

ECONOMIC REGENERATION AND LEISURE POLICY ADVISORY COMMITTEE MEETING

Date: Tuesday 4 April 2023
Time: 6.30 p.m.
Venue: Town Hall, High Street, Maidstone

Membership:

Councillors Garten (Chairman), Hastie (Vice-Chairman), Bryant, Forecast, Fort, Mrs Gooch, Harper, Hinder and Naghi

The Chairman will assume that all Members will read the reports before attending the meeting. Officers are asked to assume the same when introducing reports.

AGENDA

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| 1. Apologies for Absence | |
| 2. Notification of Substitute Members | |
| 3. Urgent Items | |
| 4. Notification of Visiting Members | |
| 5. Disclosures by Members and Officers | |
| 6. Disclosures of Lobbying | |
| 7. To consider whether any items need to be taken in private due to the possible disclosure of exempt information | |
| 8. Minutes of the meeting held on 7 March 2023 | 1 - 4 |
| 9. Presentation of Petitions (if any) | |
| 10. Question and Answer Session for Local Residents (if any) | |
| 11. Questions from Members to the Chairman (if any) | |
| 12. Forward Plan relating to the Committee's Terms of Reference | |
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Issued on 27 March 2023

Continued Over/:

Alison Broom

Alison Broom, Chief Executive

INFORMATION FOR THE PUBLIC

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In order to make a statement in relation to an item on the agenda, please call **01622 602899** or email committee@maidstone.gov.uk by 5 p.m. one clear working day before the meeting (i.e. by 5 p.m. on Friday 31 March 2023). You will need to tell us which agenda item you wish to speak on.

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MAIDSTONE BOROUGH COUNCIL

ECONOMIC REGENERATION AND LEISURE POLICY ADVISORY COMMITTEE

MINUTES OF THE MEETING HELD ON 7 MARCH 2023

Present:

Committee Members:	Councillor Garten (Chairman) and Councillors Forecast, Fort, Harper, Hastie, Hinder, Naghi and Young
Lead Members:	Councillor Russell (Lead Member for Leisure and Arts)

112. APOLOGIES FOR ABSENCE

It was noted that apologies for absence had been received from Councillors Bryant and Mrs Gooch.

113. NOTIFICATION OF SUBSTITUTE MEMBERS

It was noted that Councillor Young was substituting for Councillor Bryant.

114. URGENT ITEMS

There were no urgent items.

115. NOTIFICATION OF VISITING MEMBERS

There were no Visiting Members although Councillor Cleator attended the meeting as an observer.

116. DISCLOSURES BY MEMBERS AND OFFICERS

With regard to agenda item 13 (Maidstone Museum Archaeology Gallery Update), Councillor Harper said that he was a Trustee of the Maidstone Museums' Foundation. He would speak but not vote when the item was discussed.

117. DISCLOSURES OF LOBBYING

There were no disclosures of lobbying.

118. EXEMPT ITEMS

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

119. MINUTES OF THE MEETING HELD ON 7 FEBRUARY 2023

RESOLVED: That the Minutes of the meeting held on 7 February 2023 be approved as a correct record and signed.

120. PRESENTATION OF PETITIONS

There were no petitions.

121. QUESTION AND ANSWER SESSION FOR LOCAL RESIDENTS

There were no questions from local residents.

122. QUESTIONS FROM MEMBERS TO THE CHAIRMAN

There were no questions from Members to the Chairman.

123. FORWARD PLAN RELATING TO THE COMMITTEE'S TERMS OF REFERENCE

RESOLVED: That the Forward Plan relating to the Committee's terms of reference be noted.

124. MAIDSTONE MUSEUM ARCHAEOLOGY GALLERY UPDATE

Prior to the introduction of a report by Councillor Russell, the Lead Member for Leisure and Arts, providing an update on progress towards the creation of a new Archaeology Gallery at Maidstone Museum, Mrs Fran Wilson, the Vice-Chair of the Maidstone Museums' Foundation (the Foundation), addressed the meeting.

Mrs Wilson said that the Trustees of the Foundation hoped that the Committee would agree that the new Gallery was a very exciting project and would prove to be an asset for the Museum and contribute in a significant way to the regeneration of the Town Centre. The Trustees also wanted her to clarify that the Foundation had responsibilities to its donors in relation to the funds it had raised. For example, the Foundation had to ensure that donors' conditions were met, and that the funding was used for the purposes specified in the grant applications to them.

On behalf of the Committee, the Chairman thanked Mrs Wilson and the Foundation for the funds raised.

The Lead Member for Leisure and Arts advised the Committee that:

- A Project Board had been established to oversee the project. Members of the Board were tracking progress of the project with monthly meetings and a work schedule against which individual Officers could report progress or advise of concerns. So far, no impediments to scheduled progress had been encountered. However, the project timescale was very tight.
- The appointment of an exhibition design company was underway with the assistance of the Council's Procurement Team. An invitation to tender had been issued and interviews with the four top scoring tenderers would take place the following week.
- Following the success of the Maidstone Museums' Foundation in raising £100,000 to match an offer from the William and Edith Oldham Charitable Trust, the Foundation had now agreed to attempt to raise an additional £30,000 for the purchase and installation of a platform lift as it had become

clear that the location of the Gallery at the bottom of a short flight of steps was likely to be a barrier to visitors with mobility issues.

The Museums' Director took the opportunity to update Members on the storyline for the Gallery, the artefacts to be used and the way they would be displayed and interpreted. It was noted that there would be a move towards the use of scientific research to support and illustrate the narrative.

In response to questions, the Lead Member for Leisure and Arts advised the Committee that press releases would be issued at the appropriate time to publicise the new Gallery.

Members agreed that the new Gallery was an exciting project and wished to thank all involved for the progress to date. Members particularly wished to thank the Maidstone Museums' Foundation for its success in raising funds for the project and the William and Edith Oldham Charitable Trust and the Kent Archaeology Society for their offers of funding. It was noted that the Maidstone Museums' Foundation had already thanked all those who had responded to its fundraising campaign.

RESOLVED:

1. That the report be noted.
2. That the Maidstone Museums' Foundation be thanked for its success to date in raising funds towards the cost of creating a new Archaeology Gallery at Maidstone Museum.
3. That the William and Edith Oldham Charitable Trust and the Kent Archaeological Society be thanked for their generous offers of funding towards the cost of the project.

Note: Councillor Hastie entered the meeting during consideration of this item. She said that she had no disclosures of interest or of lobbying.

125. 2023/24 EVENTS PLAN

The Lead Member for Leisure and Arts introduced a report setting out details of the programme of events planned for the 2023/24 financial year. It was noted that the report covered events being planned or supported by the Council and all known events being planned in the Borough, including those being delivered by third parties/commercial businesses. At this early stage, events were still being developed so further activities were likely to be added to the programme.

In response to questions, the Museums' Director confirmed that the Carriage Museum would be open from 11.00 a.m. to 3.00 p.m. every Saturday from 15 April 2023 until the end of September 2023, including the day of the River Festival.

Members drew attention to other events taking place over the next few months and requested that they be added to the programme. They emphasised the need to proactively promote events in order to create interest in the area, bring benefits for the local economy and enhance social and cultural well-being. It was suggested that Members should be requested to promote the events programme

to residents within their wards and encourage local communities to feed activities into the events programme.

RESOLVED: That, subject to the points raised in the discussion, the report be noted.

126. DURATION OF MEETING

6.30 p.m. to 7.30 p.m.

**ECONOMIC REGENERATION AND LEISURE
POLICY ADVISORY COMMITTEE**

4 April 2023

Biodiversity and Climate Change Action Plan Annual Review

Timetable	
Meeting	Date
Economic Regeneration and Leisure Policy Advisory Committee	4 April 2023
Planning and Infrastructure Policy Advisory Committee	5 April 2023
Communities, Housing and Environment Policy Advisory Committee	11 April 2023
Corporate Services Policy Advisory Committee (CSPAC)	12 April 2023
Executive	18 April 2023

Will this be a Key Decision?	No
Urgency	Not Applicable
Final Decision-Maker	Executive
Lead Head of Service	Angela Woodhouse, Director of Strategy, Insight and Governance
Lead Officer and Report Author	James Wilderspin, Biodiversity and Climate Change Manager
Classification	Public
Wards affected	All

Executive Summary

The Biodiversity and Climate Change Action plan has been reviewed and updated as part of the scheduled annual review. The plan at Appendix 1 has been developed with the executive and the Policy Advisory Committees are asked to review the plan and make recommendations as appropriate.

Purpose of Report

To consider and recommend the revised Biodiversity and Climate Change Action Plan to the Executive.

This report makes the following recommendations to Economic Regeneration and Leisure Policy Advisory Committee:

1. To consider the Actions that fall within its remit and recommend the updated Biodiversity and Climate Change Action Plan to the Executive.

Biodiversity and Climate Change Action Plan Annual Review

Issue	Implications	Sign-off
Impact on Corporate Priorities	Accepting the recommendations will materially improve the Council's ability to achieve all four Strategic Plan objectives.	Anna Collier Insight Communities and Governance Manager
Cross Cutting Objectives	<p>The four cross-cutting objectives are:</p> <ul style="list-style-type: none"> • Heritage is Respected • Health Inequalities are Addressed and Reduced • Deprivation and Social Mobility is Improved • Biodiversity and Environmental Sustainability is respected <p>The report recommendation directly supports the achievement of the Biodiversity and Environmental Sustainability is respected cross cutting objective through the delivery of the Biodiversity and Climate Change Action plan. It also indirectly supports cross cutting objectives of Health Inequalities are Addressed and Reduced Deprivation and Social Mobility is Improved as delivery of actions have the opportunity to improve the health of residents in the longer term and the delivery of communication activities has the ability to reduce residents' energy costs.</p>	Anna Collier Insight Communities and Governance Manager
Risk Management	Already covered in the risk section	Anna Collier Insight Communities and Governance Manager
Financial	The specific costed proposals will be funded from within existing budgets. Future changes to policies and strategies will need to be assessed to understand the impact to ensure they remain affordable during the year and in future years as part of the Medium-Term Financial Strategy.	Section 151 Officer & Finance Team

Staffing	We will deliver the recommendations with our current staffing.	Anna Collier Insight Communities and Governance Manager
Legal	Local authorities have a duty under Section 40 of the Natural Environment and Rural Communities Act 2006 in exercising their functions to have regard, so far as is consistent with the proper exercise of those functions, to the purpose of conserving biodiversity. The Council's Biodiversity and Climate Action Plan demonstrates compliance with the statutory duty.	Gary Rowland – Senior Legal Advisor (Corporate Governance)
Information Governance	The recommendations do not impact personal information (as defined in UK GDPR and Data Protection Act 2018) the Council Processes. Some individual actions may have implications in the future and the appropriate review and documentations will be completed as required	Anna Collier Insight Communities and Governance Manager
Equalities	If not already considered, an Equalities Impact Assessment should be completed as part of the recommended work set out in the action plan to ensure they meet the needs of those affected by it.	Equalities & Communities Officer
Public Health	We recognise that the recommendations will have a positive impact on population health or that of individuals.	Public Health Officer
Crime and Disorder	No Implications	Anna Collier Insight Communities and Governance Manager
Procurement	Some actions will have implications and the appropriate procurement exercises will be undertaken	Head of Service & Section 151 Officer

Biodiversity and Climate Change	The implications of this report on biodiversity and climate change have been considered and aligns with the annual review process to ensure the Action Plan is relevant and able to be implemented on behalf of the council.	Biodiversity and Climate Change Manager
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2. INTRODUCTION AND BACKGROUND

- 2.1 The annual review of the Biodiversity and Climate Change Action Plan is stipulated as part of the action plan to check if actions are still relevant, if there are new Government approaches or science-based targets, and if actions are progressing. At the last update of the action plan at Communities Housing and Environment PAC on the 15 November 2022 the Leader outlined the proposed annual review process for the actions within the Biodiversity and Climate Change Action Plan to be separated into those within the Council’s direct control and those it can influence. The actions would be aligned to the relevant Lead Member on the Executive and presented to the respective Policy Advisory Committees as part of the annual review process. The Leader of the Council stated that the proposed approach would be manageable and would ensure that the actions were effectively monitored.
- 2.2 The review included the following steps:
- Officers and the Executive reviewed the wording, clarity, timeline of each of the 68 actions to ensure actions are specific and transparent.
 - It was clarified which actions were in direct control of the council and those actions the council can influence.
 - Actions were aligned to Portfolio holders and PACs to ensure accountability at an Executive level.
 - A streamlined action plan has been developed for consultation and final approval with PACs.
- 2.3 The revised action plan can be seen at **Appendix 1**. The plan details the action, responsible PAC and officers, the timeline, indicators, and costs. A succinct version of the revised action plan can be found at **Appendix 2**. There are significant cost implications to meeting our challenging net zero ambition, these go beyond the budget available and recognise the need to apply for and make use of grant funding and other opportunities as they are identified.
- 2.4 The action plan follows 9 themes:
- Active Travel and Green Transportation
 - Decarbonising and insulating homes and buildings
 - Generating renewable energy
 - Reducing waste
 - Adapting to climate change
 - Enhancing and increasing biodiversity
 - Making our estate carbon neutral
 - Communications and engagement strategy
 - Sustainable decision-making processes and governance

3. AVAILABLE OPTIONS

- 3.1 Economic Regeneration and Leisure Policy Advisory Committee review the new version of the Biodiversity and Climate Change Action Plan and recommend, the addition, removal or change of actions within the action plan.
 - 3.2 Alternatively, Economic Regeneration and Leisure Policy Advisory Committee could recommend to the Executive that the original version of the action plan is retained or that further review is required.
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4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

- 4.1 That Economic Regeneration and Leisure Policy Advisory Committee consider and recommend the updated Biodiversity and Climate Change Action Plan as its adoption ensures greater clarity and monitoring of the actions.
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5. RISK

- 5.1 Biodiversity and Climate Change are a key corporate risk. In April 2019, the council declared a Biodiversity and Climate Change Emergency. Ensuring that the Biodiversity and Climate Change Action Plan is a relevant and actionable document will help to mitigate that risk.
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6. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

- 6.1 The Policy and Resources Committee adopted the Biodiversity and Climate Change Action Plan on 21st October 2020.
- 6.2 On November 15 2022, Communities, Housing and Environment Policy Advisory Committee (PAC) considered an update on the action plan. The PAC was advised by the Leader that the annual review of the action plan would ensure actions were specific, clear and transparent. The results of which would be shared with each PAC prior to sign-off. The Committee expressed support for the proposed review process and welcomed greater Member involvement.
- 6.3 A number of informal meetings have been held with Officers and the Executive to review the plan.

7. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

- 7.1 The action plan will be presented to each Policy Advisory Committee for consideration prior to a decision by the Executive on 18 April 2023.
 - 7.2 Once approved the website will be updated to show the new actions.
 - 7.3 Progress of the implementation of the actions will continue to be monitored and updates given to relevant PACs on a six-monthly basis.
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8. REPORT APPENDICES

The following documents are published with this report and form part of the report:

- Appendix 1: Revised Biodiversity and Climate Change Action Plan
 - Appendix 2: Biodiversity and Climate Change Actions Succinct List
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9. BACKGROUND PAPERS

None

Biodiversity and Climate Change Action Plan

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
Active travel and green transportation									
12	<p>CLlr Paul Cooper</p> <p>P&IPAC</p>	<p>Alison Broom</p> <p>William Cornall</p> <p>Rob Jarman</p> <p>Phil Coyne</p> <p>Claire Weeks</p> <p>Mark Egerton</p> <p>Helen Garnett</p>	Direct	2023-24	Update the Integrated Transport Strategy	<p>Improvements in Borough Air quality</p> <p>Reduction of CO2e</p> <p>Increase Active Travel</p> <p>Increase Public Transportation usage</p> <p>Reduce Pollution</p> <p>Support transition to EVs</p>	NA	Biannual	Officer Time
<p>Action 1.2 Deliver policies that enable infrastructure for:</p> <ul style="list-style-type: none"> • Low carbon transportation, 	CLlr Paul Cooper	Alison Broom	Direct	2023-24	Update Sustainability DPD as part of	As above	Percentage change of low carbon	Biannual	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
<ul style="list-style-type: none"> Active travel, and that Facilitates high quality public transport connectivity in new developments and existing communities. <p style="text-align: center;">13</p>	P&IPAC	William Cornall Rob Jarman Phil Coyne Claire Weeks Mark Egerton Helen Garnett			larger Development Plan		transportation, active travel, and public transport	From the Planning Monitoring Report	
Action 1.3 Identify low carbon transportation, active travel, and public transport indicators that align with strategic planning and monitor implementation of sustainable transport policies.	Cllr Paul Cooper P&IPAC	Alison Broom William Cornall Rob Jarman Phil Coyne Claire Weeks	Direct	2023-24	Identify and Align Indicators from Planning to BCC Action Plan	As above	Percentage change of low carbon transportation, active travel, and public transport	Biannual From the Planning Monitoring Report	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
		Mark Egerton Helen Garnett							
Action 1.4 Deliver Policy that ensures sustainable travel, such as bike racks, pool cars, electric vehicle charging, active travel, is integrated into all Maidstone Borough Council construction of new buildings (offices, housing, leisure facilities) and building acquisitions.	Cllr John Perry CSPAC	Mark Green Katie Exon	Direct	When any new building is completed or purchased	Develop and implement Policy	MBC Staff Carbon Footprint Reduced Increase in sustainable travel	NA	Biannual	Officer Time
Action 1.5 Deliver an Electric Vehicle (EV) Strategy for the borough that provides sufficient EV charging infrastructure to support the transition to EVs and reduces range anxiety, with consideration of changing and new emerging technologies.	Cllr Paul Cooper P&IPAC	Jen Stevens Claire Weeks	Direct	2023-24	Deliver an Electric Vehicle (EV) Strategy	Increase confidence in emerging EV market, and reduce range anxiety	Number of Electric Vehicle Charging Points Installed	Biannual From the Planning Monitoring Report	Officer Time
Action 1.6 Facilitate a move to electric taxis by providing nine rapid charge points in total by 2025, and twelve rapid charge points by 2030.	Cllr Paul Cooper P&IPAC And	John Littlemore Lorraine Neale	Influence	2023-25	Work with Taxi trade to find location, support funding, install rapid chargers	Increase in Taxi EVs Reduction in pollution and CO2e	Number of Electric Vehicle Charging Points Installed	Biannual	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
	Cllr Lottie Parfitt-Reid CHEPAC								
Action 1.7 Work with the taxi trade to find solutions to licencing that will encourage gradual business led shift to EVs' and promote greener accreditation and campaigns to support taxi trade to move to EVs. 15	Cllr Paul Cooper P&IPAC And Cllr Lottie Parfitt-Reid CHEPAC	John Littlemore Lorraine Neale	Influence	2023-25	Work with Taxi trade to establish accreditation	Increase in Taxi EVs Reduction in pollution and CO2e	Number of EV taxi	Biannual	Officer Time
Action 1.8 Actively participate in Quality Bus Partnership and ensure that the borough's infrastructure is bus friendly.	Cllr Paul Cooper P&IPAC	Rob Jarman Phil Coyne Claire Weeks Mark Egerton Helen Garnett	Influence	2023-25	Deliver bus friendly infrastructure	Lower emission busses Increase in public transportation usage	Improvement in Borough Air Quality	Annual	Officers Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
		Duncan Haynes							
Decarbonising and insulating homes and buildings									
16 Action 2.1 Explore grants schemes for residents, landlords and housing associations, for retrofitting insulation, and low carbon heating systems.	Cllr Simon Webb and Cllr Lottie Parfitt-Reid CHEPAC	John Littlemore Hannah Gaston	Direct	2023-2024	Explore grant scheme potential	Increase in residents' retrofits to low carbon systems Reduced utility bills/costs Improvements in EPC ratings Reductions in CO2e	Number of residents with EPC rating improvements of A-C from D-G	Annual From Central Government Data	Grants if scheme and funding is identified
Action 2.2 Enforce Energy Efficiency (Private Rented Property) (England and Wales) Regulations 2015.	Cllr Simon Webb CHEPAC	John Littlemore Hannah Gaston	Direct	2023-2024	Enforce Energy Efficiency	As above	As above	Annual	Officer time
Generating renewable energy									
Action 3.1 Ensure Sustainability DPD as part of larger Development Plan requires on-site renewables on all types of new	Cllr Paul Cooper	Rob Jarman Phil Coyne	Direct	2023 onwards	Ensure DPD policy is enacted	Increase in renewable energy	Percentage of onsite renewable	Biannual	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
developments and identify indicators that align with strategic planning and monitor implementation.	P&IPAC	Claire Weeks Mark Egerton Helen Garnett				generation in the borough	energy generation in new developments 10% adopted standard	From the Planning Monitoring Report	
Reducing waste									
Action 4.1 Investigate recycling strategies in the Town centre.	Cllr Martin Round CHEPAC	John Edwards	Influence	2023-24	Investigate recycling strategies and budget for additional bins and awareness campaigns in town centre	Increase in recycling	NA	Biannual	Officer Time
Action 4.2 Ensure MBC offices and buildings have recycling facilities.	Cllr Martin Round CHEPAC	Katie Exon	Direct	2023-24	Develop policy and contracts to ensure MBC buildings are able to recycle waste	Increase in recycling	NA	Biannual	Officer Time
Adapting to climate change									
Action 5.1 Deliver policy as part of design and sustainability DPD and future Development Plan evolution for long term climate change adaptation in new	Cllr Paul Cooper P&IPAC	Rob Jarman Mark Egerton	Direct	2023	Deliver policy for long term climate change adaptation in	Flooding, heat and drought impacts of climate	NA	Annual	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
developments to flooding, heatwaves, and drought and ensure longer term climate impacts are being considered as part of planning and policy decisions. Identify indicators that align with strategic planning and monitor implementation.		Helen Garnett			new developments Identify indicators	change are considered in planning and long-term development			
Action 5.2 Identify actions to mitigate climate change in existing developments. 18	Cllr Lottie Parfitt-Reid CHEPAC	James Wilderspin Gemma Bailey	Influence	2023-24	Identify actions	Reductions in climate impacts to existing communities Increase in resilience to impacts of climate change	NA	Biannual	Officer Time
Action 5.3 Conduct Borough Climate Impact Assessment and (i) identify natural flood management (nature-based solutions and sustainable urban drainage), (ii) build local communities' resilience, (iii) support business continuity management, and	Cllr John Perry CSPAC And Cllr Lottie Parfitt-Reid	James Wilderspin Gemma Bailey	Influence	2023-25	Conduct Impact Assessment Work with communities to develop strategies	Reductions in climate impacts to existing communities Increase in resilience to impacts of climate change	NA	Annual	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
(iv) priorities and strengthen power and water supply and other critical infrastructure ensuring more resilient communities.	CHEPAC					Reduce impacts on water security and critical infrastructure			
Enhancing and increasing biodiversity									
Action 6.1 Monitor Biodiversity Net Gain (BNG) to adopted 20% standard.	Cllr Paul Cooper P&IPAC	Mark Egerton Helen Garnett	Direct	2023-27	Monitor Biodiversity Net Gain	20% increase in Biodiversity as a result of new developments	Percentage of planning applications meeting Biodiversity Net Gain 20% adopted standard	Biannual From Planning Monitoring Report	Officer Time
Action 6.2 Ensure sustainable urban drainage schemes (SuDS) maximise biodiversity potential.	Cllr Paul Cooper P&IPAC	Mark Egerton Helen Garnett	Direct	2023-27	Monitor Biodiversity Net Gain	20% increase in Biodiversity as a result of new developments	Percentage of planning applications meeting Biodiversity Net Gain 20% adopted standard	Biannual From Planning Monitoring Report	Officer Time
Action 6.3 Develop Supplementary Planning Documents for Garden community and other strategic development sites that ensure are exemplar for biodiversity and deliver semi natural open space.	Cllr Paul Cooper P&IPAC	Mark Egerton Helen Garnett	Direct	2023-27	Develop Supplementary Planning Documents	20% increase in Biodiversity as a result of new developments	NA	Biannual	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
<p>Action 6.4 Enhance and expand wetland coverage across the Borough to support nutrient neutrality, flood prevention, and enhance biodiversity.</p> <p>20</p>	<p>Cllr David Burton</p> <p>Cllr Paul Cooper</p> <p>P&IPAC</p> <p>And</p> <p>Cllr Martin Round</p> <p>CHEPAC</p>	<p>Mark Green</p> <p>Rob Jarman</p> <p>James Wilderspin</p>	Direct	2023-25	<p>Identify wet land development sites</p> <p>integrate with SuDS, BNG, Nutrient Neutrality</p> <p>Develop businesses case for land acquisition for water cycle management and habitat restoration</p>	<p>Increase and restore wetlands</p> <p>Reduce pollution (phosphates and nitrates)</p> <p>Reduce surface water runoff, flow rates and flooding</p> <p>Increase and improve habitats and biodiversity</p>	Water quality	Biannual	Estimated £200,000 over 2 year period on already identified sites
<p>Action 6.5 Implement a Nature Recovery Strategy, linking habitat restoration and creation to improve flood protection and water quality.</p>	<p>Cllr Paul Cooper</p> <p>P&IPAC</p>	<p>Rob Jarman</p> <p>James Wilderspin</p>	Direct	2023-27	Implement a Nature Recovery Strategy	As Above	NA	Biannual	Officer Time
<p>Action 6.6 Work with local farms and landowners to deliver landscape scale biodiversity initiatives Nature Recovery</p>	<p>Cllr Paul Cooper</p>	<p>Rob Jarman</p>	Influence	2023-30	Engage with farmers and landowners	Reconnection of habitats	NA	Biannual	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
Strategy – including reconnection of habitats, floodplain restoration, reduced chemical inputs and reintroduction of lost native species.	P&IPAC And Cllr Lottie Parfitt-Reid CHEPAC	James Wilderspin Gemma Bailey				floodplain restoration reduced chemical inputs reintroduction of lost native species			
Action 6.7 Increase borough canopy cover, expanding ancient forests and reconnecting of existing woodland including urban woods, and greening town centres.	Cllr David Burton CHEPAC	James Wilderspin Rob Jarman Andrew Williams	Direct	2023-2030	Partner and develop large scale tree planting and rewilding opportunities Develop business case for land acquisition linking BNG, Nutrient Neutrality, social values and green spaces and flood reduction via tree and	borough canopy cover expanded More CO2e sequestered Increased biodiversity	Number of Trees planted / area of land rewilded	Biannual	£200,000

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
					rewilding planting projects				
Action 6.8 Review Maidstone Borough Council non-operational land to assess potential for enhancing biodiversity including allowing community groups to take responsibility for management.	Cllr John Perry CSPAC	James Wilderspin	Direct	2023	As above	As above Community groups engaged	NA	Biannual	Officer time
Making our estate carbon neutral									
Action 7.1 Deliver Maidstone Borough Council 2030 Net Zero Commitment, by: 22 (i) Decarbonising the councils' buildings through low carbon heating, LEDs, insulation and smart controls, (ii) decarbonising the council's fleet to fully EV, (iii) investing in renewable energy generation, (iv) incorporating energy saving principles into office strategies, and (v) supporting staff to shift to electric/ultra-low emission vehicles, public transportation and more flexible working.	Cllr John Perry CSPAC Cllr Claudine Russell ERLPAC	Mark Green Katie Exon Darren Guess James Wilderspin	Direct	2023-28	Develop Decarbonisation plan and timeline Identify and apply for funding for retrofitting and upgrading MBC buildings heating and insulation Identify renewable energy projects and partnerships	MBC Net Zero 2030	Percentage Change of Carbon Emissions from MBC Buildings, Fleet, Contracts (ie Scope 1, 2)	Biannual	£900,000 to £1,500,000 Seeking match funding from PSDS

