

# AMENDED AGENDA

## REGENERATION & ECONOMIC DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE MEETING



Overview and Scrutiny

Date: Tuesday 26 March 2013  
Time: 6.30 pm  
Venue: Town Hall, High Street, Maidstone

Membership:

Councillors: Cox, Cuming, Beerling, Black, Burton, Ross,  
Springett, Newton and Paterson

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1. **The Committee to consider whether all items on the agenda should be web-cast.**
2. **Apologies.**
3. **Notification of Substitute Members.**
4. **Notification of Visiting Members.**
5. **Disclosures by Members and Officers.**
6. **To consider whether any items should be taken in private because of the possible disclosure of exempt information.**
7. **Minutes of the meeting held on 29 January, 25 February and 12 March 2013** **1 - 12**
8. **Cabinet Member for Economic and Commercial Development Work Programme for 2013/14** **13**  
Interview with Malcolm Greer, Cabinet Member for Economic and Commercial Development
9. **Update Brunswick Street Car Park Call-in** **14 - 25**  
Interview with Steve Goulette, Assistant Director for Environment and Regulatory Services and Jeff Kitson, Parking

**Continued Over/:**

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**Issued on 21 March 2013**

*Alison Broom*

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

Services Manager.

**10. Employment Jobs Fair Feedback** **26 - 32**

Written Update from Ailsa Whitmarsh, Area Manager Job Centre Plus.  
Report attached.

**11. Visitor Information Centre Review** **33 - 40**

**12. Future Work Programme 2013/14** **41 - 54**

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

## MAIDSTONE BOROUGH COUNCIL

### MINUTES OF THE REGENERATION & ECONOMIC DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE MEETING HELD ON TUESDAY 29 JANUARY 2013

#### **PRESENT:**

Councillors Black, Burton (Chairman), Cox, Newton  
Paterson Ross and Springett,

#### **63. The Committee to consider whether all items on the agenda should be web-cast.**

**It was resolved:** that all items be webcast.

#### **64. Apologies.**

Apologies for absence were received from Cllr Cuming.

#### **65. Notification of Substitute Members.**

There were no substitutes.

#### **66. Notification of Visiting Members.**

Councillor Hotson and Councillor Ring attended as a visiting members with an interest in item 8 Visitor Information Centre Review Update.

#### **67. Disclosures by Members and Officers:**

There were no disclosures.

#### **68. To consider whether any items should be taken in private because of the possible disclosure of exempt information.**

It was agreed that all items be taken in public as proposed.

#### **69. Minutes of the meetings held on 27 November and 6 December 2012**

**Resolved:** that the minutes of the meetings held on 27<sup>th</sup> November and 6<sup>th</sup> December 2012 be approved as correct record of the meetings.

#### **70. Visitor Information Centre Review Update**

The Chairman welcomed Charlotte Osborn-Forde, Chief Executive, Liz Tredget, Volunteer Centre Manager and Kate Dickinson, Volunteer, all from Voluntary Action Maidstone (VAM) to the meeting.

Mrs Osborn-Forde explained to the Committee that they had previously occupied a large unit in The Mall and had moved to the Town Hall foyer after the space was offered by the Council. She informed the Committee that use of the Town Hall enabled the Volunteer Centre to attract a much higher number and broader range of people to volunteering and that the high street location gave them a higher profile and was easy to access.

In response to a question about location it was clarified that when the Volunteer Centre had been in the Mall they had received a huge number of enquires about volunteering but the conversion from enquiries to placements had not increased. At the Town Hall potential volunteers book an appointment to discuss what type of volunteering they want and hours available etc, this leads to more successful placement.

The Committee heard that although approximately 25% of visitors to the Town Hall want visitor information very few wanted help or advice on hotel bookings. The majority of the visitor enquires were for directions which the Volunteer Centre had been dealing with. It was noted that the Volunteer Centre provided maps and informed the enquirer where the Visitor Information Centre was located.

Mrs Osborn-Forde was asked if there was a possibility of the Volunteer Centre providing Visitor Information. The response was that with the right support, training and funding they would be happy to take this on. It was noted that VAM were also responsible for the successful Gateway Volunteer programme and that Gateway Volunteers had attended the Council's own customer service training.

VAM indicated that they would support opening the Town Hall/Volunteer Centre on a Saturday if a partnership arrangement for VAM providing visitor information was in place.

The Committee raised concerns about the priority given to tourism by the Council. The Chairman welcomed Christopher Garland, Leader of the Council to the meeting, who went on to clarify that the prioritisation matrix in the Strategic Plan 2011-15 put tourism as a low priority in financial terms only. He informed the Committee other ways of funding visitor economy development at a low cost were being looked into.

It was highlighted to the Committee that the Cabinet Member for Corporate Services was making a decision about the future of the Town Hall foyer that week. Several members expressed the view that it was difficult to find a sound economic reason to return the Visitor Information Centre in full to the Town Hall. The Committee agreed that if it was agreed that VAM should stay in the Town Hall a working group should be set up to develop this including their role in providing visitor information. The Committee also considered the appearance of the Town Hall.

Two further recommendations were suggested:

That the Leader of the Council and Chief Executive revisit the way in which portfolios are arranged and officer duties allocated so that there is more cohesion and clarity of purpose.

That this committee either wraps up this report as it has been overtaken by events or a further study as to how the visitor economy can be utilised to assist in the provision of the priority of economic prosperity.

The Committee concluded that they should wait for the outcomes of the Governance Review at full Council before making any recommendations about organisational structure.

The Committee agreed that the review into the Visitor Information Centre should be concluded and that a meeting should be arranged of the working group to facilitate the report writing.

**It was resolved that:** The Committee concludes the evidence gathering part of its review, with a meeting arranged to write the final report and recommends that:

- a) If the Cabinet Member for Corporate Services was minded to progress an agreement with VAM, part of which included volunteers offering Visitor Information Centre support, that firstly a small cross party group of members is set up with the Cabinet Member, officers and VAM on the detail to how this can be achieved; and
- b) The cross party working group (as set out above) review the visual presentation of the Town Hall both internally and externally.

## **71. Core Strategy Update**

The Chairman welcomed Councillor Christopher Garland, Leader of the Council, Councillor Stephen Paine, Cabinet Member for Planning, Transport and Development and Rob Jarman, Head of Planning to the meeting. Councillor Paine gave the Committee an update on the Core Strategy programme the main points of which were:

- The Strategy needed revision following the publication of new population growth figures;
- It was estimated that approximately 4,000 additional homes would need to be delivered;
- Cabinet had taken the decision to postpone the Core Strategy in order to clarify the evidence base following criticism of other local authority's strategies by the inspector and this delay could be up to 18 months; and
- The call for employment sites was due to close on 1<sup>st</sup> February 2013, after which there would be a sifting process.

The Committee queried the effect of increasing the housing figures on the employment figures and was informed that following the process of sifting sites the land research would be updated and consultation on revised figures would take place. Mr Jarman clarified that there was a number of options around the employment figures including expanding and improving existing sites.

The Committee asked about the duty to cooperate and what was being done to enhance the relationships with neighbouring districts. The Committee raised concern about the proximity to the district boundary of Tonbridge and Malling's planned housing development. Cllr Paine informed the Committee that he was in communication with Councillors from several of the neighbouring districts and had a meeting planned with Tonbridge and Malling Councillors. Mr Jarman added that the Council was looking into a joint Strategic Housing Market Assessment (SHMA) with Tonbridge & Malling and Ashford districts and other joint studies were being investigated. In relation to the housing just outside Maidstone's boundary in Tonbridge and Malling members were informed that it was possible that Maidstone could give away a chunk of its housing provision however they would lose the funding with it.

