons for Recommendation

- 4.1 At the co-located simultaneous meeting of the Planning, Transport and Development and the Economic and Commercial Development Overview and Scrutiny Committees on 21 October 2014 the committees reviewed the draft Economic Development Strategy and the Qualitative Study of Employment Sites. At this stage the draft Economic Development Strategy had not gone out to public consultation and the policy report on Employment Land Allocations for the draft Maidstone Borough Local Plan was not available.
- 4.2 Public consultation of the draft Economic Development Strategy ends on 23 January 2015. An analysis of the representations made during the consultation will be available for both committees at the meeting (option 3.1 or 3.2) the committees agree to.
- 4.3 At either the co-located simultaneous meeting or the working group meeting both committees will be able to consider any suggested changes to the draft Economic Development Strategy, as a result of the consultation, and consider changes to the proposed employment and mixed use sites in the draft Maidstone Borough Local Plan and make recommendations to the Cabinet for its meeting on 11 February 2015.

5. Impact on Corporate Objectives

- 5.1 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'

- 5.2 This Committee will primarily consider reports that deliver against the Council priority: 'For Maidstone to be a decent place to live' and 'for Maidstone to have a growing economy'.

6 Appendices

- 6.1 **Appendix A** - Briefing Note for the Planning, Transport and Development and Economic and Commercial Development Overview and Scrutiny Committees co-located simultaneous meeting - 21 October 2014 – 6:30pm, Town Hall Maidstone

Maidstone Borough Council

Economic and Commercial Development Overview and Scrutiny Committee

Tuesday 27 January 2014

Future Work Programme and SCRAIP update

Report of: Sam Bailey, Research and Performance Officer

1. Introduction

- 1.1 To consider the Committee's future work programme (FWP).
- 1.2 To consider the information update given by the Chairman.

2. Recommendation

- 2.1 That the Committee considers the draft future work programme, attached at **Appendix A**. Items on the draft programme were agreed at the meeting of 23 December 2014.
- 2.2 That the Committee considers the sections of the List of Forthcoming Decisions relevant to the Committee at **Appendix B** and whether these are items require further investigation or monitoring.
- 2.3 That the Committee notes the update in the SCRAIP from 21 and 28 October 2014 attached as **Appendix C**.
- 2.4 That the Committee considers its continuous professional development needs and recommends possible training or development sessions it would like to undertake.

3 Future Work Programme

- 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 it 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 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 of the Committee or Sub-Committee. On receipt of such a request the proper officer will ensure that it is

included on the next available agenda, the Member must attend the meeting and speak on the item put forward.'

4 List of Forthcoming Decisions

4.1 The List of Forthcoming Decisions (**Appendix B**) is a live document containing all key and non-key decisions.

4.2 Due to the nature of the List of Forthcoming Decisions, and to ensure the information provided to the Committee is up to date, a verbal update will be given at the meeting by the Chairman. The Committee can view the live document online at:
<http://meetings.maidstone.gov.uk/mgListPlans.aspx?RPId=443&RD=0>

5 SCRAIP update

5.1 There are no SCRAIP updates due. Ordinarily, the SCRAIPs from the meeting of 25 November would be due back to this meeting. However the minutes, and recommendations, took longer than usual to agree. Therefore the SCRAIPs for these items will be due for the meeting in February.

5.2 There were no SCRAIPs from the meeting of 23 December.

6. Impact on Corporate Objectives

6.1 The Committee will consider reports that deliver against the following Council priorities:

- 'For Maidstone to have a growing economy' and 'For Maidstone to be a decent place to live'.

6.2 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.

Appendix A: Economic and Commercial Development Overview and Scrutiny Committee Draft Future Work Programme

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Meeting Date	Agenda Deadline	Agenda Items	Details and Desired Outcomes	Witnesses and Report Authors
29 th July	16 th July	<ul style="list-style-type: none"> • Cabinet member priorities-written report • Draft Commercialisation Strategy 	<p>Members would like cabinet member to provide a report highlighting priorities, and then to question him on this report.</p> <p>Meeting will begin at 7.30pm.</p>	<ul style="list-style-type: none"> • Cabinet member • Marcus Lawler
26 th August	13 th August	<ul style="list-style-type: none"> • Events and festivals strategy • Events review SCRAIP follow up • Draft Scoping Document for Twilight Economy Review 	<p>These items will come together as requested by the committee during the work programming workshop at the meeting of 1st July because it was felt they were related.</p> <p>Scoping document for Twilight Economy review for members to comment on.</p>	<ul style="list-style-type: none"> • Laura Case
29 th September (re-arranged from the meeting of the 23 rd September)	17 th September	<ul style="list-style-type: none"> • Enterprise Hub proposals 	<p>Meeting re-arranged in order to provide an update on the proposals for the Enterprise Hub</p>	<ul style="list-style-type: none"> • Karen Franek
21 st October	8 th October	<p>Joint Meeting with Planning, Transport and Development Overview and Scrutiny Committee to consider the Employment Land Qualitative Report and the Economic Development Strategy.</p>	<p>Implications for the local plan, hence the joint meeting. Needs to take place before the Economic Development Strategy cabinet member decision is taken.</p>	
28 th October	15 th October	<ul style="list-style-type: none"> • First set of Witnesses 	<p>First set of witnesses for</p>	<ul style="list-style-type: none"> • First witnesses for