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
					Ensure electricity capacity at depot for fleet transition to EV Upgrade Fleet to EVs				
Action 7.2 Measure the Council's carbon footprint each year and report findings to relevant committees and the public.	Cllr David Burton And Cllr John Perry CSPAC	James Wilderspin Katie Exon	Direct	Annually	Calculate Carbon Footprint of Scope 1/2/3	MBC Net Zero Planning and monitoring for 2030	Carbon Footprint Dashboard Percentage Change of Carbon Emissions from MBC Buildings, Fleet, Contracts (ie Scope 1, 2 and 3)	Quarterly	Officer Time
Action 7.3 Purchase 100% renewable energy for our buildings and operations where we control the supply (market dependant with maximum 10% offset) and investigate Public Energy Partnership Power Purchase Agreement (PEPPPA).	Cllr John Perry CSPAC	Mark green James Wilderspin Katie Exon	Direct	2023-24	Move to 100% green tariff Develop and/or pay for offsets	MBC Net Zero 2030	NA	Annually	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
					Investigate renewable energy business cases, purchases, investments and partnerships				
Action 7.4 Identify temporary accommodation assets eligible for insulation and low carbon heating upgrades under funding schemes and arrange installation. Provide top up funding for any measures not fully funded to ensure all homes let by MBC as temporary accommodation are energy efficient and EPC rating improved to requirement.	Cllr Simon Webb CHEPAC	William Cornall	Direct	2023-24	Identify temporary accommodation Upgrade accommodation	Improved EPC ratings Reduced utilities	NA	Annually	Officer Time
Action 7.5 Improve data management on all property including leased buildings and prioritise decarbonisation actions and improve EPC ratings.	Cllr John Perry CSPAC And Cllr Claudine Russell	Katie Exon James Wilderspin	Direct	2023-24	Improve Data Management	Reduce energy bills Improve EPC ratings	Percentage change/reduction in Utility costs/KWh for Gas, Electricity, Water usage at leased assets.	Annually	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
	ERLPAC								
Action 7.6 Deliver 100% LED lighting in MBC carparks.	Cllr Paul Cooper P&IPAC	Jeff Kitson	Direct	2023-24	Upgrade lighting	Reduces costs Improved efficiency	NA	Annually	Estimated £30,000
Communications and engagement strategy									
Action 8.1 Support residents (including adults, women, youths and children, faith groups, minority groups, and marginalised groups), partners, and wider stakeholders (Parish councils, farmers, and landowners) to understand the changes they can make to reduce and prepare for climate change. Including: <ul style="list-style-type: none"> Supporting residents to reduce their individual carbon footprints, upskilling and green job creation, buying local, conserve water, and with sustainable lifestyles and Eatwell guidance. Promote schemes which help residents, landlords and housing associations reduce energy bills and decarbonise their buildings e.g. retrofitting grants and the government domestic and non-domestic renewable heat incentive programme. 	Cllr Lottie Parfitt-Reid CHEPAC	Gemma Bailey Julie Maddocks	Influence	2023-25	Develop engagement events / campaigns Newsletters / social media awareness raising	Informed residents on Climate change and biodiversity loss Increase resilience to the impacts of climate change improved health and well being reduction in household bills	NA	Biannual	£30,000 per annum

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
<ul style="list-style-type: none"> Support and encourage residents, businesses and the third sector to install renewable energy generation or develop community energy projects, by providing information and promoting grants, shared investment, and savings schemes. Encourage residents to separate food and recyclables, use appropriate bins, compost at home, avoid contamination and reduce waste production through promoting the circular economy strategy. Support residents, schools and community groups with biodiversity improvement and protection, promoting relevant schemes, such as tree planting and after care, and encouraging them to enhance biodiversity in their gardens and grounds. 						<p>reduction in household waste</p> <p>increase in public transport and active travel</p>			
<p>Action 8.2 Provide staff awareness information of biodiversity and climate change at induction and provide job specific sustainability training to each service area.</p>	<p>Cllr David Burton</p> <p>CHEPAC</p>	<p>Gemma Bailey</p>	<p>Direct</p>	<p>2023</p>	<p>Implement Carbon Literacy Training and tailor to each service area</p>	<p>Informed staff</p>	<p>Number of Staff carbon literate accredited</p>	<p>Biannual</p>	<p>Officer Time</p>

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
Action 8.3 Enable local businesses to reduce their carbon footprint by providing information on funding opportunities, carbon calculators, localised supply chains and travel plans that promote active travel and public transport, and support businesses to use the Kent Prepare website to raise awareness of how to prepare for flooding.	Cllr David Burton Cllr Lottie Parfitt-Reid CHEPAC	Julie Maddocks Chris Inwood Gemma Bailey	Influence	2023-25	Support businesses with information, funding opportunities and partnerships	Reduction in local business CO2e and associated costs	NA	Biannual	Officer Time
Sustainable decision-making processes and governance									
Action 9.1 Provide briefings and training for councillors and our managers on carbon, climate change, and biodiversity to create a culture change and ensure climate change and biodiversity are integrated into decision making.	Cllr David Burton CHEPAC	Gemma Bailey	Direct	2023	Implement carbon literacy training	Awarded carbon literacy accreditation	Number of Cllr carbon literate accredited	Biannual	Officer Time
Action 9.2 Ensure service plans consider biodiversity and climate change and monitor with performance indicators, so that managers plan their services to ensure opportunities for enhancing biodiversity and mitigating and adapting to climate change are taken.	Cllr John Perry CSPAC	Carly Benville Anna Collier James Wilderspin	Direct	2023	Implement KPIs	Each service area considers climate and biodiversity in decision making and monitoring	NA	Biannual	Officer Time

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
Action 9.3 Deliver Policy that ensures sustainability criteria is used for all Maidstone Borough Council construction of new buildings (offices, housing, leisure facilities) and sustainability criteria is part of decision-making process for all Maidstone Borough Council building acquisitions, to ensure buildings owned by the council are sustainable, future proofed, and align with our net zero commitment.	Cllr John Perry CSPAC	Mark Green Paul Holland	Direct	2023-24	Develop and integrate policy Define sustainable criteria to consider on all new building acquisition and construction	Reduced utilities Future proofed investments	NA	Biannual	Officer Time
Action 9.4 Establish criteria for investment in climate change and biodiversity and invest to save schemes (eg. renewables, heat networks). These will consider relative impact in terms of carbon reduction and ease of delivery, such that expenditure is focused on deliverable, affordable initiatives that maximise impact on the carbon reduction targets.	Cllr David Burton And Cllr John Perry CSPAC	James Wilderspin	Direct	2023-24	Develop business cases / seek partnerships Establish criteria for investment	Carbon emission reductions Invest to save schemes Investments in green projects	NA	Annually	Officer Time
Action 9.5 Deliver corporate policy and sustainable procurement approach to reduce (Scope 3) MBC carbon footprint from contracts and services and ensure a 'carbon cost' is part of procurement and decision making.	Cllr John Perry CSPAC	Dan Hutchins Adrian Lovegrove	Direct	2023-24	Work with services and contracts to reduce CO2e / disclose footprints /	Reduction in MBC scope 3	Carbon footprint dashboard	Biannual	Officer Time £10,000 to £22,000 in

Action	Portfolio Holder and PAC	Responsible Officer	Direct control or under influence	Timescale	Outputs	Outcomes	Key Performance Indicator	Monitoring	Budget
		James Wilderspin			<p>reduce supply chains</p> <p>Reduce spending / triple bottom line using carbon costs as well as financial costs for decision making</p>				consulting fees

Biodiversity and Climate Change Actions – Succinct List

Active travel and green transportation

Action 1.1 Update the Integrated Transport Strategy, and work towards a Local Cycling and Walking Infrastructure Plan to prioritise walking, cycling, public transport, and electric vehicles.

Action 1.2 Deliver policies that enable infrastructure for

- i. Low carbon transportation,
- ii. Active travel, and that
- iii. Facilitates high quality public transport connectivity in new developments and existing communities.

Action 1.3 Identify low carbon transportation, active travel, and public transport indicators that align with strategic planning and monitor implementation of sustainable transport policies.

Action 1.4 Deliver Policy that ensures sustainable travel, such as bike racks, pool cars, EV charging, active travel, is integrated into all Maidstone Borough Council construction of new buildings (offices, housing, leisure facilities) and building acquisitions.

Action 1.5 Deliver an EV Strategy for the borough that provides sufficient EV charging infrastructure to support the transition to EVs and reduces range anxiety, with consideration of changing and new emerging technologies.

Action 1.6 Facilitate a move to electric taxis by providing nine rapid charge points in total by 2025, and twelve rapid charge points by 2030.

Action 1.7 Work with the taxi trade to find solutions to licencing that will encourage gradual business led shift to EVs' and promote greener accreditation and campaigns to support taxi trade to move to EVs.

Action 1.8 Actively participate in Quality Bus Partnership and ensure that the borough's infrastructure is bus friendly.

Decarbonising and insulating homes and buildings

Action 2.1 Explore grants schemes for residents, landlords and housing associations, for retrofitting insulation, and low carbon heating systems.

Action 2.2 Enforce Energy Efficiency (Private Rented Property) (England and Wales) Regulations 2015.

Generating renewable energy

Action 3.1 Ensure Sustainability DPD as part of larger Development Plan requires on-site renewables on all types of new developments and identify indicators that align with strategic planning and monitor implementation.

Reducing waste

Action 4.1 Investigate recycling strategies in the Town centre.

Action 4.2 Ensure MBC offices and buildings have recycling facilities.

Adapting to climate change

Action 5.1 Deliver policy as part of design and sustainability DPD and future Development Plan evolution for long term climate change adaptation in new developments to flooding, heatwaves, and drought and ensure longer term climate impacts are being considered as part of planning and policy decisions. Identify indicators that align with strategic planning and monitor implementation.

Action 5.2 Identify actions to mitigate climate change in existing developments.

Action 5.3 Conduct Borough Climate Impact Assessment and (i) identify natural flood management (nature-based solutions and sustainable urban drainage), (ii) build local communities' resilience, (iii) support business continuity management, and (iv) priorities and strengthen power and water supply and other critical infrastructure ensuring more resilient communities.

Enhancing and increasing biodiversity

Action 6.1 Monitor Biodiversity Net Gain to adopted standard.

Action 6.2 Ensure sustainable urban drainage schemes (SuDS) maximise biodiversity potential.

Action 6.3 Develop Supplementary Planning Documents for Garden community and other strategic development sites that ensure are exemplar for biodiversity and deliver semi natural open space.

Action 6.4 Enhance and expand wetland coverage across the Borough to support nutrient neutrality, flood prevention, and enhance biodiversity.

Action 6.5 Implement a Nature Recovery Strategy, linking habitat restoration and creation to improve flood protection and water quality.

Action 6.6 Work with local farms and landowners to deliver landscape scale biodiversity initiatives Nature Recovery Strategy – including reconnection of habitats, floodplain restoration, reduced chemical inputs and reintroduction of lost native species.

Action 6.7 Increase borough canopy cover expanding ancient forests and reconnecting of existing woodland including urban woods, and greening town centres.

Action 6.8 Review Maidstone Borough Council non-operational land to assess potential for enhancing biodiversity including allowing community groups to take responsibility for management.

Making our estate carbon neutral

Action 7.1 Deliver Maidstone Borough Council 2030 Net Zero Commitment, by (i) Decarbonising the councils' buildings through low carbon heating, LEDs, insulation and smart controls, (ii) decarbonising the council's fleet to fully EV, (iii) investing in renewable energy generation, (iv) incorporate energy saving principles into office strategies, and (v) support staff to shift to electric/ultra-low emission vehicles, public transportation and more flexible working.

Action 7.2 Measure the Council's carbon footprint each year and report findings to relevant committees and the public.

Action 7.3 Purchase 100% renewable energy for our buildings and operations where we control the supply (market dependant with maximum 10% offset) and investigate Public Energy Partnership Power Purchase Agreement (PEPPPA).

Action 7.4 Identify temporary accommodation assets eligible for insulation and low carbon heating upgrades under funding schemes and arrange installation. Provide top up funding for any measures not fully funded to ensure all homes let by MBC as temporary accommodation are energy efficient and EPC rating improved to requirement.

Action 7.5 Improve data management on all property including leased buildings and prioritise decarbonisation actions and improve EPC ratings.

Action 7.6 Deliver 100% LED lighting in MBC carparks.

Communications and engagement strategy

Action 8.1 Support residents (including adults, women, youths and children, faith groups, minority groups, and marginalised groups), partners, and wider stakeholders (Parish councils, farmers, and landowners) to understand the changes they can make to reduce and prepare for climate change. Including:

- Supporting residents to reduce their individual carbon footprints, upskilling and green job creation, buying local, conserve water, and with sustainable lifestyles and Eatwell guidance.
- Promote schemes which help residents, landlords and housing associations reduce energy bills and decarbonise their buildings e.g. retrofitting grants and

the government domestic and non-domestic renewable heat incentive programme.

- Support and encourage residents, businesses and the third sector to install renewable energy generation or develop community energy projects, by providing information and promoting grants, shared investment, and savings schemes.
- Encourage residents to separate food and recyclables, use appropriate bins, compost at home, avoid contamination and reduce waste production through promoting the circular economy strategy.
- Support residents, schools and community groups with biodiversity improvement and protection, promoting relevant schemes, such as tree planting and after care, and encouraging them to enhance biodiversity in their gardens and grounds.