Members were informed that an obstacle to doing the Core Strategy in partnership was that all the authorities were at different stages in the Core Strategy process and reminded the Committee that the duty was to cooperate and not to agree. The importance of a five year housing supply was also highlighted and it was noted that Maidstone had not allocated land for over 13 years.

The Committee asked about the progress of the Integrated Transport Strategy (ITS), concerned about the impact of the additional housing required on the boroughs roads. They heard that the Joint Transportation Board had rejected a number of the proposals but had failed to provide any alternatives. The ITS was to be revisited and therefore delayed until the end of summer post the decision in March on allocating housing sites and post Kent County Council elections. Once this decision has been made the housing shortfall will be looked into and various options including dispersal, urban extension and new village will be explored.

The Committee considered that the housing figures seemed the most variable and in order to meet the housing need the Council would need to be strategic and that in turn transport policy should also be flexible in order to cope with major change. Councillor Garland identified that funding was a constraint and therefore the focus should be on changing behaviour.

The Committee thanked Councillors Garland and Paine and Mr Jarman for the update.

**Resolved that** The progress update on the Core Strategy be noted and that the Committee's watching brief continue on the programme.

## **72. Future work Programme**

The Committee considered the future work programme and items due at the next meeting on the 26<sup>th</sup> March 2013. It was agreed that they would consider the Report of the Regeneration & Economic Development Committee Working Group on the Visitor Information Centre, An Update on the Brunswick Street Car Park Call-in and the Regeneration & Economic

Development Plan. A Member questioned the action taken since the last meeting and it was clarified that the Chief Executive had written to each Committee Member in response to the concerns raised at the meeting on 27 November 2012.

**Resolved that:** That the future work programme be noted.

**MAIDSTONE BOROUGH COUNCIL**

**MINUTES OF THE REGENERATION & ECONOMIC  
DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE  
MEETING HELD ON MONDAY 25 FEBRUARY 2013**

**PRESENT:** Councillor Burton (Chairman)  
Councillors Black, Cox, Cuming, Newton, Paterson,  
Ross and Springett

**73. The Committee to consider whether all items on the agenda should be web-cast.**

That all items on the agenda be webcast.

**74. Apologies.**

Apologies for absence were received from Councillor Beerling.

**75. Notification of Substitute Members.**

There were no substitute members.

**76. Notification of Visiting Members.**

Councillor Mrs Gooch attended as a Visiting Member with an interest in item 8 Core Strategy Update.

**77. Disclosures by Members and Officers.**

There were no disclosures.

**78. To consider whether any items should be taken in private because of the possible disclosure of exempt information.**

It was agreed that all items be taken in public as proposed.

**79. Call for Evidence on Local Growth, Local Enterprise Partnerships and Enterprise Zones**

The Chairman welcomed John Foster, Economic Development Manager to the meeting. Mr Foster informed the Committee that Kent County Council was not responding to the call for evidence.

Mr Foster explained to the Committee that employers are saying that school leavers lacked the skills required by employers such as teamwork. However; these skills are contradictory to how schools manage performance which is based on pass rates. In addition funding for skills follows participation and retention and in turn does not match up with gap



in the labour market. For example there may be 90,000 people wanting to do hairdressing but the demand may only be 10,000. This issue is not helped by when employers also do not understand the long-term skill requirements for their business. Mr Foster told the Committee that Mid-Kent College does engage with businesses and that he was also working with businesses promoting the Employers Ownership Fund which builds tailor made courses for specific business requirements.

The Committee asked if work placements and work experience was undertaken in education and how matching of skills/employment desires with employers was done. They were informed that more businesses need to take on work placements and this would allow a wider variety of placements but that some employers particularly small businesses and the self-employed saw the paperwork as a barrier.

The topic of careers guidance was discussed and it was noted that there was a national service but that one to one guidance was occurring less in schools. It was noted that this function was a responsibility of the education authority but could also be provided by a borough council.

The Committee asked about other schemes operating in the country with the aim of getting people into work, in particular offering to provide training to employers if they employ someone. Mr Foster explained that these schemes are extremely expensive but that they were promoting the wage allowance scheme which works on a grant basis.

The Committee noted that the Council took on apprenticeships each year, that informal coffee mornings with Job Centre Plus was taking place and that the Kent Youth Council was looking at issue of skills and employability.

The Committee thank Mr Foster for the update and concluded that from the update given that the Council should respond to the call of evidence on local growth and the skills system, it was requested that this response be circulated to the Committee for reference.

**Resolved:** That the Council should respond to the request for evidence on local growth and the skills system.

## **80. Core Strategy Update**

The Chairman welcomed Councillor Garland, Leader of the Council, Councillor Stephen Paine, Cabinet Member for Planning, transport and Development and Rob Jarman, Head of Planning to the meeting.

The Committee were told that the evidence base was key in gaining a decision on the Core Strategy and that out of the twelve strategies that have been presented to the inspector only one had passed. It was explained to the Committee that this was the reason for the move from an aspiration strategy to a realistic strategy.

The importance of a decision being made in March was discussed and the Committee were reminded that the Council had not allocated any land in the last 15 years which left them without a five year land supply and therefore vulnerable to application in areas that the Council may not wish to develop. The committee noted that this was a real danger to the envisioned development of the borough.

The Committee were informed that there was now a local plan which was an amalgamation of the core strategy and the search for sites, with a new timeframe of 2011-2031. The reason for the timeframe change was because the DCLG 2010 demographic estimates were different to the 2008 data on which is what we had been working towards. For Local Plan the 10,000 jobs figure had been removed due to a lack of control and reverted back to employment floor space.

In response to a question it was clarified that junction 8 was strategic location rather than a specific site in the plan as there was no overarching need to release it. It was noted that the time period where full weight could be given to policies adopted since 2004 was about to close and from then on the NPPF takes precedence.

The Committee raised concerns over the proposed bus lane and other transport measures in the Local Plan. The Committee were told that there were no funds for new roads and that a demand management approach was being proposed, this means making better use of the existing roads and encouraging public transport. The proposed bus land was expected to cut the journey time for both public transport users and car users. The Committee considered that they needed more information on the transport measures being proposed and requested that they receive a presentation on these measures prior to the Cabinet meeting on 13 March. It was also agreed by the Committee that all members should familiarise themselves with the papers for Cabinet on 13 March.

There was some discussion around the possibility of the Leeds/Langley bypass and rumoured costs of this project following an article in the local press. The Officers did not have evidence to support the figures rumoured and the Committee requested that Councillor Paine contact his counterpart at KCC in order to seek clarification on the costs of this project.

**Resolved:**

- a) That the Regeneration & Economic Development Overview & Scrutiny receive a presentation on the transport measures as set out in the Local Plan prior to the decision being made on 13<sup>th</sup> March;
- b) That the Cabinet Member for Planning, Transport and Development contact his counterpart at Kent County Council to clarify the costs of a Leeds/Langley bypass, reporting back to the Committee;

- c) That all members familiarise themselves with the papers for Cabinet on March 13 2013; and
- d) That in recognition of the danger of premature applications for significant housing development that the options be given top priority and that members are engaged in the forming of this policy.

Meeting Closed 20:36

**MAIDSTONE BOROUGH COUNCIL**

**MINUTES OF THE REGENERATION & ECONOMIC  
DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE  
MEETING HELD ON TUESDAY 12 MARCH 2013**

**PRESENT:** Councillor Burton (Chairman)  
Councillors Beerling, Black, Butler, Cox, Newton,  
Paterson, Ross and Springett

**81. The Committee to consider whether all items on the agenda should be web-cast.**

**Resolved:** That all items be webcast.

**82. Apologies.**

Apologies were received from Councillor Cumming.