Appendix A: Economic and Commercial Development Overview and Scrutiny Committee Draft Future Work Programme

Meeting Date	Agenda Deadline	Agenda Items	Details and Desired Outcomes	Witnesses and Report Authors
		for Twilight Economy review <ul style="list-style-type: none"> • Formation of Maidstone Culture and Leisure 	Twilight Economy Review.	Twilight Economy Review, as specified in scoping document <ul style="list-style-type: none"> • Laura Case • Dawn Hudd
25 th November	12 th November	<ul style="list-style-type: none"> • Second set of witnesses for Twilight Economy Review • Skills and Employability Update • Commercial projects 	Following the update on skills and employability projects the committee will consider whether it wishes to conduct a review on skills and employability. Second set of witnesses for the Twilight Economy Review. Business cases for commercial projects due for a cabinet member decision in January.	<ul style="list-style-type: none"> • Second set of witnesses for Twilight Economy Review • Abi Lewis • Karen Franek • Marcus Lawler
23 rd December	10 th December	Draft Twilight Economy Review Report ready for comment by the Committee	Final changes to the Twilight Economy Review Report	
27 th January	14 th January	Final Twilight Economy Review Report ready for sign off by the Committee. Scoping document for the Skills and Employability Review for sign off by the	Agree members to present report to cabinet. Agree scope for Skills and Employability Review.	

Appendix A: Economic and Commercial Development Overview and Scrutiny Committee Draft Future Work Programme

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Meeting Date	Agenda Deadline	Agenda Items	Details and Desired Outcomes	Witnesses and Report Authors
		Committee First set of witnesses for Careers Guidance Review Item on the interaction between Town Centre Visioning and the Night Time Economy	To gather evidence for the review. To investigate the difficulties of having a thriving Night Time Economy whilst at the same time encouraging more people to live in the Town Centre. To include the issue of outside PA systems.	Officers from KCC. Officers from Economic Development and Environmental Enforcement. Representative from Town Centre Management/Night Time Economy Forum.
24 th February	11 th February	Second set of witnesses for Careers Guidance Review	To gather evidence for the review.	
24 th March	11 th March	Third set of witnesses for Careers Guidance Review	To gather evidence for the review.	
28 th April	15 th April	Careers Guidance Review Report	Full careers guidance review presented for final changes and sign off by the committee.	

Suggestions TBC

Suggestion	Reason
Barriers and opportunities for rural business/IT infrastructure in offices (broadband)	These will be considered following scrutiny of the employment implications of the local plan in October.



LIST OF FORTHCOMING DECISIONS

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

Publication Date: 5 January 2015

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 committeeservices@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 David Burton
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Councillor Malcolm Greer
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List of 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 (if Private the reason why)	Documents to be submitted (other relevant documents may be submitted)
Property Investment Cabinet Committee Due Date: Thursday 8 Jan 2015	Property Investment Purchase of property for investment purposes		David Tibbit davidtibbit@maidstone.gov.uk	Private - it discloses information regarding negotiations taking place	Property Investment
Cabinet Due Date: Wednesday 14 Jan 2015 51	Maidstone Borough Local Plan - Development Management Policies Proposed amendments to the development management policies in the local plan following regulation 18 public consultation in Spring 2014.	KEY Reason: Policies, Plans, Strategies	Rob Jarman, Head of Planning and Development Robjarman@maidstone.gov.uk	Public	Maidstone Borough Local Plan - Development Management Policies