Action 8.2 Provide staff awareness information of biodiversity and climate change at induction and provide job specific sustainability training to each service area.

Action 8.3 Enable local businesses to reduce their carbon footprint by providing information on funding opportunities, carbon calculators, localised supply chains and travel plans that promote active travel and public transport, and support businesses to use the Kent Prepare website to raise awareness of how to prepare for flooding.

Sustainable decision-making processes and governance

Action 9.1 Provide briefings and training for councillors and our managers on carbon, climate change, and biodiversity to create a culture change and ensure climate change and biodiversity are integrated into decision making.

Action 9.2 Ensure service plans consider biodiversity and climate change and monitor with performance indicators, so that managers plan their services to ensure opportunities for enhancing biodiversity and mitigating and adapting to climate change are taken.

Action 9.3 Deliver Policy that ensures sustainability criteria is used for all Maidstone Borough Council construction of new buildings (offices, housing, leisure facilities) and sustainability criteria is part of decision-making process for all Maidstone Borough Council building acquisitions, to ensure buildings owned by the council are sustainable, future proofed, and align with our net zero commitment.

Action 9.4 Establish criteria for investment in climate change and biodiversity and invest to save schemes (eg. renewables, heat networks). These will consider relative impact in terms of carbon reduction and ease of delivery, such that expenditure is focused on deliverable, affordable initiatives that maximise impact on the carbon reduction targets.

Action 9.5 Deliver corporate policy and sustainable procurement approach to reduce (Scope 3) MBC carbon footprint from contracts and services and ensure a 'carbon cost' is part of procurement and decision making.

Agenda Item 14

Economic, Regeneration and Leisure Policy Advisory Committee

4 April 2023

Town Centre Strategy Update

Timetable	
<i>Meeting</i>	<i>Date</i>
ERLPAC	4 April 2023
Executive	18 April 2023

Will this be a Key Decision?	Yes
Urgency	Not Applicable
Final Decision-Maker	EXECUTIVE
Lead Head of Service	Alison Broom, Chief Executive
Lead Officer and Report Author	Karen Britton, Head of Spatial Planning and Economic Development
Classification	Public
Wards affected	All, with particular impact for High Street, East, Fant and North wards

Executive Summary

This report provides an update on the preparation of a Town Centre Strategy for Maidstone and sets out recommendations to be made to the Executive on the proposed seven key areas for focus, proposed higher level spatial framework and missions that have emerged from the initial phase of analytical work. These will be used to inform the preparation of the draft Town Centre Strategy, which is expected will be ready for consultation during the Summer.

Purpose of Report

Decision

This report makes the following recommendations to the Economic Regeneration and Leisure Policy Advisory Committee: That the Executive be recommended to:-

1. Note the update on progress towards producing a Town Centre Strategy for Maidstone town centre; and
 2. Agree the proposed higher level spatial framework, seven key areas of focus and the missions that have emerged from the analytical phase of work.
-

Town Centre Strategy Update

1. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
Impact on Corporate Priorities	<p>The four Strategic Plan objectives are:</p> <ul style="list-style-type: none"> • Embracing Growth and Enabling Infrastructure • Safe, Clean and Green • Homes and Communities • A Thriving Place <ul style="list-style-type: none"> • Accepting the recommendations will materially improve the Council's ability to achieve all corporate priorities; embracing growth and enabling infrastructure, Maidstone being a thriving place, safe clean and green and homes and communities. 	Chief Executive
Cross Cutting Objectives	<p>The four cross-cutting objectives are:</p> <ul style="list-style-type: none"> • Heritage is Respected • Health Inequalities are Addressed and Reduced • Deprivation and Social Mobility is Improved • Biodiversity and Environmental Sustainability is respected <p>The report recommendations support the achievement of the cross-cutting objectives.</p>	Chief Executive
Risk Management	Already covered in the risk section	Chief Executive
Financial	<ul style="list-style-type: none"> • The proposals set out in the recommendation are all within already approved budgetary headings and so need no new funding for implementation. 	Section 151 Officer & Finance Team
Staffing	<ul style="list-style-type: none"> • Budget has already been agreed to fund expertise from consultants to assist with preparing the Town Centre 	Chief Executive

	Strategy.	
Legal	<ul style="list-style-type: none"> The Local Government Act 1972, the Local Government Act 2003 and the Localism Act 2011 enable the Council to do anything which is calculated to facilitate, or is conducive or incidental to, the discharge of any of their functions. The recommendations are in accordance with the powers under the Council's Constitution. 	Interim Team Leader (Contentious and Corporate Governance)
Information Governance	<ul style="list-style-type: none"> The recommendations do not impact personal information (as defined in UK GDPR and Data Protection Act 2018) the Council processes. 	Information Governance Team
Equalities	The Town Centre Strategy once produced may impact on service delivery and a judgement will be made about the need for an Equalities Impact Assessment when consideration is given to adopting the Strategy.	Equalities & Communities Officer
Public Health	<ul style="list-style-type: none"> We recognise that the recommendations will have a positive impact on population health or that of individuals. 	Public Health Officer
Crime and Disorder	<ul style="list-style-type: none"> We recognise that the recommendations may ultimately have a positive impact on community safety as the Council endeavours to incorporate a reduction in crime and disorder in all relevant strategies and policies. 	Head of Service or Manager
Procurement	<ul style="list-style-type: none"> The Council has already undertaken procurement and completed that exercise in line with financial procedure rules. 	Head of Service & Section 151 Officer
Biodiversity and Climate Change	<p>The implications of this report on biodiversity and climate change have been considered and;</p> <ul style="list-style-type: none"> There are no implications on biodiversity and climate change, however the Town Centre Strategy will ultimately address these issues. 	Biodiversity and Climate Change Officer

2. INTRODUCTION AND BACKGROUND

- 2.1 Town Centres are always evolving to reflect changing needs and uses. Maidstone Town Centre is the social and economic heart of the Borough. It provides employment, leisure, retail and business/professional services for the Borough and beyond. The town centre is also home to a very significant residential population, therefore it also acts as a local centre to meet residents' daily needs.
- 2.2 In recent years, Maidstone town centre, like many others across the country, has experienced challenges as a result of changing retail patterns and different business needs. These challenges were exacerbated by the COVID 19 pandemic and it has been recognised nationally that town centres need support, in order to thrive and meet the needs of residents, visitors and businesses both now and in the future.
- 2.3 During 2021, Maidstone Borough Council started to consider the preparation of a Town Centre Strategy. The following committees considered the potential scope of the strategy - Strategic Planning and Infrastructure Committee 9th November 2021, Economic Regeneration and Leisure Committee 16th November 2021, Communities, Housing and Environment Committee 30th November 2021 and together these Committees helped to inform the brief for this work. On 23rd March 2022 Policy and Resources Committee approved an updated scope, workstreams, governance and an engagement strategy to inform the procurement of specialist consultants to assist officers with this work.
- 2.4 On 4th October 2022, the Economic, Regeneration and Leisure Policy Advisory Committee supported the procurement of specialist consultants to work alongside officers, members and stakeholders to prepare a member-led Town Centre Strategy. The Executive then approved the procurement on 26th October 2022 and in December 2022 consultants We Made That were appointed.
- 2.5 The consultants are tasked with providing specialist advice, working with officers, members and stakeholders to prepare a member led Town Centre Strategy and Delivery Plan, an Open Space Improvement Plan, a Lighting Plan for Maidstone and an Inward Investment Plan. Once finalised, the Town Centre Strategy will provide a 30 year vision and direction for the town centre. It will provide potential investors with confidence to invest in the area and will support bids to Government and other organisations to lever in funding to assist with delivery, so that Maidstone continues to thrive and provide a vibrant place to live, work, invest and visit.

Progress Update

- 2.6 A number of key challenges and "must get right" issues were identified at the beginning of We Made That's commission:
- i. Political buy-in and cross-party engagement with politicians with short, medium and long term goals; this will be achieved through

engagement with the executive, presence at Policy Advisory Committees and a series of themed stakeholder sessions including town centre organisations such as the Business Improvement District

- ii. Supporting, strengthening and expanding the arts and culture sector including consideration of the twilight economy; this will be achieved through engagement with the arts and culture sector to identify issues and opportunities, reassessment of outdoor spaces, lighting and pedestrian connections to support access and safety
- iii. Consolidating the town centre retail offer to support footfall and the town centre offer, particularly for families; this will be achieved by identifying opportunities for strengthening the town centre retail offer by potentially relocating them closer to each other and re-purposing existing sites to other uses that would support a sustainable, vibrant town centre
- iv. Ensuring Maidstone's role as a county town, a place where existing residents of the borough as well as new planned communities will gravitate towards for a high-quality town centre experience and offer; this will be achieved by creating an offer that competes in quality with other Kent towns, drawing visitors from the borough and beyond. Ensuring good access opportunities and a diversified offer to raise footfall and time spent in the town centre
- v. Rich building heritage with collections of valuable listed buildings, often dis-jointed by infrastructure and other changes that have adversely affected the setting and coherence of the town; this will be achieved by consideration of the different heritage assets as a whole and identification of ways to unify both the assets and the experience of them as one
- vi. Activation of the river and creating a rich, diverse offer alongside it, based on recreation and leisure including an audit of existing green spaces; this will be achieved by developing a deliverable plan for a riverbank culture, including high quality pedestrian routes and destinations; safeguarding the river edges of Opportunity Sites for leisure and recreation and delivering a lighting and green space feasibility study (which will be implemented via the UK Shared Prosperity Fund)
- vii. Good transport policies but a relatively poor track record of delivery and outdated gyratory roads which create severance between different parts of the town centre; this will be addressed by producing a comprehensive movement plan that will support a sustainable and deliverable transport vision

2.7 Since December 2022, officers have worked with the consultants to undertake data collection and analysis to develop a comprehensive, detailed understanding of the town centre. This has included initial scoping of work (stage 1) and a review of social, economic and environmental issues and engagement with key stakeholders (stage 2). This has included two deep dive workshops with stakeholders on 28

February and 1 March 2023 where topics discussed ranged from the need to improve health and wellbeing generally, through to design and technology, housing, town centre uses, access and public transport. Those attending included, for example the NHS, Kent County Council and Clinical Commissioning Group. A walkabout with Cabinet was held on 18 January 2023, followed by a discussion with Cabinet on 22 February 2023 about emerging issues.

2.8 All this fact finding, analysis and discussions have led to proposed **seven key areas for focus:**

- Maidstone's Role as County Town
- Town Centre Diversification
- Nationally Significant Heritage
- Transport Infrastructure
- Public Realm and Green Spaces
- Active Riverside
- Health and Wellbeing

2.9 These key areas for focus recognise that Maidstone town centre needs to:

- Be ambitious for the future
- Be adaptable to change and growth
- Diversify the land uses in the town centre
- Make the most of the town's rich nationally significant heritage
- Create an active riverside, making the most of the river
- Improve and enhance transport infrastructure
- Deliver high quality public realm and green space
- Embed health and wellbeing, the environment and climate change as golden threads that run through all future plans and projects in the town centre.

Proposed Higher Level Spatial Framework and Missions

2.10 From the analysis of information and engagement that has taken place to date, a proposed higher level spatial framework and missions for Maidstone Town Centre have also been developed. The proposed framework can be found at Appendix 1, which provides a synthesis of town centre information identifying key areas and connectivity. This is early work and will be developed further to inform the preparation of the draft Town Centre Strategy. The proposed missions are set out below.

Proposed Missions

2.11 Mission 1 - Maidstone as a County Town for the future:

- Maidstone to be Kent's most prosperous town centre:
 - Being the business capital of Kent
 - Desirable and high quality new mixed-use neighbourhoods
 - A diverse town centre offering which serves residents and attracts visitors

- Best in county cultural and civic facilities

2.12 Mission 2 - Environmental and Placemaking Excellence:

- Maidstone to be known for its high quality places, heritage and green and blue spaces with:
 - Award-winning heritage areas which are active and easy to access for both residents and visitors
 - Attractive and connected public realm with exemplary environmental performance
 - A safe, connected and active riverside serving leisure, commercial and environmental purposes

2.13 Mission 3 - High Quality of Life for All:

- Maidstone to be a desirable place to live with:
 - A low crime rate
 - High number of diverse jobs for local people
 - Great travel connections within the town, the surrounding area, and to London and beyond – Varied and high quality leisure and entertainment offering

Next Steps

- 2.14 Together, the proposed seven key areas for focus, proposed higher level spatial framework and proposed missions provide the basis for further work to be developed, which will take place until Summer 2023 to prepare a draft Town Centre Strategy. Other work will also take place to start preparing an Open Space Improvement Plan, a Lighting Plan for Maidstone and an Inward Investment Plan. This suite of work will include considering the viability of different proposals.
- 2.15 Maidstone Borough Council have also been successful in securing funding from the Government’s UK Shared Prosperity Fund towards town centre improvements. This will include green space and lighting improvements, alongside other town centre initiatives. The preparation of the town centre suite of work and funding will be coordinated to ensure that Maidstone considers all issues and opportunities holistically and maximises the benefits to the town centre, residents, businesses and visitors.
- 2.16 The draft Town Centre Strategy will be prepared over the coming months and brought back to a future Committee and Executive for approval, before wider public engagement this Summer.

3. AVAILABLE OPTIONS

- 3.1 **Option 1** – that the recommendations set out in this report are supported; the merit of this option is that the Town Centre Strategy work can be progressed quickly to enable a draft Strategy to be prepared by the summer.

- 3.2 **Option 2** - that the recommendations set out in the report are supported and agree an alternative approach; the impact of this is that the recommendations have been developed from the information analysis and discussions that have taken place to date, which has included the input of stakeholders, so any amendments would need very careful consideration to ensure they are supported by the evidence.
-

4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

- 4.1 Option 1. That the recommendations in this report be supported to enable a draft Town Centre Strategy to be prepared by the summer.
-

5. RISK

- 5.1 The risks associated with this proposal, including the risks if the Council does not act as recommended, have been considered in line with the Council's Risk Management Framework. We are satisfied that the risks associated are within the Council's risk appetite and will be managed as per the Policy.

6. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

- 6.1 A number of committees and Executive have considered the preparation of the Town Centre Strategy, along with a walkabout and discussion held with Cabinet and ward members and these are highlighted at paragraphs 2.3 and 2.4. Members have to date supported the preparation of the Town Centre Strategy and suite of work.
- 6.2 Once a draft Town Centre Strategy has been prepared, this will be consulted on (anticipated Summer 2023). The timetable for the preparation of the Town Centre Strategy is set out in Appendix 2.
-

7. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

- 7.1 If the recommendations are agreed, work will progress to prepare a Town Centre Strategy
-

8. REPORT APPENDICES

Appendix 1: Proposed higher level spatial framework
Appendix 2: Town Centre Strategy Timetable

9. BACKGROUND PAPERS

None

Proposed High Level Spatial Framework

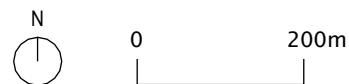
There are several clear areas within the town centre, these include heritage areas, future development sites and the existing shopping areas.

Developing active and strategically coherent connections between, and within, these zones will be vital for the future success of the Town Centre.

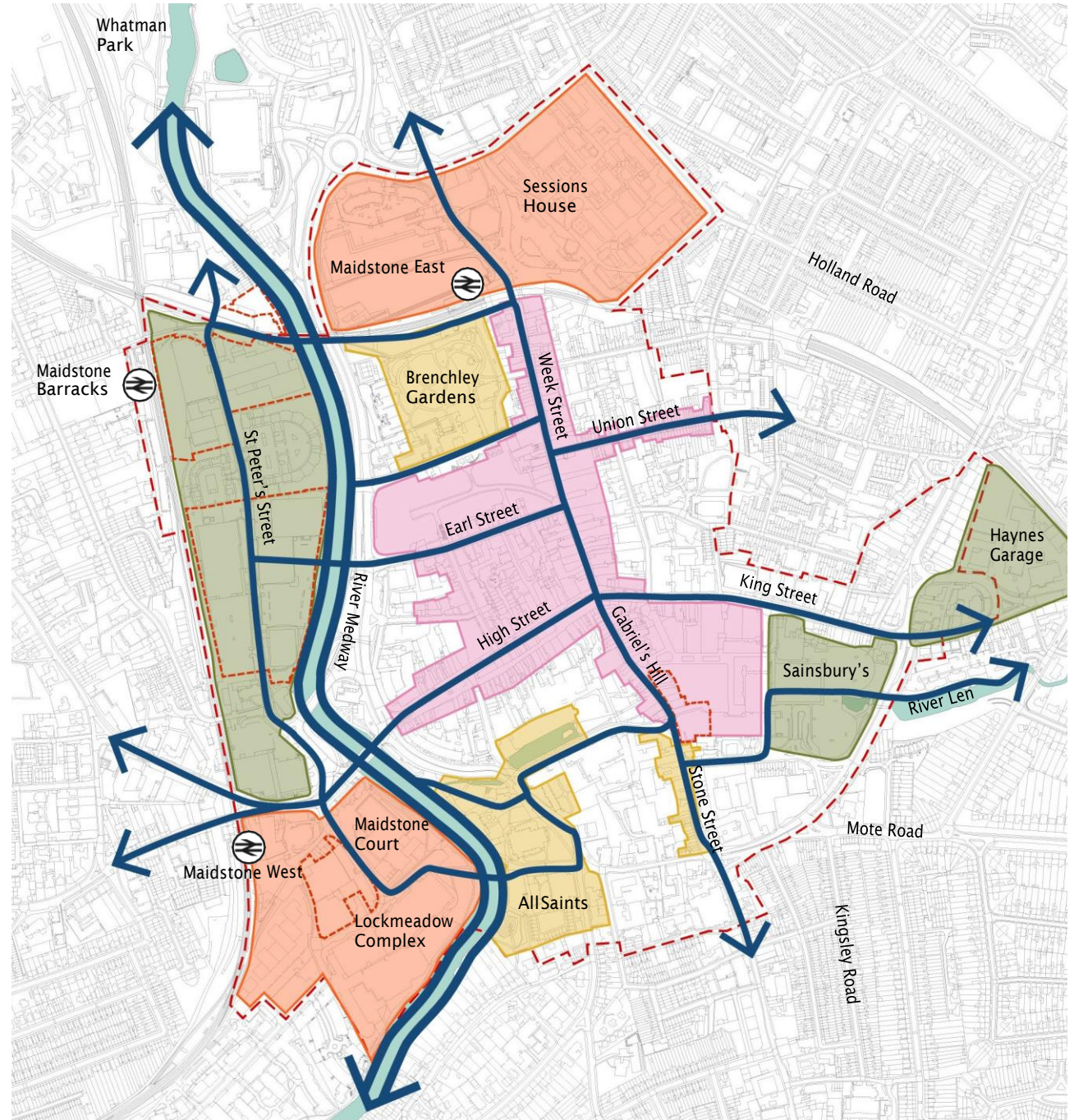
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Key

- Potential mixed use development zones
- Potential mixed use development zones with civic functions
- Existing commercial centre
- Key heritage areas
- Key connections
- Key connections along the River Medway
- Town centre opportunity sites
- Town centre boundary



WeMadeThat



Maidstone Town Centre Strategy

Town Centre Strategy



Agenda Item 15

ECONOMIC REGENERATION AND LEISURE POLICY ADVISORY COMMITTEE

4 April 2023

Maidstone Town Centre Business Improvement District Round Two

Timetable	
Meeting	Date
ERL PAC	4 April 2023
Executive	18 April 2023

Will this be a Key Decision?	Yes
Urgency	No
Final Decision-Maker	EXECUTIVE
Lead Head of Service	William Cornall – Director of Regeneration and Place
Lead Officer and Report Author	Karen Britton, Head of Spatial Planning and Economic Development Manager Chris Inwood, Economic Development Manager
Classification	Public
Wards affected	High Street, North, and Fant Wards

Executive Summary

This report provides an update on the One Maidstone Business Improvement District Round Two for Maidstone Town Centre and seeks endorsement of the BID.

Purpose of Report

Decision

This report asks the Committee to consider the following recommendations to the Executive:

1. To note that One Maidstone has served notice of their intention to seek a renewal ballot to the Secretary of State and Maidstone Borough Council.
 2. To endorse the BID.
 3. To delegate authority to the Director of Finance, Resources & Business Improvement to cast the Council's 24 votes in favour of a BID round two.
 4. To pay £5,000 towards the courier costs for the ballot.
 5. If the ballot for a second term of the BID is successful, to enter into a new operating agreement and a baseline agreement with the BID organisation, as was undertaken for the first term of the BID.
-

Maidstone Town Centre Business Improvement District Round Two

1. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
Impact on Corporate Priorities	<ul style="list-style-type: none"> • A Thriving Place <p>Accepting the recommendations will materially improve the Council's ability to achieve its priority of Regenerating the Town Centre and continuing the Town Centre services provided by the BID in round one</p>	Head of Spatial Planning and Economic Development
Cross Cutting Objectives	<p>The four cross-cutting objectives are:</p> <ul style="list-style-type: none"> • Heritage is Respected • Health Inequalities are Addressed and Reduced • Deprivation and Social Mobility is Improved • Biodiversity and Environmental Sustainability is respected <p>The report recommendations support these.</p>	Head of Spatial Planning and Economic Development
Risk Management	Already covered in the risk section	Head of Spatial Planning and Economic Development
Financial	There is provision in existing budgets for the BID levy and the increase from 1.5% to 1.747% can be absorbed within existing budgets. The BID company pays the Council an annual fee for the ongoing annual cost of collecting the BID levy. The levy payable by MBC would be £23,675 per annum.	Section 151 Officer & Finance Team
Staffing	<ul style="list-style-type: none"> • We will deliver the recommendations with our current staffing. 	Head of Spatial Planning and Economic Development

Legal	<ul style="list-style-type: none"> • Accepting the recommendations in the report is within the Council's powers in accordance with the Business Improvement Districts (England) Regulations 2004, Part 4 of Local Government Act 2003 and the Business Rate Supplements Act 2009. • The process outlined in the regulations must be followed in administering the ballot and in relation to the Council's participation in the BID. • Acting on the recommendations is within the Council's powers as set out in the Council's Constitution. 	Interim Team Leader (Contentious and Corporate Governance)
Information Governance	The recommendations will impact personal information (as defined in UK GDPR and Data Protection Act 2018) the Council processes. The Information Governance Team have reviewed the processing of personal data affected and the associated documentation has been updated accordingly, including a data protection impact assessment and information sharing agreement.	Information Governance Team
Equalities	The recommendations do not propose a change in service therefore will not require an equalities impact assessment.	Equalities & Communities Officer
Public Health	<ul style="list-style-type: none"> • We recognise that the recommendations will have a positive impact on population health or that of individuals. 	Public Health Officer
Crime and Disorder	<ul style="list-style-type: none"> • The recommendation could have a positive impact on Crime and Disorder in the Town Centre. 	Head of Spatial Planning and Economic Development
Procurement	On accepting the recommendations, any procurement by the Council will then follow procurement process and will complete those exercises in line with financial procedure rules.	Head of Service & Section 151 Officer

Biodiversity and Climate Change	The implications of this report on biodiversity and climate change have been considered and; <ul style="list-style-type: none"> • There are no implications on biodiversity and climate change. 	Biodiversity and Climate Change Officer
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2. INTRODUCTION AND BACKGROUND

2.1 One Maidstone has been operating the Business Improvement District (BID) for Maidstone town centre since a successful ballot to establish the BID in June 2018. The maximum period that a BID can charge a levy enabling it to operate is 5 years and if a BID wants to continue it must hold a new ballot. One Maidstone is reaching the end of their first 5-year period and have requested a ballot for a second term.

What is a BID?

2.2 The Business Improvement Districts (England) Regulations 2004 enabled the formation of BIDs and across England there are now over 300 of them. A BID is a business-led and business funded body that can be formed to undertake activities and projects that the businesses identify as adding value to the area. BIDs usually cover a town or city centre.

2.3 A BID delivers additionality to what is already being provided in an area, so businesses can choose projects and services that they want to invest in. With increasing constraints on local authority budgets, a BID can be a very welcome tool to complement the work of the local authority. This has been the case with One Maidstone, where the BID has funded a variety of different projects, including town centre CCTV monitoring, town centre ambassadors, enhanced town centre cleaning and run many events, such as the wine weekend, dinosaur easter egg hunt, Christmas trail and Christmas lights.

2.4 The main achievements under term one of the Maidstone BID are covered in the term one summary document attached at Appendix 1.

2.5 Benefits of BIDs cited by businesses they represent are wide-ranging and include:

- a) Businesses are represented and have a real voice in the issues affecting the BID area
- b) Levy money is ring-fenced for use only in the BID area by the BID organisation (One Maidstone) – unlike business rates which are paid in to and redistributed by public authorities
- c) area promotion
- d) increased footfall
- e) improved staff retention
- f) business cost reductions
- g) facilitated networking opportunities

- h) assistance in dealing with the Council, Police, and other public bodies.

How does the BID work?

- 2.6 Within the defined BID area, a levy is charged on business rate payers, which is in addition to business rates. The BID body sets out who is liable, the amount to be collected and how it is calculated, for example for One Maidstone the levy is only applicable to properties with a rateable value of £15,000 and above in the BID area. BIDs usually set a levy of between 1% and 4% of rateable value.
- 2.7 To set up or continue to operate a BID, there must be a ballot involving each business entitled to vote in that Business Improvement District defined area. A business receives 1 vote for each property it owns in the defined area or if property is unoccupied but owned by them. If the BID ballot is successful, the levy is then mandatory for the eligible business rate payers in that area.
- 2.8 MBC has 24 properties (hereditaments) in the proposed BID levy area and will therefore have 24 votes in the BID round two ballot and will pay a levy on those properties. This will result in a levy payable by MBC of £23,675 per annum.
- 2.9 The BID body prepare a BID proposal or business plan to set out the priorities for improvements in the area and area services, as well as how the BID will be managed and operated. This document becomes legally binding once a ballot has been won and becomes the framework upon which the BID will operate. One Maidstone are currently preparing a new Business Plan, which will be prepared to sit alongside their campaign launch in mid-April 2023.

One Maidstone's BID Round Two

- 2.10 One Maidstone are working with British BIDS, who has allocated Trish Willetts, Membership Relations Manager, to guide them through the round two ballot process.
- 2.11 Following feedback from some businesses, One Maidstone has extended the existing BID area slightly for Round Two to include the Crown Courts, Lockmeadow complex and Market building on the west side of the River Medway. The proposed Round Two BID boundary can be found at Appendix 2.
- 2.12 Businesses within the proposed BID area have been contacted and are being consulted in a variety of ways, face-to-face, email, social media, printed questionnaires and workshops. A microsite has also been produced <https://onemaidstonereview.co.uk/>
- 2.13 The results from this engagement have seen a series of themes emerge of what the businesses want to see:

- Maintain (clean and safe),
- Marketing and Promotions, and
- Signature Events.

- 2.14 Notification to the Secretary of State and the Ballot Holder (the Council's Returning Officer) requesting the Local Authority to hold the ballot have been sent.
- 2.15 One Maidstone have proposed a 1.747% levy rate for all businesses within the BID area with a rateable value of £15,000 and above reducing to 1.164% for those businesses that already pay a service charge to their landlord for example in the three shopping centres and Lockmeadow. This is up from 1.5% and 1% respectively in the first round. This would generate an income of approximately £2,471,312.55 over the next five years. The first round generated income of approximately £2.15m.