**83. Notification of Substitute Members.**

Councillor Butler substituted for Councillor Cumming.

**84. Notification of Visiting Members.**

Councillors Vizzard, Mrs Grigg, Munford, de Wiggondene, Mrs Gooch, Chittenden and Mrs Wilson attended as visiting members with an interest in Item 7 Local Plan – Bus Lane.

**85. Disclosures by Members and Officers.**

There were no disclosures.

**86. To consider whether any items should be taken in private because of the possible disclosure of exempt information.**

It was agreed that all items be taken in public as proposed.

**87. Local Plan - Bus Lane**

The Chairman welcomed Councillor Garland, Leader of the Council, Councillor Paine, Cabinet Member for Planning, Transport and Development, Rob Jarman, Head of Planning, Michael Murphy, principal Planning Officer and Tim Hapgood of JMP Consultants to the meeting.

The Officer gave a brief presentation outlining the reasons for the proposed bus lane, the costs and expected benefits including an expected 13% increase in bus patronage. The Committee was informed that cost benefit ratio demonstrated that the proposal was good value for money.

The Committee considered the presentation given and queried the statistics around journeys to the Town Centre from the south of the borough which the modelling had shown accounted for 87% of the traffic going to the town centre. The Committee reminded the Cabinet Members and Officers of the work that the Committee had undertaken in the previous year that showed 61% of journey destinations was the town centre.

It was noted that previous comments about the start and end points for the proposed bus lane had been taken on board with the start point including Wallis Avenue and extending to Armstrong Road. The Committee was informed that it would not go as far as the proposed three housing sites. Feedback received through consultation had shown environmental concerns around the loss of trees, Officers confirmed that only grass verges would be lost.

There was discussion around the funding of the scheme and it was confirmed by the Officers that the bus lane would be funded through S106 agreements. Members queried the possibility of extending the bus lane all the way into the town centre and were informed that this would be the ideal but could not be funded through section 106 agreements.

The Committee debated the proposed benefits of the scheme in reducing congestion and travel time to the town centre and concluded that a reduction in journey time of four minutes would not be as valuable to residents as a reduction in fares. It was also felt that this would be key in encouraging greater bus use.

The Officers were asked about the possibility of the bus lane as a multi occupancy vehicle lane or one that would take commercial vehicle as the committee considered that this would have a greater impact on changing behaviour. The Committee was informed that this level of detail was yet to be discussed and was something that could be considered.

The Committee agreed there was scepticism around the actual benefits bus lane would bring, there was feeling that any benefits could be lost when getting into the town centre due to the gyratory system. This issue was not going to be resolved without a holistic approach to transport in Maidstone.

It was resolved:

- a) That the Committee was not supportive or convinced of the merits of the bus lane as proposed;
- b) That, if Cabinet are minded to approve the bus lane the Committee recommends that work was immediately initiated to investigate its use as a bus lane/multi occupancy/commercial highway and work with KCC on a holistic approach to connect properly with the Town Centre; and

- c) That clarity on the statistics on journeys to Maidstone as a destination and journeys through Maidstone to alternative destinations.

## **Maidstone Borough Council**

### **Regeneration and Economic Development Overview & Scrutiny Committee**

**Tuesday 26 March 2013**

#### **Cabinet Member for Economic and Commercial Development Work Programme 2013/14 onwards**

**Report of:** Performance & Scrutiny Officer

#### **1. Introduction**

- 1.1 To consider the Cabinet Member's work programme for the 2013/14 municipal year.

#### **2. Recommendation**

- 2.1 That the Committee interview Councillor Greer, Cabinet member for Economic and Commercial Development in regard to his planned work programme for 2013/14.

#### **3 Work Programme**

- 3.1 The Economic Development and Regeneration Overview & Scrutiny Committee is responsible for holding to account Cabinet members who's portfolio falls within the remit of the committee.

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

- 5.1 The Committee will consider reports that deliver against the following Council priority:
  - 'For Maidstone to have a growing economy.'
- 5.2 The Strategic Plan sets the Council's key objectives for the medium term and has a range of objectives which support the delivery of the Council's priorities. Actions to deliver these key objectives may therefore include work that the Committee will consider over the next year.

# Agenda Item 9

## **Maidstone Borough Council**

### **Regeneration and Economic Development Overview & Scrutiny Committee**

**Tuesday 26 March 2013**

#### **Brunswick Street Car Park Call-in Update**

**Report of:** Clare Wood

#### **1. Introduction**

In September 2011 the decision to declare the Pay and Display Car Park and adjoining garage premises at Brunswick Street as non-operational and surplus was called in (Report & Call –in form at Appendices A and B).

#### **2. Recommendation**

- 2.1 That the Committee interview Steve Goulette, Assistant Director of Environmental and Regulatory Services and Jeff Kitson Parking Manager to assess the current situation and make recommendations as appropriate.

#### **3 Brunswick Street Car Park Call-in**

- 3.1 It was recommended that the Cabinet Member reconsider the decision with additional information on the parking requirements of the streets local to the car park and if no or little adverse effect was found that the decision should stand. They also recommended that a report should go to the Cabinet Member for Corporate Services with an evaluation of the current use of the site as a car park against the future use of the site to ensure that the operational issues are considered alongside the options for disposal. Both recommendations were accepted (Response to SCRAIP at Appendix C).

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

- 5.1 The Committee will consider reports that deliver against the following Council priority:
  - 'For Maidstone to have a growing economy.'
- 5.2 The Strategic Plan sets the Council's key objectives for the medium term and has a range of objectives which support the delivery of the Council's priorities. Actions to deliver these key objectives may therefore include work that the Committee will consider over the next year.





**MAIDSTONE BOROUGH COUNCIL**

**CABINET MEMBER FOR ENVIRONMENT**

**REPORT OF ASSISTANT DIRECTOR OF ENVIRONMENT AND  
REGULATORY SERVICES**

**Report prepared by J Kitson**

**Date Issued: 12 August 2011**

1. **BRUNSWICK STREET PAY AND DISPLAY CAR PARK  
DISPOSAL**
- 1.1 Issue for decision
- 1.1.1 To consider declaring non-operational and surplus the Brunswick Street pay and display car park and adjacent garage premises (as outlined upon the plan attached as appendix 1 to the report) and that any final decision to dispose of the site is considered by the Cabinet Member for Corporate Services.
- 1.2 Recommendation of the Assistant Director of Environment and Regulatory Services
- 1.2.1 That the Cabinet Member agrees to declare the car park and adjoining garage premises non-operational and surplus and that the matter is forwarded to the Cabinet Member for Corporate Services for a final decision upon disposal of the site.
- 1.3 Reasons for recommendation
- 1.3.1 Brunswick Street pay and display car park has 66 parking bays and offers long stay parking. The car park is situated on the outskirts of the town centre within the South 2 residential zone.
- 1.3.2 The car park also offers overflow parking for South 2 resident parking permit holders after 18:30hrs during periods of high demand.
- 1.3.3 In recent years occupancy levels within Brunswick Street pay and display car park has declined, with average occupancy levels below 60% during the day and only 40% in the evening.  
The combined effect of the downturn in the economy and the availability of alternative long stay parking closer to the town centre, suggests that it is unlikely that occupancy levels will significantly improve and it is considered that usage will further decline.