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February 2015 - May 2015

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Cabinet Due Date: Wednesday 14 Jan 2015 52	Customer Service Improvement Strategy 2013-16: Progress and 2014/15 refresh To consider the progress made on implementing the Customer Service Improvement Strategy in 2013/14 and the refresh of the Strategy for 2014/15.	KEY Reason: Policies, Plans, Strategies	Georgia Hawkes, Head of Business Improvement georgiahawkes@maidstone.gov.uk	Public	Customer Service Improvement Strategy 2013-16 Channel Shift Strategy 2011 Customer Service Improvement Strategy 2013-16: Progress and 2014/15 refresh
Cabinet Due Date: Wednesday 14 Jan 2015	Discretionary Housing Payment Future policy for the award of discretionary housing payments.		Stephen McGinnes stephenmcginnes@maidstone.gov.uk	Public	Discretionary Housing Payment Appendix A - DHP Policy Appendix B - Equality Impact Assessment
Cabinet Due Date: Wednesday 14 Jan 2015	A Sustainable Future for Mote Park Measures to secure the financial future of Mote Park	KEY Reason: Expenditure > £250,000	Marcus Lawler MarcusLawler@maidstone.gov.uk	Private Local Government Act 1972 paragraph 3 (commercial sensitivity)	A Sustainable Future for Mote Park

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Cabinet Due Date: Wednesday 14 Jan 2015	Exempt Appendix - A Sustainable Future for Mote Park Business case	KEY Reason: Expenditure > £250,000	Marcus Lawler MarcusLawler@maidstone.gov.uk	Private. Local Government Act 1972 paragraph 3 (commercial sensitivity)	Exempt Appenix - A Sustainable Future for Mote Park
Cabinet Due Date: Wednesday 14 Jan 2015 53	Review of Business Cases Submission of four business cases for early scrutiny. The business cases include: A Sustainable Future for Mote Park; Regeneragtion of Brunswick Street; Widening Crematorium Services; and Investment In Support Of The Economic Development Strategy.	KEY Reason: Expenditure > £250,000	Marcus Lawler MarcusLawler@maidstone.gov.uk	Public	Review of Business Cases

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<p>Cabinet Member for Environment and Housing</p> <p>Due Date: Friday 16 Jan 2015</p>	<p>Assessment of waste and recycling services</p> <p>The outcome of an assessment of the service against the requirements of the Waste Regulations 2011</p>		<p>Gary Stevenson gary.stevenson@maidstone.gov.uk</p>	<p>Public</p>	<p>Assessment of waste and recycling services</p>
<p>Cabinet</p> <p>Due Date: Wednesday 28 Jan 2015</p>	<p>Maidstone Borough Local Plan - new and amended site allocations</p> <p>This report will recommend changes to the housing, employment and mixed use site allocation policies resulting from the consultation on the Reg 18 version of the Local Plan. It will also recommend new site allocations, particularly as a result of the latest Call for Sites.</p>	<p>KEY Reason: Policies, Plans, Strategies</p>	<p>Rob Jarman, Head of Planning and Development Robjarman@maidstone.gov.uk</p>	<p>Public</p>	<p>Maidstone Borough Local Plan - new and amended site allocations</p>

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<p>Cabinet Member for Community and Leisure Services</p> <p>Due Date: Friday 30 Jan 2015</p> <p>55</p>	<p>Maidstone Play Strategy - A Strategy for Outdoor Equipped Play Areas 2014-2024</p> <p>To consider the adoption of the Maidstone Play Strategy – A Strategy for Outdoor Equipped Play Areas 2014-2024 and the actions within the document</p>	<p>KEY Reason: Expenditure > £250,000</p>	<p>Jason Taylor, Parks and Leisure Manager jason.taylor@maidstone.gov.uk</p>	<p>Public</p>	<p>Maidstone Play Strategy - A Strategy for Outdoor Equipped Play Areas 2014-2024</p>
<p>Cabinet Member for Corporate Services</p> <p>Due Date: Friday 30 Jan 2015</p>	<p>Lease of Giddyhorn Lane Tennis Courts</p> <p>Lease renewal to Maidstone Lawn Tennis Club of the tennis courts at Giddyhorn Lane Playing Fields</p>		<p>Lucy Stroud lucy.stroud@maidstone.gov.uk</p>	<p>Private because of commercially sensitive information.</p>	<p>Lease of Giddyhorn Lane Tennis Courts</p>

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<p>Cabinet Member for Environment and Housing</p> <p>Due Date: Friday 30 Jan 2015</p> <p>56</p>	<p>ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014 - NEW ANTI-SOCIAL</p> <p>To provide Members with an overview of the important new measures for tackling anti-social behaviour contained within the Anti-Social Behaviour and Police Act 2014 (the Act). The local plans for its implementation and for Members to consider the implications for the Council, as a 'relevant body', for the purposes of the Act.</p>	<p>KEY</p> <p>Reason: Affects more than 1 ward</p>	<p>Martyn Jeynes martynjeynes@maidstone.gov.uk</p>	<p>Public</p>	<p>ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014 - NEW ANTI-SOCIAL</p>