When is the Ballot and what is the Council's role?

- 2.16 The ballot will run from 1 June to 29 June 2023. If successful, the round two BID period would start from 1 October 2023 and run for five years.
- 2.17 MBC will conduct the ballot as a postal ballot in June 2023 and will act as the billing body, as it did under the round one BID. Rate payers will have 28 days to vote. The ballot will be determined by a dual key mechanism which means that more than 50% of those who vote by Rateable value and by the number must vote 'yes'.
- 2.18 MBC will enter into a baseline agreement with the BID organisation. This will identify MBC's statutory obligations which will allow the BID to enhance those services where appropriate in line with the business plan. The baseline agreement will include services such as cleansing, community safety and parking services for the car parks MBC owns. This is in line with the round one BID.
- 2.19 MBC will enter into an operating agreement with the BID organisation. This agreement will formalise MBC's clerical role to the round two ballot itself and the ongoing levy collection. It will also identify MBC's role on the BID board. Again this is in line with round one BID.
- 2.20 MBC will have 3 observatory seats on the BID Board for officer representatives and two members, where the BID falls under their portfolio, can attend the advisory board.

3. AVAILABLE OPTIONS

- 3.1 Option 1 - To endorse the Round Two BID and vote in favour for the Council's 24 hereditaments.
- 3.2 Option 2 - MBC could choose to not endorse the Round Two BID. This is not recommended as the Council recognises the additional benefits the BID has brought to the Maidstone Town Centre. One Maidstone have been a key partner in supporting and delivering the Council's ambitions for our

town centre including our local investment funded by the UK Shared Prosperity Fund. One Maidstone has leveraged a significant amount of spending in the town centre through the levy. If the ballot is lost a significant amount of funding, positive activity, promotion and resource for the town centre would be lost.

4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

- 4.1 Option 1 to support the Round Two BID is the preferred option for the reasons set out in this report.
 - 4.2 The Council's continuing support for the BID will demonstrate its continued commitment to the Town Centre and its businesses. This builds on the investments already made in the town centre in public realm, other capital projects, work on the emerging Town Centre Strategy and associated suite of town centre work and the UK Shared Prosperity Fund investment plan.
 - 4.3 Without support, all of the significant work that the BID has achieved under round one will cease.
 - 4.4 There would be significant reputational damage to the Council if we were not seen to support the BID Round Two and it would not send a positive message to potential grant funders and investors in the town centre.
-

5. RISK

- 5.1 The risks associated with this proposal, including the risks to the Council if it does not act as recommended, have been considered in line with the Council's Risk Management Framework and are highlighted in this report. We are satisfied that the risks associated are within the Council's risk appetite and will be managed as per the Policy.

6. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

- 6.1 The proposal for a round two BID ballot has been discussed at Informal Executive on the 15th March 2023.
 - 6.2 Previous Council committees supported the round one BID ballot that was successful.
 - 6.3 One Maidstone, the BID organisation, has been and will continue to consult with businesses within the proposed BID area in the development of the business plan and priorities.
-

7. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

- 7.1 MBC will conduct the round two ballot (which will be postal) in June 2023 on behalf of the BID organisation and in accordance with the regulations will bear the costs for this including £5,000 for a courier.
- 7.2 MBC will endorse the BID Round Two.
-

8. REPORT APPENDICES

The following documents are to be published with this report and form part of the report:

- Appendix 1: One Maidstone Achievements 2020-2023
 - Appendix 2: BID extension map
-

9. BACKGROUND PAPERS

None



OneMaidstone Business Improvement District

BID TERM 1

PROJECT REVIEW

2018 - 2022

WELCOME

56



OneMaidstone BID has been delivering town centre services to Maidstone since receiving our **Yes** vote for our first term at the ballot in 2018.

Over the past 5 years, our town centre has faced many unforeseen challenges - lockdown, restrictions, re-opening and cost of living crisis to name a few. Yet when you look out of the windows our high street is still a busy bustling place with so much to offer the community.

OneMaidstone BID is proud to have worked on your behalf during this time and to have delivered what we promised back in 2018.

During 2022 OneMaidstone BID achieved the official accreditation from British BIDs, an industry standard of excellence which has been awarded to less than 10% of all BIDS across the UK.

As a not for profit organisation we are committed to transparency with our levy payers and to this end have compiled this summary of everything we have done to satisfy the objectives set out in our 5 year business plan. With the Term 2 Ballot approaching, we invite you to review our Term 1 summary and use it to help inform your decision for the Term 2 ballot. A 'No' vote in the Term 2 ballot would render all services that were organised and overseen by OneMaidstone BID in the past 5 years to cease.

We thank you for your consideration.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District, or BID for short, is a collection of businesses that contribute a levy based on their rateable value into an organisation that is dedicated to delivering projects and activities that the businesses themselves have identified as being beneficial for their area.

BIDs are created based on a democratic decision taken by the potential payers by a ballot. Maidstone voted yes for its BID in 2018. BIDs normally operate on a five year term, and Maidstone's first term will conclude in 2023.

Where does the Maidstone BID currently operate?

One Maidstone, the BID for Maidstone town centre, covers a defined boundary that stretches from Sessions House to Knightrider Street, and in the other direction from Wat Tyler Way to Fairmeadow stopping at the riverside.

What sort of services does the BID provide?

One Maidstone provides amongst other things: the town centre business crime reduction partnership, town centre Ambassadors, CCTV monitoring, town centre events,

the Christmas lights scheme, promotional materials including a seasonal magazine, enhanced and responsive cleansing.

Why are these things not provided by my business rates?

Business rates, and their allocation and use, is determined by central Government. Where a BID differs is that the levy can only be used for projects within the boundary, in our case Maidstone town centre, and on the things that have been set out in the business plan against which the businesses have voted in the ballot. Essentially a BID is a joint account, and the BID company delivers projects that Maidstone's own businesses have identified as being beneficial to the whole group.

What would I be paying if I was in the BID?

When the BID was first established the levy was set at 1.5% of rateable value, and 1% for those already subject to a service charge such as within shopping centres. This has increased by CPI each consecutive year so that in year five the businesses have been paid 1.747% and 1.164% respectively. The levy is billed annually.

So for example if your rateable value is £34500 and you were based in The Mall you would pay £395.76.

For this annual payment you would see up to £470k worth of investment made in projects and activities.

Can I pay by instalment?

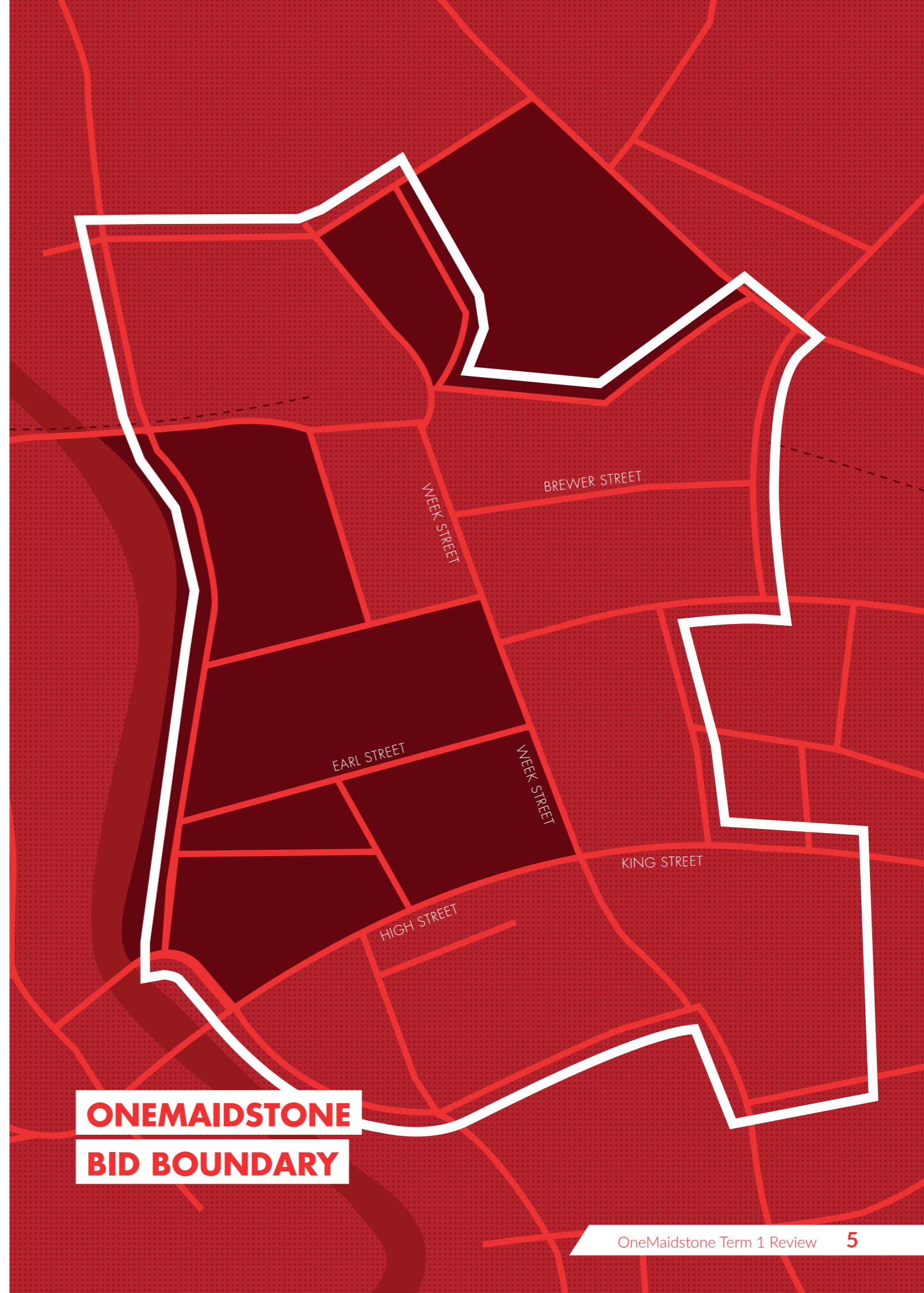
BID levy is normally collected in one instalment annually, however should any business identify a need for support in this regard then we have always been happy to assist where possible.

Can I opt out and are there any exemptions?

If the BID is established then the levy is compulsory. One Maidstone in its first term established a lower threshold of a rateable value of £15000, and business below this valuation would not be subject to the levy. Additionally an upper cap was also created that no business would pay more than £10k per annum (also increasing annually by CPI). We also consider a discount for charities on a case by case basis.

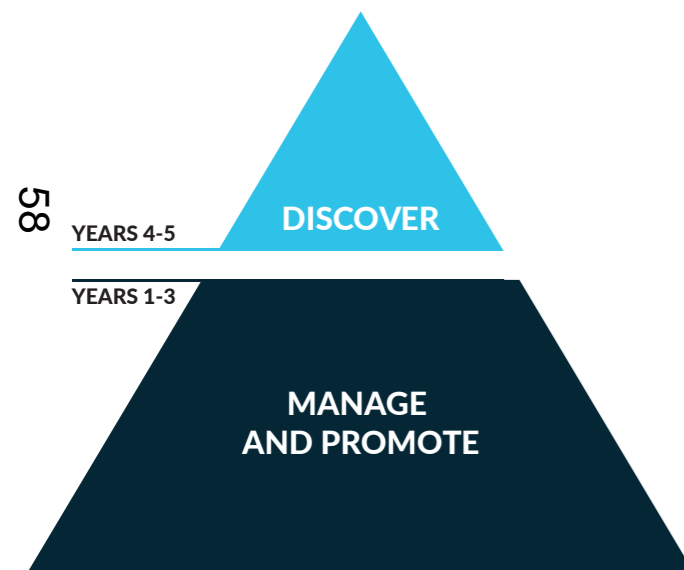
When will the ballot for term two be held?

The ballot for term two will take place in June 2023. Businesses will be notified in several stages of the pending ballot. If any changes to the boundary are made new businesses that are incorporated will be informed and invited to participate in the ballot to determine if the BID should continue into a second term.



WHAT YOU ASKED US TO DELIVER AND HOW WE DELIVERED IT

After consultations with Maidstone Town Centre businesses in 2018, our Term 1 goals were split into two stages of our term duration:



(Direct insert from the Term 1 Business Plan)

The initial focus for delivery will be the 'Manage' projects which focus on improving the experience and appeal of the town centre. The 'Promote' activities will then deliver campaigns to promote the town locally before 'Discover' projects develop campaigns to more widely showcase the town centre offer.

Through the levy contributions, we had a budget of approximately £2.3million to deliver these services.



MAIDSTONE



YOU ASKED US TO DELIVER

A focus for the early stages of One Maidstone BID were to improve the experience and appeal of the town centre by making it safer, cleaner, and brighter. The proposed projects included:

- Street Ambassadors
- Tackling crime and anti-social behaviour
- Promotion and development of MaidSafe
- Street scene improvements

WE DELIVERED:

- A 24-hour CCTV monitoring service throughout town
- An Ambassador team who patrol the streets daily and provide support and security for the town, acting to address anything that may compromise the welcome and vitality of the town centre. The Ambassadors are SIA licenced, CSAS trained and accredited and have been recognised by Kent Police with a Quality-of-Service award
- Ongoing Night Time Economy meetings co-hosted with Kent Police, an opportunity for local night time economy businesses to discuss and share issues, and to open a direct dialogue with the colleagues and partner agencies including the Licensing department
- The pilot of the first town centre wide Emergency Trauma Pack scheme, equipping first responders

- with the necessary kit to tackle serious traumatic injury. The scheme was subsequently adopted by the PCC's office and rolled out County wide
- The Knife Angel sculpture was brought to Maidstone in September 2022 to confront the issues and perceptions of knife crime; this was accompanied by educational workshops for children in the community in partnership with the Hazlitt Theatre
- Regular deep cleans of the town centre, providing a level of detail over and above that brought by the existing day to day Council operations
- Town centre planters have been brought to the town centre both Summer and Winter
- The DA Guardians training programme in 2021, teaching business about signs of domestic violence and how to safely sign post. Participants completed the course became a 'DA Guardian' making their business a safe space for their staff and customers



PROMOTE



Following the delivery of the proposed management works, with the safer, cleaner and brighter town centre to shout about, One Maidstone BID planned to deliver sustained campaigns aimed at changing perceptions of Maidstone and its role as the County Town.