- 1.3.4 The garage premises are leased on a contracted out agreement that terminates in December 2011 and will not be renewed. The Tenant has established itself in alternative premises.
- 1.3.5 A development proposed by a prospective purchaser offers an available parking area which may be utilised for residents during periods of high on street parking demand.
- 1.3.6 It is not considered that loss of the car park will significantly impact on local parking availability nor will it affect localised congestion as average 'on-street' occupancy levels within the South 2 resident parking bays is recorded at 74% during the day and 79% during the evening.
- 1.3.7 Pay and display equipment currently in operation within Brunswick Street car park can be redeployed to other pay and display parking facilities where demand is higher to ensure improved customer services.
- 1.4 Alternative actions and why not recommended
- 1.4.1 The Cabinet Member could reject the proposal to cease the use of the car park; however this would prevent the sale of the land.
- 1.5 Impact on corporate objectives
- 1.5.1 The proposal supports the Council's priorities for Maidstone to have a growing economy and for Maidstone to be a decent place to live.
- 1.6 Risk Management
- 1.6.1 Consideration must be given to the effect on local residents; however on street parking availability will remain good for local residents with continued permit holder parking within the resident parking bays.
- 1.7 Impact on Corporate Implications

1. Financial

2. Staffing

3. Legal

4. Equality Impact Needs Assessment

X
X

5. Environmental/Sustainable Development

6. Community Safety

7. Human Rights Act

8. Procurement

9. Asset Management


1.7.1 Financial

The net income from Brunswick Street car park during the financial period 2010/11 was £47,505. An average weekly income of £896 equates to an average income of £13.58 per bay per week.

It is anticipated that not all existing customers will migrate to other Council owned long stay parks, but competitor parking facilities south of the town centre are limited thus increasing the potential of customer retention by transfer to car parks such as College Road.

Income levels from car parking as reported in the first Quarter Budget Monitoring report are on target to meet budget expectations by year end. The medium term financial strategy assumes a strategic reduction in car parking income over the period 2011/12 to 2015/16.

1.8 Appendices

1.8.1 Appendix 1 –Car Park Plan

1.9 Background Documents  
None

**IS THIS A KEY DECISION REPORT?**

Yes

☐

No

☒

If yes, when did it first appear in the Forward Plan?

.....

This is a Key Decision because: .....

.....

Wards/Parishes affected: .....

.....

**How to Comment**

Should you have any comments on the issue that is being considered please contact either the relevant Officer or the Member of the Executive who will be taking the decision.

Cllr Marion Ring

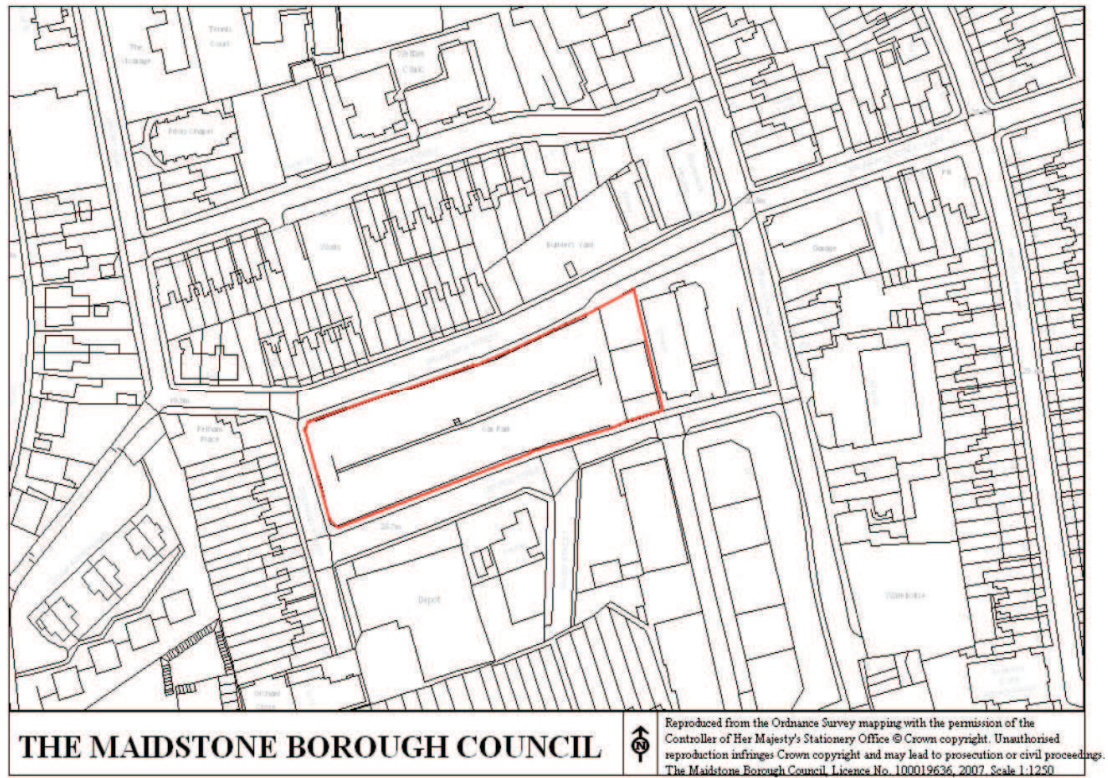
Cabinet Member for Environment  
Telephone: 01622 602000  
E-mail: marionring@maidstone.gov.uk

Jeff Kitson

Parking Services Manager  
Telephone: 01622 602603  
E-mail: jeffkitson@maidstone.gov.uk

## **Appendix A**

### **Brunswick Street Pay and Display Car Park**



# **SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)**

**Committee:** Regeneration and Economic Development Overview and Scrutiny Committee

**Meeting Date:** 5 September 2011

**Minute N<sup>o</sup>:** 54

**Topic:** Call-in: Brunswick Street Pay and Display Car Park Disposal

<b>Recommendation<sup>i</sup></b>	<b>Cabinet Member<sup>ii</sup></b>	<b>Response<sup>iii</sup></b>	<b>Timetable<sup>iv</sup></b>	<b>Lead Officer<sup>v</sup></b>
That the decision be referred back to the Cabinet Member for Environment with the recommendation that it be reconsidered with additional information on the parking requirements of the streets local to the car park rather than the entire S2 area so that if the Cabinet Member is satisfied from the further information that businesses and residents can be provided for with little or no adverse impact then the decision should stand	Cabinet Member for Environment	As per attached Decision		Steve Goulette, Assistant Director of Environment & Regulatory Services.
That the report to the Cabinet Member for Corporate Services include an evaluation of the current use as a car park against the future use of the site to ensure that the operational issues are considered alongside the options for disposal.	Cabinet Member for Corporate Services	The information requested will be included in any report to the Cabinet Member.		Steve Goulette, Assistant Director of Environment & Regulatory Services.

## **Notes on the completion of SCRAIP**

<sup>ii</sup> Insert in this box the Cabinet Member whose portfolio the recommendation falls within.

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

---

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

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

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

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



## **MAIDSTONE BOROUGH COUNCIL**

### **RECORD OF DECISION OF THE CABINET MEMBER FOR ENVIRONMENT**

Decision Made: 22 August 2011

#### **REPORT OF THE ASSISTANT DIRECTOR OF ENVIRONMENT AND REGULATORY SERVICES - BRUNSWICK STREET PAY AND DISPLAY CAR PARK DISPOSAL**

##### **Issue for Decision**

To consider declaring the Brunswick Street pay and display car park and adjacent garage premises (as outlined upon the plan set out at Appendix 1 to the report of the Assistant Director of Environment and Regulatory Services) non-operational and surplus; any final decision to dispose of the site to be considered by the Cabinet Member for Corporate Services.