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<p>Cabinet Member for Environment and Housing</p> <p>Due Date: Friday 30 Jan 2015</p> <p>57</p>	<p>Cabinet Report Provision of fencing at Stilebridge and Water Lane sites</p> <p>Provision of fencing at the Borough Council owned Stilebridge and Water Lane Gypsy and Traveller sites, Maidstone</p>		<p>Sarah Robson sarahrobson@maidstone.gov.uk</p>	<p>Public</p>	<p>Cabinet Report Provision of fencing at Stilebridge and Water Lane sites</p>
<p>Cabinet Member for Corporate Services</p> <p>Due Date: Friday 6 Feb 2015</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>Stephen McGinnes stephenmcginnes@maidstone.gov.uk</p>	<p>Public</p>	<p>Bankruptcy Policy for Council Tax and Business Rates Debt</p>

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<p>Cabinet</p> <p>Due Date: Wednesday 11 Feb 2015</p> <p style="text-align: center; font-size: 2em;">50</p>	<p>Budget Strategy 2015 16 Onwards</p> <p>Agree proposed General Fund revenue and capital estimates for 2015 16 and revised figures for 2014 15 in accordance with the Budget Strategy and Medium Term Financial and Capital Strategies and Projections, and the consequent level of Council Tax for submission to Council.</p>	<p>KEY Reason: Expenditure > £250,000</p>	<p>Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk</p>	<p>Public</p>	<p>Budget Strategy 2015 16 Onwards</p>
<p>Cabinet</p> <p>Due Date: Wednesday 11 Feb 2015</p>	<p>Budget Monitoring 3rd Quarter 2014/15</p> <p>Revenue and capital budget monitoring update</p>		<p>Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk</p>	<p>Public</p>	<p>Budget Monitoring 3rd Quarter 2014/15</p>

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<p>Cabinet</p> <p>Due Date: Wednesday 11 Feb 2015</p> <p style="text-align: center; font-size: 2em;">59</p>	<p>Treasury Management Strategy 2015 16</p> <p>Review Treasury Management for 2014 15 and consider future Treasury Management Strategy for 2015 16. This will include Prudential Borrowing limits and a proposed Approved Investment Strategy. These matters will be submitted to Council.</p>	<p>KEY Reason: Expenditure > £250,000</p>	<p>Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk</p>	<p>Public</p>	<p>Treasury Management Strategy 2015 16</p>

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<p>Cabinet</p> <p>Due Date: Wednesday 11 Feb 2015</p> <p>60</p>	<p>Review of Regulation 18 Consultation responses to proposed housing allocations, assessment of 2014 call for sites, changes to existing proposed housing allocations and proposed new housing allocations</p> <p>Review of Regulation 18 Consultation responses to proposed housing allocations, assessment of 2014 call for sites submissions, changes to existing proposed housing allocations and proposed new housing allocations</p>	<p>KEY Reason: Policies, Plans, Strategies</p>	<p>Rob Jarman, Head of Planning and Development Robjarman@maidstone.gov.uk</p>	<p>Public</p>	<p>Review of Regulation 18 Consultation responses to proposed housing allocations, assessment of 2014 call for sites, changes to existing proposed housing allocations and proposed new housing allocations</p>

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<p>Cabinet Member for Planning, Transport and Development</p> <p>Due Date: Friday 27 Feb 2015</p> <p>01</p>	<p>VARIATION TO TRAFFIC REGULATION ORDERS</p> <p>To consider the objections received in relation to the formal consultation following the advertising of;</p> <p>The Kent County Council (Borough of Maidstone) Waiting Restrictions Order (variation No 25) Order 2014.</p>		<p>Jeff Kitson jeffkitson@maidstone.gov.uk</p>	<p>Public</p>	<p>VARIATION TO TRAFFIC REGULATION ORDERS</p>
<p>Cabinet Member for Corporate Services</p> <p>Due Date: Friday 27 Feb 2015</p>	<p>Energy Purchasing</p> <p>To consider the Council's energy purchasing arrangements 2016-2020</p>	<p>KEY Reason: Expenditure > £250,000</p>	<p>David Tibbit davidtibbit@maidstone.gov.uk</p>	<p>Public</p>	<p>Energy Purchasing</p>

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Cabinet Due Date: Wednesday 8 Apr 2015	Communications and Engagement Strategy A strategy setting out the council's approach to communication and engagement over the next three years.	KEY Reason: Affects more than 1 ward	Roger Adley Rogeradley@maidstone.gov.uk	Public	Communications and Engagement Stragey