THE PROPOSED PROJECTS INCLUDED:

- Parking, transport, signage and considering ways in which Maidstone can be made more accessible
- Events and promotion
- Marketing promotions and social media
- Christmas lights

WE DELIVERED:

- Marketing promotion for businesses and events in town. On social media and through our magazine.
- Our magazine has a quarterly distribution of 15,000 homes and businesses in Maidstone.
- Our social media reach currently has a following of 7384 followers and our Facebook and Instagram achieved a reach of 119,377 accounts in 2022.
- The Christmas Lights scheme and the associated switch on since 2019.
- We host regular Maidstone Marketing Meetings, roughly every 6 weeks. These meetings are an opportunity for businesses in town to share, network and find opportunities to collaborate
- A range of Halloween themed characters to greet children and the public around town, in conjunction with local business CEP Agency in October 2022

- We facilitated Halloween Walking Scavenger Hunts around Maidstone - 'Take It to the Grave' and 'Stage Managers Secret, in conjunction with local business Hazlitt Theatre in October 2022
- A Dinosaur Egg Easter Trail in conjunction with Maidstone Borough Council and multiple businesses across town in April 2022
- A range of Dinosaur themed characters 'Meet the Dinosaurs' to greet children and the public around town in April 2022
- We provided 2 days Social Media Training to businesses across town hosted by local business Onward Socials in May 2022
- We provided marketing promotion for businesses and events in town, in conjunction with local business Onward Socials
- A range of Jubilee themed characters to greet children and the public around town, in conjunction with local business CEP Agency in 2022
- We've organised multiple competitions, highlighting and increasing awareness of businesses in town - Halloween Giveaway, Christmas Hamper, Valentines Date Night and more
- We facilitated 'Not a Phase' during June 2022 LGBTQ+ Pride month, in conjunction with local business Hazlitt Theatre
- We created, funded, installed, and promoted The Maidstory Big Book Hunt trail in conjunction with multiple businesses across town in August 2022 which included Maidstory character readings in conjunction with local business CEP Agency and the Hazlitt Theatre in August 2022
- We created, funded, installed and promoted The Magic of Christmas Trail in conjunction with Maidstone Borough Council and multiple businesses across town in November-December 2022
- 2023 will see regular networking meetings for businesses within Maidstone town centre
- The introduction of discounted travel with Arriva for BID levy businesses and their staff



DISCOVER

YOU ASKED US TO DELIVER

With people using the town centre more frequently and for longer, the 'Promote' stream was introduced to supplement with campaigns to encourage discovery of the wider town centre targeted primarily at those who will travel further and stay longer, preferably overnight. The proposed projects included:

- Visitor promotions
- Strength of offer (history, range of hospitality etc)
- Promoting uniqueness

61 WE DELIVERED:

- The Wine Weekend event in Sessions House, increasing footfall in town and putting Maidstone on the map
- We organised and hosted the first Maidfest in July 2022 - bringing many businesses across town together to provide an offers driven retail festival throughout our town centre
- We facilitated the Magic of Christmas Parade, in conjunction with Maidstone Borough Council and local business CEP Agency in November 2022
- We supported the Scarecrow Festival, created by Maidstone Borough Council
- We were the Events Partner for the Elmer Wild in Art Trail around Maidstone in 2021
- Radio adverts and segment sponsorships on KMFM and Global, which promote Maidstone as a hub of retail, hospitality and events
- Our event campaigns have included transport advertising in conjunction with South Eastern Railway and Arriva Buses.
- Through One Maidstone's involvement with the Town Centre Task Force we are working with Maidstone Borough Council and Kent County Council to bring a youth hub to the very centre of the town which will be opening in early 2023.



TERM 2 BALLOT PLANS

How will the ballot work?

All potential levy payers within the boundary will be entitled to a vote. A 28 day postal ballot will be held from 1 June to 29 June 2023. You will receive a ballot paper in the post that can then be completed and posted back.

Can I nominate someone to vote on my behalf?

Yes. You can nominate a proxy for your vote who you are happy to be responsible for voting on behalf of your business/property.

What happens if I lose my voting paper?

A replacement ballot paper can be organised for you if the local authority is notified in time to meet the deadline of the close of the ballot.

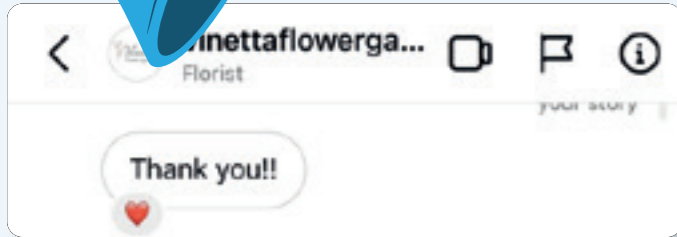
Please see the useful dates section for when you can expect key items of correspondence.

KEY DATES

Notice of ballot This document will give you notice that the ballot is pending – will be posted from	17 May
Ballot packs Will include you voting paper – will be posted from	30 May
Proxy nominations Can be made up to	19 June
Replacement papers Can be requested up to	26 June
Ballot closes at 5pm on	29 June
Count and declaration of result will be made on	30 June



FEEDBACK



“
 Caroline provided a really welcoming and well structured social media course! Great for all levels and great opportunity to engage with other local businesses!
 ”
 Tracy, Hazlitt Theatre



EVENTS FEEDBACK



KNIFE ANGEL
 It was a very moving night, than you for raising awareness



HALLOWEEN
 Halloween My kids had a great time today seeing the Halloween characters x



JUBILEE WEEKEND
 Absolutely fantastic job with this today, my 6 year old daughter absolutely love the still walking tress and high gives them twice, keep up the great events



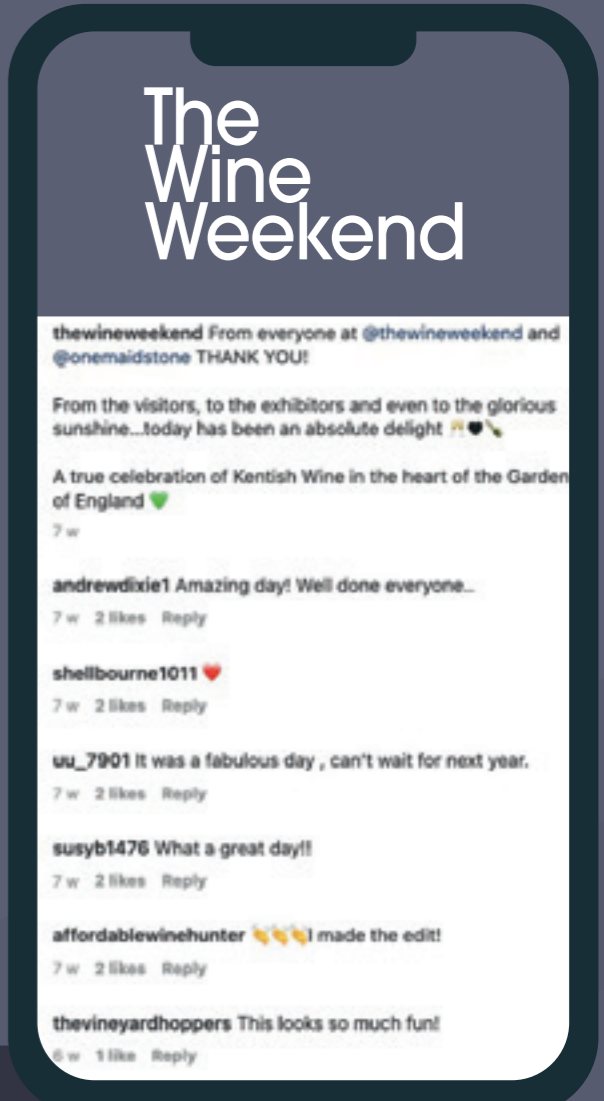
JUBILEE WEEKEND
 Such a fantastic weekend!

COMPETITION ENTHUSIASM

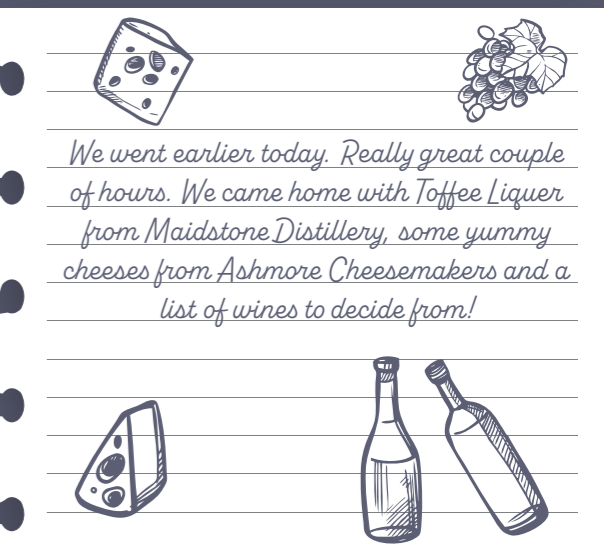
Thank you so much Michelle Woodland and the team at One Maidstone Yesterday we went on the gin distillery tour (g and t at 11 am, a fine start to the weekend!) it was very informative and definitely recommended And we've used the remaining vouchers Thanks again for such a wonderful prize

Brilliant! Great feedback and enjoy all the other gifts and treats

“
 Oh what a wonderful giveaway!! This would be a very special Christmas treat for our family! We live in one of Maidstones villages so this would be perfect!
 ”
 Fingers crossed



“
 We are having a lovely time sampling all the wines. Thank you for organising. Same again next year please.
 ”





ONE

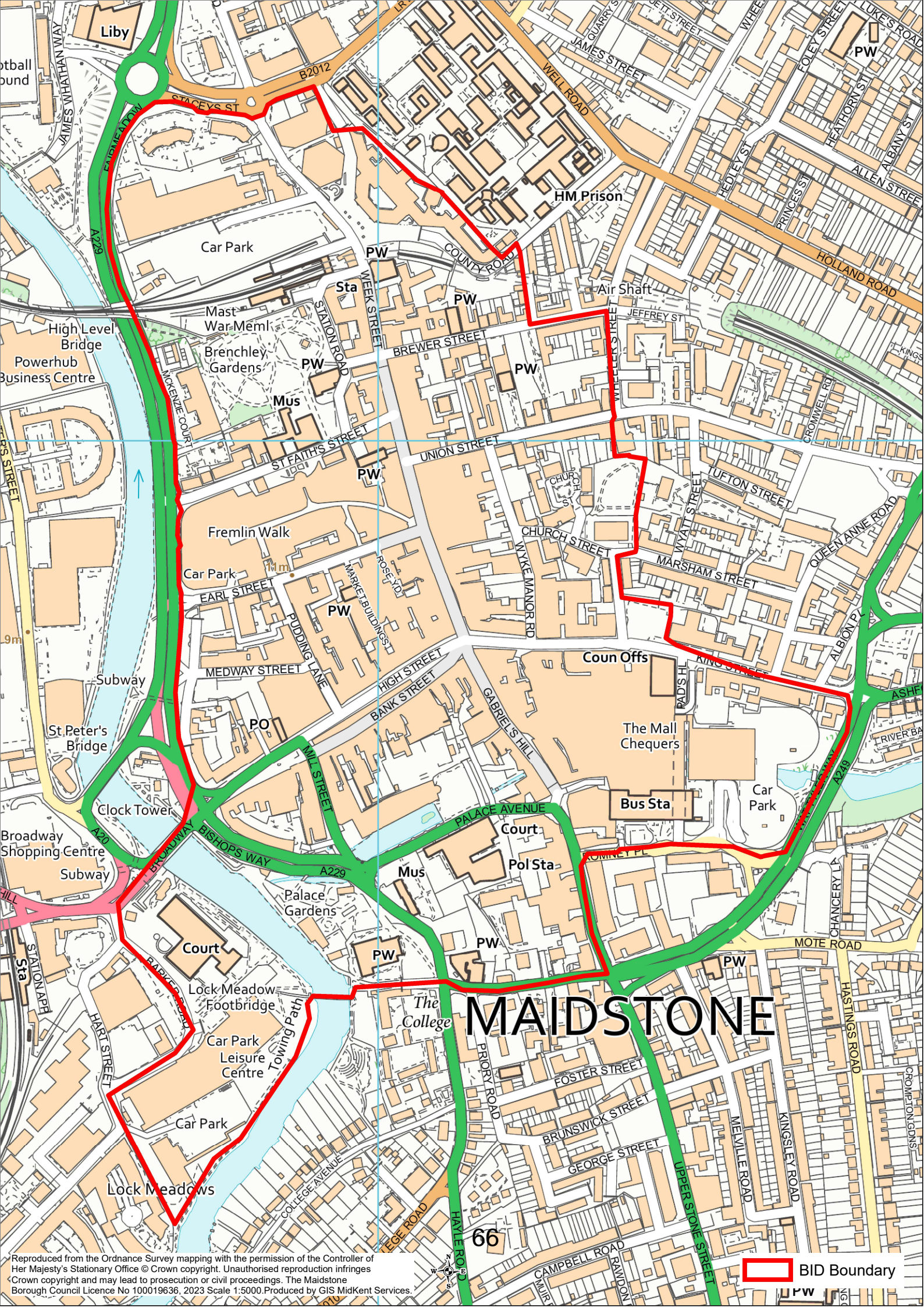
ONE Maidstone
Business Improvement District

KEEP UP-TO-DATE


www.onemairstone.com/events-directory

 [@onemairstonekent](https://www.facebook.com/onemairstonekent)   [@onemairstone](https://twitter.com/onemairstone)

One Maidstone BID The Mall Management Suite, Pads Hill, Maidstone, ME15 6AT
Company number 11166750 | VAT number 301029074



MAIDSTONE

 BID Boundary

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**Economic Regeneration and Leisure
Policy Advisory Committee**

4 April 2023

Mote Park Kiosk

Timetable	
Meeting	Date
Economic Regeneration and Leisure PAC	4 April 2023
Lead Member for Leisure and Arts	14 April 2023

Will this be a Key Decision?	No
Urgency	Not Applicable
Final Decision-Maker	Lead Member for Leisure and Arts
Lead Head of Service	Katie Exon, Head of Property and Leisure
Lead Officer and Report Author	Mike Evans, Leisure Manager
Classification	Public report
Wards affected	All

Executive Summary

The toilet block and kiosk in the northern section of Mote Park, near to the water sports centre, requires upgrading to provide services to park users and to extend the life of the building. The upgrade offers the opportunity to deliver some key elements of the Council's vision for a sustainable future for Mote Park.