##### **Decision Made**

1. That the Brunswick Street pay and display car park and adjoining garage premises be declared non-operational and surplus.
2. That the matter be forwarded to the Cabinet Member for Corporate Services for a final decision upon disposal of the site.

##### **Reasons for Decision**

Brunswick Street pay and display car park has 66 parking bays and offers long stay parking. The car park is situated on the outskirts of the town centre within the South 2 residential zone.

The car park also offers overflow parking for South 2 resident parking permit holders after 18:30hrs during periods of high demand.

In recent years, occupancy levels within Brunswick Street pay and display car park has declined, with average occupancy levels below 60% during the day and only 40% in the evening. The combined effect of the downturn in the economy and the availability of alternative long stay parking closer to the town centre, suggests that it is unlikely that occupancy levels will significantly improve and it is considered that usage will further decline.

The garage premises are leased on a contracted out agreement that terminates in December 2011 and will not be renewed. The Tenant has established itself in alternative premises.

A development proposed by a prospective purchaser offers an available parking area which may be utilised for residents during periods of high 'on-street' parking demand.

It is not considered that loss of the car park will significantly impact on local parking availability nor will it affect localised congestion as average 'on-street' occupancy levels within the South 2 resident parking bays is recorded at 74% during the day and 79% during the evening.

Pay and display equipment currently in operation within Brunswick Street car park can be redeployed to other pay and display parking facilities where demand is higher to ensure improved customer services.

### **Alternatives considered and why rejected**

The proposal to cease the use of the car park could be rejected; however this would prevent the sale of the land

### **Background Papers**

None

Should you be concerned about this decision and wish to call it in, please submit a call in form signed by any two Non-Executive Members to the Head of Change and Scrutiny by: **30 August 2011**



# Agenda Item 10

## **Written Update from Ailsa Whitmarsh, Job Centre Plus Integrated Partnerships Manager**

We are currently in the planning stages for our Jobsfair on 4 April.

We currently have 21 employers/recruitment agencies that have agreed to attend, and all have vacancies.

Promoting the Jobsfair to employers has been via a mix of approaches; emailing; follow up calls; promotion via Kent Business Radio; through external partners and stakeholders; employer databases - MBC & Town centre Management.

The most effective response has been via direct telephone approaches.

We have found that a large number of the employers that have supported this type of event in the past are not recruiting at present, or do not need to attend as they receive on-going applications on spec/word of mouth.

We will be happy to share our evaluation of the event with you, as we will be tracking all individuals who attend for a 13 wk period.

The Jobsfair and Skills event held in September last year was on a smaller scale, and provided many customers with a range of opportunities to access additional training.

Approximately 35 customers accessed training, many of the customers who attended were not JCP so we were unable to track outcomes for these.

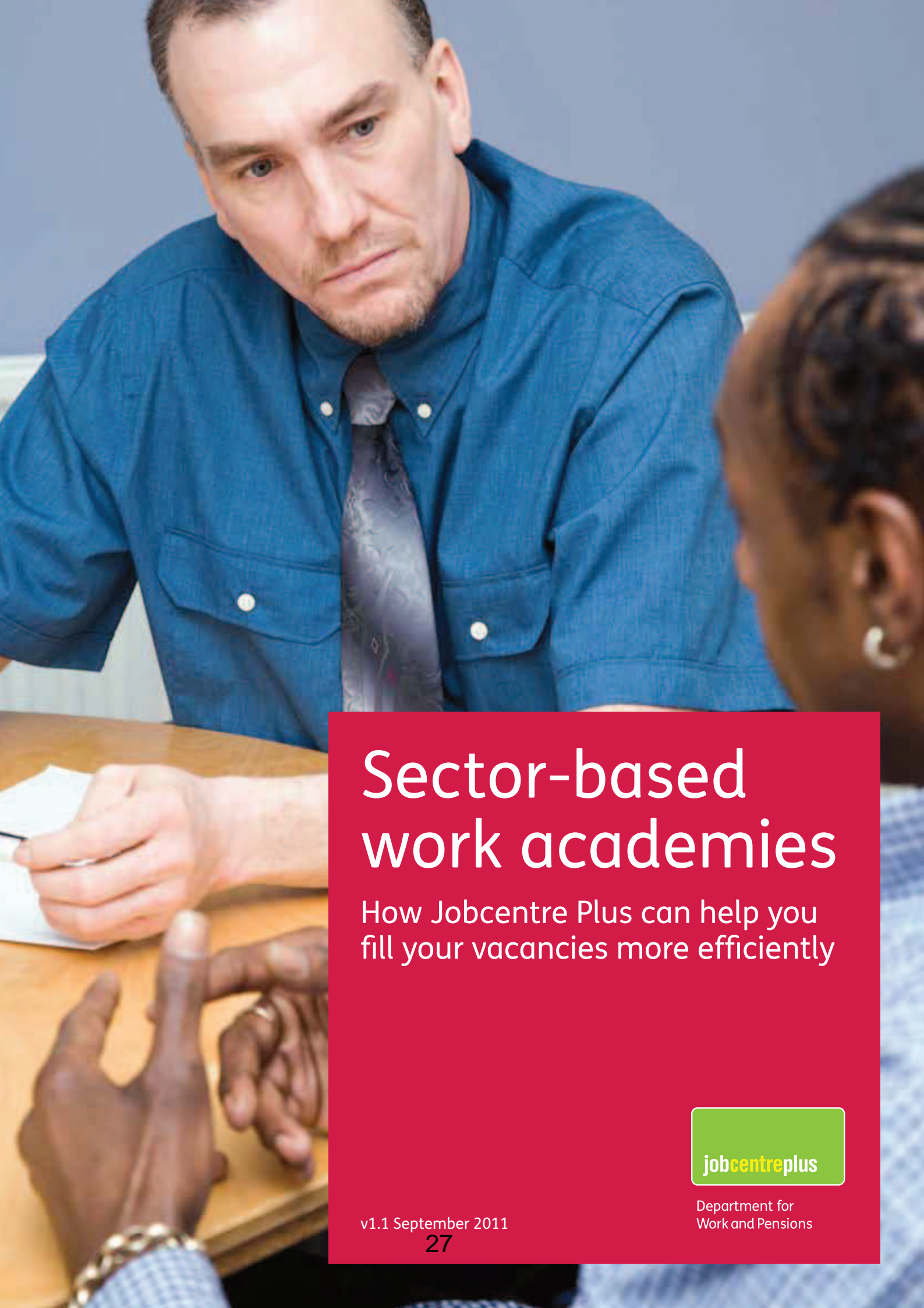
Juliet Shand at Golding Homes can provide a more comprehensive evaluation.

The wage incentive for 18 - 24 year olds is a valuable incentive for employers (see attached) and can be used as a self-marketing tool for customers unemployed 6 months plus. We have marketed this through a range of mediums - as above, and is of particular value/interest to SMEs. Employers can also access funding for apprenticeships, and there is a mix of funding available to support this.

We also offer free bespoke training for employers (see above) who are recruiting, ensuring that the individuals they interview are pre-selected and have accessed training specific to the employers business.

We recently hosted a Kent Employers Award Ceremony, recognising the contributions employers have made to supporting our customers - eg providing work experience opportunities, training, mentoring - this was very well received and provided an excellent networking and information sharing opportunity.

I have a good relationship with the Economic and Regeneration team at Maidstone council, and find them to be supportive in assisting with promotion of incentives etc through their databases and networks. Continuing with this relationship and encouraging/highlighting JCP engagement with new businesses coming into the area is helpful and engaging with business forums is invaluable.



# Sector-based work academies

How Jobcentre Plus can help you  
fill your vacancies more efficiently

jobcentreplus

Department for  
Work and Pensions

v1.1 September 2011

# Sector-based work academies – a way to create a skilled workforce for your business

## **What are sector-based work academies?**

The Government has introduced a new range of measures to help get Britain working. Sector-based work academies are one of those measures available in England\* to help those who are ready for work and receiving benefits to secure employment. They are designed to help meet your immediate and future recruitment needs as well as to recruit a workforce with the right skills to sustain and grow your business.

A sector-based work academy can last up to six weeks and has three key components:

- Pre-employment training- relevant to the needs of your business and sector
- A work experience placement - of great benefit to both the individual and a business
- A guaranteed job interview

The key feature of sector-based work academies is that they offer a flexible approach and can be adapted to meet the needs of your business.

If you are unable to offer all three components, we may be able to work with you to overcome this – such as enabling you to join together with other employers as a consortium approach.

Participants will remain on benefit throughout the period of the sector-based work academy and Jobcentre Plus will pay any travel and childcare costs whilst they are on the work experience placement. There is no direct cost to an employer for sector-based work academies as the costs are covered by government funding.

## **Pre-employment training**

The Government is committed to ensuring that people looking for employment have the essential skills to succeed in the workplace. Jobcentre Plus, colleges and other training providers want to work with employers like you to design the content of sector specific training to meet the needs of your business and those of the local labour market. The training is fully funded through the Skills Funding Agency\* and delivered by Further Education colleges and training providers. The training will enable participants to undertake units on the Qualifications and Credit Framework. It will also be possible for your business to deliver the training without public funding.

\*Skills and further education is a devolved policy area and Skills Funding Agency funding is available in England only. DWP is in discussion with the devolved administrations about similar offers to sector-based work academies in Scotland and Wales. Any future offer will reflect regional priorities.

### Work experience placement

A work experience placement in your business will enable participants to develop their skills and have the opportunity to work in a real environment. The length of a work experience placement is determined at the initial discussion between you and Jobcentre Plus and it provides invaluable benefits for both businesses and individuals participating in a sector-based work academy.

The key principle to supporting participants during the placement should be to treat them as regular employees as far as possible whilst they remain on benefits, but recognising that they may initially need additional coaching and supervision. Preparing for the work experience placement will ensure that you and the participant will get the most from this experience

In order for businesses and individuals to both benefit from the work placement element we would ask that you:

- Explain what you need them to do
- Inform them of management and reporting arrangements
- Facilitate positive working relationships
- Provide an overview of your business and its values and culture
- Give a tour of the workplace
- Provide guidance on using any equipment
- Provide guidance on health and safety
- Explain standard workplace practices such as, security procedures, dress code, sick leave/ absences, lunch and break times.

### Guaranteed job interview

A guaranteed job interview for one of your vacancies will provide participants with valuable interview experience.

You may also want to consider whether an apprenticeship opportunity would be of benefit to your business at this time. As the participant will be part qualified you may wish to consider employing them on an Apprenticeship to finish their training. You can find out more about apprenticeships at [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or you can discuss this with Jobcentre Plus who will be able to provide you with more information.

# Why should you get involved?

**Your business could benefit from being part of sector-based work academies for the following reasons:**

- This is a flexible programme that can be tailored to meet your recruitment needs
- You can recruit staff with the right training and skills from the outset developed through fully funded pre-employment training
- We will work with you to understand what skills you need recruits to have – this will help ensure that the pre-employment training is fit for purpose
- An opportunity to provide work experience placement for potential employees to ensure they are suited to that type of role and your company
- Work experience placements allow developmental opportunities for existing employees for example, by developing their mentoring, supervisory and coaching skills
- Reduces the risks within the overall process of recruiting new employees
- An opportunity for positive publicity to show how like-minded businesses are working together to meet their social responsibilities

## **How a sector-based work academy could operate**

Jobcentre Plus has been working with employers in two areas of the country to test the sector-based work academy approach. Below is an example from one employer who has had success in recruiting by this method.

Wates Construction in partnership with their social enterprise partner, Atom Community Regeneration has found using sector-based work academies an excellent way to find the right people for their regeneration projects.

Working closely with the Skills Funding Agency and Liverpool College they were able to decide on exactly the right sort of training required for their supply chain partners and in doing so were able to effectively recruit from the outset.

After two weeks of skills training in a local college and part-time work experience for a further two weeks which included a guaranteed job interview on completion, Wates and their supply chain partners interviewed 15 people of which 11 were offered employment opportunities.

Wesley Allmark- Project Director from Wates Construction said. “The combination of training and site experience has delivered exactly what we wanted. It has saved us valuable time not having to do the training ourselves and our recruits have hit the ground running. All candidates are showing great potential and I am confident that a solid career in construction is ahead of them.”



# How to get involved

**To find out more contact your local Jobcentre Plus employer engagement team.**

If you are interested in finding out more information about our services for employers in general you can contact the Group Partnership Manager for your region:

## East and West Midlands, East Anglia

**Andy Richmond**

☎ 0121 452 5376

✉ [Andy.richmond1@jobcentreplus.gsi.gov.uk](mailto:Andy.richmond1@jobcentreplus.gsi.gov.uk)

## North West

**Jackie Mason**

☎ 07795 224513

✉ [Jackie.mason1@jobcentreplus.gsi.gov.uk](mailto:Jackie.mason1@jobcentreplus.gsi.gov.uk)

## North East and Yorkshire

**Dave Wright**

☎ 0191 211 4206

✉ [Dave.wright1@jobcentreplus.gsi.gov.uk](mailto:Dave.wright1@jobcentreplus.gsi.gov.uk)

## London and Home Counties

**Derek Harvey**

☎ 0207 342 3854

✉ [Derek.harvey@jobcentreplus.gsi.gov.uk](mailto:Derek.harvey@jobcentreplus.gsi.gov.uk)

## Southern England

**Lynda Jones**

☎ 01483 442550

✉ [lynda.jones4@jobcentreplus.gsi.gov.uk](mailto:lynda.jones4@jobcentreplus.gsi.gov.uk)

**jobcentreplus**

Department for  
Work and Pensions

# Claim a cash incentive and make a difference to youth unemployment



Employers can now claim £2,275 for employing a young person aged 18-24 for 26 weeks or more.

## How it works

Take on a young person for 16 hours or more each week in a job lasting more than 26 weeks then you could claim an incentive.

There are two rates:

- for part-time work between 16 and 29 hours a week – £1,137.50
- for full-time work of 30 hours or more a week – £2,275.

This will be paid 26 weeks after the employee starts work. Small businesses with fewer than 50 employees can claim a part payment eight weeks after the employee starts work.

*Applicants will be approaching employers by phone, email, letter and in person to let you know that they are eligible candidates*

## What will I need to do to claim the incentive?

In essence - once you have identified the candidate you will need to complete a claim form, and send this together with a consent form for the candidate which they will have and copies of wage slips from the first day they are employed. We can do the rest.

## Who can claim?

Wage incentives are available to private, voluntary and community sectors and social enterprise employers.