Purpose of Report

Decision

That the Committee make the following recommendation to the Lead Member:

1. That the option to proceed with the facility mix as depicted in the indicative design be approved;
2. That the Director of Finance, Resources and Business Improvement be given delegated authority to submit relevant planning applications, lead a procurement process and invite tenders for the delivery of the works in accordance with the total project budget;

3. That after the completion of the tender process, delegated authority is given to the Head of Mid Kent Legal Services to enter into such contracts as required to complete the contract award.
-

Mote Park Kiosk

1. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
Impact on Corporate Priorities	<p>The four Strategic Plan objectives are:</p> <ul style="list-style-type: none"> • Embracing Growth and Enabling Infrastructure • Safe, Clean and Green • Homes and Communities • A Thriving Place <p>Accepting the recommendations will materially improve the Council's ability to achieve the <i>A Thriving Place</i> and <i>Safe, Clean and Green</i> objectives. We set out the reasons other choices will be less effective in sections 2 and 4.</p>	Leisure Manager
Cross Cutting Objectives	<p>The four cross-cutting objectives are:</p> <ul style="list-style-type: none"> • Heritage is Respected • Health Inequalities are Addressed and Reduced • Deprivation and Social Mobility is Improved • Biodiversity and Environmental Sustainability is respected <p>The report recommendations support the achievement of the health inequalities, deprivation and social mobility, and environmental sustainability cross cutting objectives.</p>	Leisure Manager
Risk Management	Refer to section 5 of the report.	Leisure Manager
Financial	Accepting the recommendations will demand new spending. We plan to fund that spending as set out in the approved Medium-Term Financial Strategy and capital programme.	Senior Finance Manager (Client Team)

Staffing	We will deliver the recommendations with our current staffing.	Head of Property and Leisure
Legal	Acting on the recommendations is within the Council's powers as set out at within various Local Government Acts.	Senior Lawyer (Corporate Governance)
Information Governance	The recommendations do not impact personal information (as defined in UK GDPR and Data Protection Act 2018) the Council processes.	Information Governance Team
Equalities	The recommendations will create plans and proposals which will lead to changes in service, therefore equalities impact assessments will be completed alongside the plans as they are developed.	Equalities & Communities Officer
Public Health	We recognise that the recommendations will have a positive impact on population health and wellbeing and also that of individuals.	Leisure Manager
Crime and Disorder	The recommendations will guard against crime and disorder.	Leisure Manager
Procurement	On accepting the recommendations, the Council will then follow procurement procedures. We will complete those exercises in line with financial procedure rules.	Head of Property and Leisure & Section 151 Officer
Biodiversity and Climate Change	The implications of this report have been considered and there are multiple opportunities, through the recommendations, to greatly reduce utilities and carbon emissions, reduce water wastage, and make positive impacts on biodiversity and climate change in the borough.	Biodiversity and Climate Change Manager

2. INTRODUCTION AND BACKGROUND

2.1 The kiosk in Mote Park has remained unchanged for many decades. It was originally built with men's and women's toilets and a small refreshments kiosk. The kiosk was last leased in 2017 as part of the lease to the old Mote Park Café, however the tenant did not use it as intended because of the age of the facility and the overheads associated with maintaining the property for only seasonal usage. Instead, the operator operated a mobile refreshments vehicle positioned in front of the building.

- 2.2 The toilets are traditional in design, in that they are arranged in one large room for men and one large room for women. In this location, the arrangement has been problematic because it can attract anti-social behaviour and any maintenance problems render the whole block out of action.
- 2.3 Toilet facilities are needed in this northern section of Mote Park and upgrading the block will allow provision to be made for the ever-increasing number of Mote Park visitors.
- 2.4 There are a number of other elements of the Council's vision for a sustainable future for Mote Park that can be realised by upgrading the block.

Water Sports

- 2.5 The water sports centre offers a range of water-based leisure activities for beginners and serious paddlers, but is lacking changing facilities. Feedback from the current operator and his users (schools) have shown that we need to improve the current offer to include changing and WC facilities. The water sports centre is operated under a one-year rolling licence. With improved facilities, we can secure a new, longer tenancy and charge a commensurate fee.

Mote Park Fellowship

- 2.6 The Mote Park Fellowship, along with other community and volunteer groups, has a vital role in the park. Members of the Fellowship volunteer in the park and help with maintenance and various projects all year round. Their charitable status allows them to raise funding in a way that the Council cannot. It was originally intended that provision for the Fellowship would be made in the new Estates building in the Park but this has not proved possible. A designated space would be created in the kiosk for the Fellowship. The Fellowship would be good custodians for the building and would help dissuade anti-social behaviour.

Cygnets Model Boat Club

- 2.7 This group operates in Mote Park Lake under a licence from the Council. Following works on the Mote Park Dam, this group currently has temporary arrangements for storing their equipment. Provision in the kiosk would provide an alternative. The Club's licence would be updated to reflect the Council's current vision for the Park and to provide them with suitable accommodation. If it is not possible to agree a new licence, the space in the kiosk designated for the Model Boat Club would be re-purposed.
- 2.8 The layout for the refurbished block incorporates the following features.
 - Two individual unisex toilet units will be created. These will be easier to manage and maintain in this location and any problems will be confined to a single unit. They can be designed to modern building regulations and be fully accessible for all park users. They will be step-free and suitable for those with mobility issues. They will each

have baby change facilities and be big enough to take a pushchair inside.

- The kiosk section, no longer ideal for providing catering, would be repurposed. Electrical outlets can be provided so that mobile catering can be deployed from this location on a temporary basis without the need for generators. This is a much more sustainable and environmentally-friendly way of providing catering in this area of the park.
- The space saved by repurposing the kiosk and reducing the overall floor plan of the public toilets can be used to create changing rooms for the water sports centre and community space for the Mote Park Fellowship and (subject to issue of a new licence) the Cygnets Model Boat Club.

Planning and finance

2.9 Pre-application planning advice is being sought on the indicative design and a planning application can be submitted, subject to the recommendations in this report being agreed.

2.10 £250,000 has already been agreed for this project in the capital programme. The total expenditure for the recommended option is expected to be within this budget.

3. AVAILABLE OPTIONS

3.1 Do nothing

Not progressing with the project will result in a defunct building overlooking the Mote Park lake and no welfare facilities along the northern bank of the lake. A project to reinvest in these facilities will avoid future costs and liabilities and provide much-needed facilities. **This option is not recommended.**

3.2 Repurpose the building in another way

In creating the indicative design thought has been given to providing an alternative mix of facilities but other variations are less desirable. Removing any facility type from the facility mix will create additional pressures to provide it elsewhere or via other means.

For example, refreshments space could be included in the building, but it requires ongoing maintenance and compliance to meet food standard and hygiene requirements, which is a considerable overhead for seasonal usage. Temporary mobile units can provide this in a much easier way, and can also offer more flexibility in line with changing trends.

The number of changing rooms and toilets has been considered and those presented give the optimal operational flexibility. The community spaces are simple in design and can have many uses, which future proofs. **An alternative facility arrangement is not recommended.**

3.3 Proceed with the facility mix as depicted in the indicative design

The facility mix proposed is the optimal arrangement. It provides regularised accommodation to park user groups, it provides much-improved facilities to the public and it negates the need for any stand-alone welfare facilities to be brought into the park. By investing in the assets we already have in this lakeside location, we create a hub of activity around an under-utilised building and improve the Mote Park offer using available resources. **This option is recommended.**

4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

4.1 Paragraphs 3.1 and 3.2 describe why alternative options are less desirable. Paragraph 3.3 describes the benefits of the recommendation. The recommendation brings many advantages across different council service areas. Using capital programme resources in the park at this time will ensure the funds benefit the park and prevent future liabilities from materialising.

5. RISK

5.1 The risks associated with this proposal, including the risks if the Council does not act as recommended, have been considered in line with the Council's Risk Management Framework. That consideration is shown in sections 3 and 4. We are satisfied that the risks associated are within the Council's risk appetite and will be managed as per the Policy.

6. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

6.1 Stakeholder groups have been consulted and their requirements have been incorporated into the recommendations.

7. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

7.1 Once recommendations have been agreed, the Property and Leisure team will progress with final designs and a planning application for the changes to the building. At the detailed design stage, requirements for the user groups and park users can be incorporated further.

7.2 Working with Finance colleagues, a project budget can be formulated using the allocated capital programme resources.

8. REPORT APPENDICES

The following document is to be published with this report and forms part of the report:

- Appendix 1: Indicative design for Mote Park kiosk
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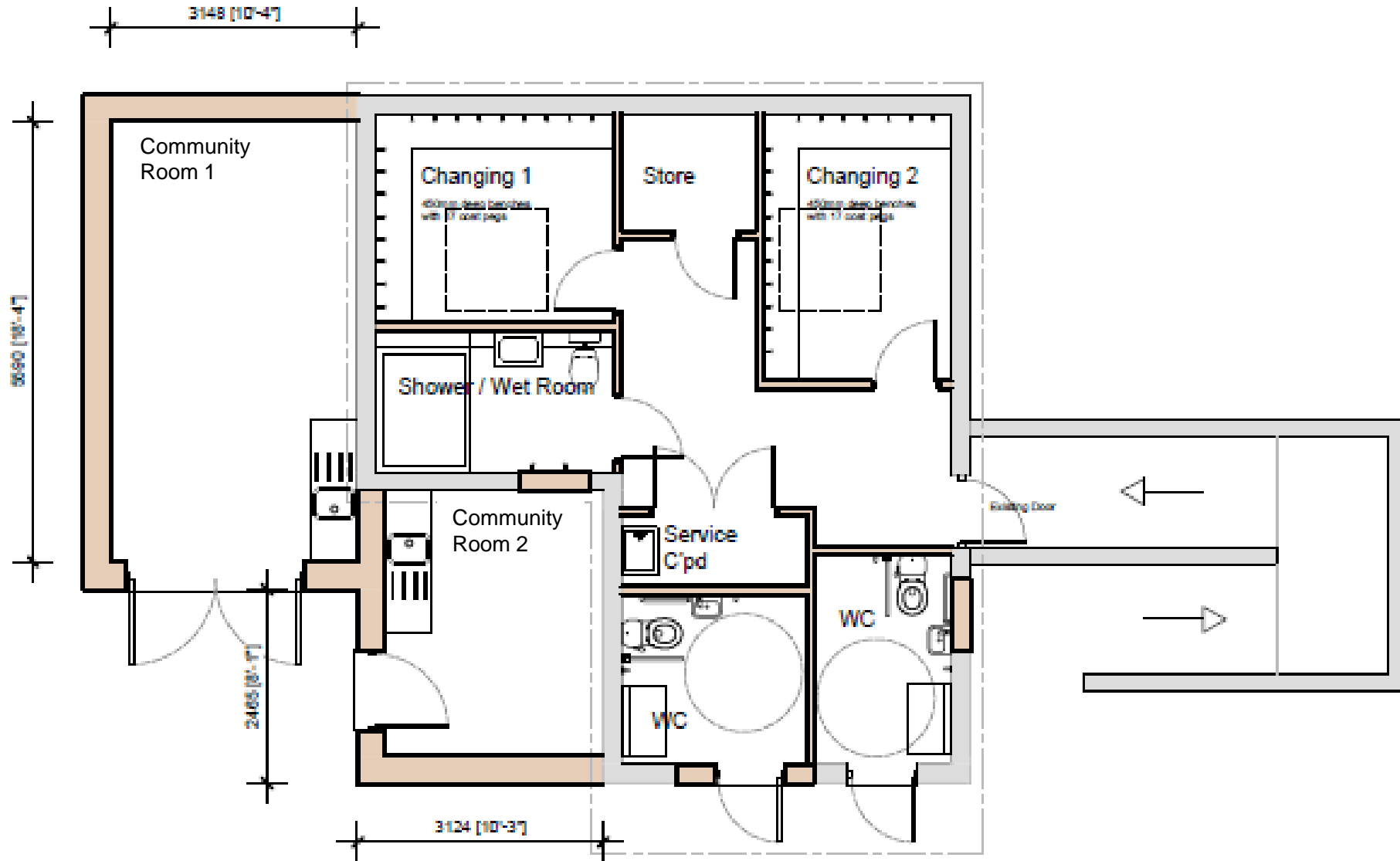
9. BACKGROUND PAPERS

None.

Appendix 1. Indicative design for Mote Park kiosk

Indicative design

75



Appendix 1. Indicative design for Mote Park kiosk

Current plan of Mote Park kiosk