## Find out more

For more information and help about how you can unlock the wage incentive



**Contact me**    **Name**

**Contact Number**



**Speak to a jobcentre plus adviser**



**Call** 0845 601 2001 or textphone 0845 601 2002 for speech or hearing problems



**DWP Website** - [www.dwp.gov.uk/youth-contract/key-initiatives/wage-incentives/](http://www.dwp.gov.uk/youth-contract/key-initiatives/wage-incentives/).

**Employer Factsheet** - <http://www.dwp.gov.uk/docs/youth-contract-employer-factsheet.pdf>

**What is the Youth Contract Leaflet** -

[http://intralink.link2.gpn.gov.uk/1/jcp/odet/bcd/youthcontract/dwp\\_t713071.pdf](http://intralink.link2.gpn.gov.uk/1/jcp/odet/bcd/youthcontract/dwp_t713071.pdf)

**Claim a cash incentive and make a difference to youth unemployment** -

[http://intralink.link2.gpn.gov.uk/1/jcp/odet/bcd/youthcontract/dwp\\_t730856.pdf](http://intralink.link2.gpn.gov.uk/1/jcp/odet/bcd/youthcontract/dwp_t730856.pdf)

## **Maidstone Borough Council**

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

**Tuesday 26 March 2013**

#### **Visitor Information Centre Review**

**Report of:** Clare Wood

#### **1. Introduction**

- 1.1 The Regeneration & Economic Development agreed in May 2012 that they would review the Visitor to determine if there was an economically viable and/or beneficial scenario to return the visitor information centre or part of the visitor information centre to the town hall.
- 1.2 At the meeting of the Task and Finish Panel on 19 February 2013, Members considered the evidence pack and agreed the basis and recommendations of the draft report for drawing up by the Chair and Officer.

#### **2. Recommendation**

- 2.1 Members are recommended to consider the draft Visitor Information Centre Report and make amendments as appropriate.
- 2.2 Following any amendments to the report, Members are recommended to approve this for submission to the appropriate Cabinet Member.

#### **3. Impact on Corporate Objectives**

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

# Visitor Information Centre

## Municipal Year 2012/13



### Task & Finish Membership:

Councillor Burton (Chairman)	Councillor Beerling (Vice-Chairman)
Councillor Black	Councillor Cox
Councillor Cuming	Councillor English
Councillor Mrs Joy	Councillor Nelson-Gracie
Councillor Newton	Councillor Mrs Parvin
Councillor Ross	Councillor Mrs Springett
Councillor Vizzard	

**Chairman's Summary**  
**Councillor David Burton**

DRAFT

## Background



In 2011 Maidstone's Visitor Information Centre moved from the foyer of the town hall into the new extension at the Museum. With the foyer of the Town hall empty the space was offered to Volunteer Action Maidstone (VAM) as a customer point.

Since the moving of the Visitor Information Centre (ViC), Jubilee Square, part of the High street regeneration project has been completed and while VAM have played a valuable role in keeping the Town

Hall open and in use there was evidence that visitors were confused about where to go for visitor information.

The value of the visitor economy is often under estimated but it is essential to England's economy. It generates £97 billion each year, employs in excess of two million people and supports thousands of businesses, both directly and indirectly. In Maidstone the visitor economy is estimated to provide 5,000 jobs (7.3%) in the borough.

## Looking Elsewhere

Best practice visits to Rochester and Bexley as well as to the current ViC site demonstrated the various delivery models for visitor information. Bexley had recently moved their ViC from a local attraction run by volunteers to the local Library. Bexley has a do it yourself approach with no dedicated staff but multi-skilled the librarians to assist with visitor information. Rochester has a destination ViC with its own dedicated building encompassing a coach drop off point, café, facilities, gallery and shop in addition to the ViC desk and information area. Generally there is a move away from accommodation services and a greater focus on events. This is being enabled through the use of new technologies. Maidstone has a visitor app for smart phones however for event that happen at short notice it is not suitable as it take three months to update. It is clear from the research from Visit England that there are a variety of delivery models and that the use of new technology is having an impact in this area however; the delivery model did not form part of the scope for this review.





1. That the use technological tools for engaging with and providing information for visitors is investigated.



### **Service at the Museum**

An initial visit to the ViC at the Museum found that there was limited visitor information available and staff knowledge and customer services could be improved, this was endorsed by the mystery shopping exercise undertaken earlier in the year. The Panel noted that out of the 72 leaflet holders only 19 were advertising attractions in Maidstone.

2. That staff members providing visitor information receive customer services training and undertake the Visitor England on-line training programme.

The Review Panel acknowledged that there is ongoing work in relation to the signage for the ViC and the upgrading of maps in the Town Centre. It was considered that creating a coach drop-off point outside the museum was a good idea.

### **The Town Hall**

The data from VAM for enquires at the Town Hall clearly shows that over the summer a third of enquires are for visitor information, the panel would like to express their gratitude to VAM, who not only deal with visitor information enquires the best they can but also provides maps to visitors and ensure that they know where the actual ViC is before they leave. The Kent business barometer for July 2012 shows that 78% of visitors to Maidstone were domestic and 3.5% were European (European visitors up 1.5% on the year before), the Panel noted that in Europe visitor information was usually available at the local town hall.

There is no quality data pertaining to the success of the ViC at the Museum as they have only been there for a year and it was not clear from the data collected how many people were visiting the museum and how many were visitor enquires. In order to quantify the success of the ViC at the Town Hall data collection methods for recording visitors need to be improved.

3. That a consistent methodology for logging visitor numbers to the ViC at the Museum and the Town Hall is put in place to monitor the use of the service.

## Making use of our Gateway

While considering the location of the Visitor Information Centre there was a consensus that the Council was not making the best use of space at the Gateway, with a coach drop-off point outside and closing of the Arriva shop the panel considered that some of the space downstairs in the Gateway could be used for leaflet racking and/or a electronic notice board for events.



4. That a visitor information presence is established in the gateway.

## Structure, Delivery & Resources

VAM have expressed a willingness to provide visitor information with appropriate support from the Council. However; Members were concerned about the internal appearance of the Town Hall foyer, which is still used by members, officers and customers for meetings in the chambers. It was felt that at present there was no incentive for VAM to invest in the space as there was no formal agreement between VAM and the Council over the use of space or length of time that it would be available to them for. It was felt that more thought could be given to the layout and feasibility of the space to ensure that both parties aims could be achieved – quiet meeting space and reception for VAM and a clean and tidy town hall foyer to welcome guests and Members to the building.

The review panel have experience difficulties during the course of the review as Town Hall and ViC currently sit in different portfolios. There was also confusion about the role of the staff located within the ViC at the Museum, who work within the Visitor Economy Business Unit (VEBU) and although based at the Museum do not report to the Museum Manager.

5. That the Leader of the Council and Chief Executive revisit the way portfolios are arranged and officer duties allocated to create more cohesion and improved clarity of purpose.

## Conclusions

There is no conclusive evidence to support returning the ViC in full to the Town Hall. However; with the completion of Jubilee square and the planned second stage of the High Street regeneration project the panel agreed that Town Hall should be the hub for events in Maidstone.



6. That there should be a Visitor Information Centre presence at the Town Hall;
7. That a ViC presence at the Town Hall be supported through VEBU resources; and
8. That no arrangement should be entered into that would compromise this.

Maidstone has no holistic strategy for attracting visitors to the borough. There are several different groups who have a stake in the visitor economy but Maidstone lacks a joined-up approach and a vision. While it is clear that visitors contribute to the Maidstone economy it is also not clear what value the Council places on visitors.

9. That in consultation with relevant stakeholders that the Council clarifies the value of visitors to the borough by putting in place visitor strategy setting out how Maidstone's offer can be enhanced and publicised.

### **Thank you**

The Panel considered evidence from a variety of stakeholders and would like to thank the following individuals and organisations who have personally contributed to this review:

#### **Medway Council**

Carl Magjitey  
Ed Woollard

#### **Bexley Council**

Philip Ware  
David Bowles

#### **Volunteer Action Maidstone**

Charlotte Osborn-Forde  
Kate Dickinson  
Liz Tredget

#### **Maidstone Borough Council**

Simon Lace  
Laura Dickson  
Brian Morgan  
Cllr Greer  
Cllr Hotson  
David Tibbit  
Neil Harris

The Committee would also like to thank the council officers and members of the public who took the time to contact the Committee and offer their opinions and ideas on the Visitor Information Centre. All of the correspondences received were considered and added a valuable dimension to this review.

**This report is available in alternative formats.  
For further information about this service please  
contact the Scrutiny Section on 01622 602524.**

**The report is also available on the Council's  
website:**

**[www.maidstone.gov.uk/osc](http://www.maidstone.gov.uk/osc)**

## **Maidstone Borough Council**

### **Regeneration and Economic Development Overview & Scrutiny Committee**

**Tuesday 26 March 2012**

#### **Future Work Programme 2013-14 and Outcomes 2012/13**

**Report of:** Clare Wood

#### **1. Introduction**

- 1.1 The Committee are invited to consider items for the Overview and Scrutiny work programme 2013-2014 and consider the impact of the Committee's work for 2012/13.

#### **2. Recommendation**

- 2.1 That the Committee suggests items for next year's Overview and Scrutiny work programme.
- 2.2 The Overview and Scrutiny Committees will be meeting in May 2013 to agree their work programmes for the next municipal year. At each Committee meeting Members will consider the work programme suggestions from officers, members of the public, Councillors and the 2011/12 Overview and Scrutiny Committees.
- 2.3 That the Committee reviews the outcomes its recommendations for 2012/13.

#### **3. Future Work Programme**

- 3.1 Topics for the work programme must not include individual complaints or have been reviewed in the two years previously. Reviews carried out by Overview and Scrutiny in the last two municipal years have included:
  - Visitor Information Centre Review
  - Customer Service Gateway;
  - Rural Economy;
  - Neighborhood Action Planning;
  - Mental Health Services (joint with Tunbridge Wells);
  - Traffic Congestion; and
  - Waste and Recycling and the New Waste contract.
- 3.2 The Committee could choose not to consider items for 2013-14 however this would mean that a valuable opportunity to suggest items from experienced scrutiny members would be lost.
- 3.3 When the Regeneration and Economic Development Overview and Scrutiny Committee met in May 2012 to discuss its work programme it was agreed that a review of the Visitor Information Centre would be the

Committees main review topic with the Planning process as a reserve topic.

#### **4. Scrutiny Outcomes**

- 4.1 Excluding reports that the Committee noted without any additional recommendations and actions arising from discussions on the Committee's review topic, the Visitor Information Centre, a total of 17 recommendations were made by the Committee during 2012/13.
- 4.2 In relation to recommendations from the Committee the deadline for responding has not yet passed for seven recommendations. Of the remaining ten, seven were accepted (70%). Four of these related to the High Street Regeneration Project, one to consultation on the Core Strategy and Integrated Transport Strategy, one related to empty homes and the final one was on the Call for Evidence on Local Growth. All of these responses are available at Appendix A.
- 4.3 The Joint Regeneration & Communities Overview and Scrutiny Committee met this year to consider the proposals for a public gypsy and traveller site. They made four recommendations around this topic over two meetings. All the recommendations were accepted (Responses at Appendix B).

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

- 5.1 The Committee will consider, as part of the formal work programme planning process, whether potential items meet the council's corporate objectives.
- 5.2 The Strategic Plan sets the council's key objectives for the medium term and has a range of objectives which support the delivery of the council's priorities. Actions to deliver these key objectives may therefore include work that the Committee will consider over the next year.

## SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

**Committee:** Regeneration & Economic Development Overview & Scrutiny Committee

**Meeting Date:** 23 July 2012

**Minute N<sup>o</sup>:** 17, 18 & 19

**Topic:** Core Strategy: Site Allocations & Public Participation  
Draft Integrated Transport Strategy

Recommendation <sup>i</sup>	Cabinet Member <sup>ii</sup>	Response <sup>iii</sup>	Timetable <sup>iv</sup>	Lead Officer <sup>v</sup>
Consultation with neighbouring districts is undertaken as per the legislation and that Cabinet put in place a methodology for public consultation. (Site allocations and ITS)	Cllr Paine	<ol style="list-style-type: none"> <li>Officer engagement with neighbouring local authorities (duty to cooperate) commenced April 2012 and is ongoing.</li> <li>All Members to be advised of the focused public consultation events for strategic site allocations and the draft ITS. To include, for example: <ul style="list-style-type: none"> <li>public notice</li> <li>press release</li> <li>email/letter to all persons held on the LDF database, parish councils and statutory consultees</li> <li>engagement with specific groups, such as JPG and JTB</li> <li>staffed exhibition events with banner displays</li> <li>poster advertising material for parish councils and ward members</li> <li>documents and comments questionnaires to be available on the website, at the Gateway, and at all libraries</li> <li>hard copies of documents and background information placed in the Members' library and in a temporary library by the Spatial Policy team (officers available to</li> </ul> </li> </ol>	<p>19<sup>th</sup> April 2012 onwards</p> <p>w/c 13<sup>th</sup> August 2012</p>	<p>Rob Jarman</p> <p>Rob Jarman/ Sue Whiteside</p>

		respond to Members' queries during the first two weeks of consultation at set times).		
Approximate figures for jobs are provided in the document alongside employment square footage. (Site Allocations)	Cllr Paine	Recommendation was not agreed by Cabinet - ref. decision 25 July 2012 Core Strategy Strategic Site Allocations report and Core Strategy Public Participation: Key Issues and Responses report item 1(i).	N/A	N/A
The option to install a bus lane on the A274 be re-assessed (ITS)	Cllr Paine	Recommendation was not agreed by Cabinet - ref. decision 25 July 2012 Core Strategy Strategic Site Allocations report and draft ITS report	N/A	N/A
That recommendation 2 of the public participation report be amended to say: Reject Junction 8 of the M20 motorway as a Strategic Development Site location for industrial and warehouse development, together with premium office development and do not allocate land for development in the Core Strategy to be guided by an approved development brief.	Cllr Paine	Cabinet decision 25 July 2012:  "That the strategic employment location identified around J8 of the M20 motorway is further considered by being included in the public consultation referred to in 1 above, to enable a more informed decision to be made on the allocation of strategic site(s) at this location and that the consultation should make clear the Council's requirement that any strategic sites already identified to the Council at this location, in response to the advertisement of 11 May 2012, and included in the Sustainability Appraisal, or further promoted as a result of this consultation, should be accompanied by development proposals that respond to the relevant planning considerations, particularly landscape, ecology and highways and include evidence of dialogue with the public and their response."  Core Strategy Strategic Site Allocations consultation document to reflect decision.	17 <sup>th</sup> August 2012	Sue Whiteside

#### Notes on the completion of SCRAIP

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<sup>i</sup> Report recommendations are listed as found in the report.

<sup>ii</sup> Insert in this box the Cabinet Member whose portfolio the recommendation falls within.

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

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

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

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

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

## SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

**Committee:** Regeneration & Economic Development Overview & scrutiny Committee

**Meeting Date:** 31 July 2012

**Minute N<sup>o</sup>:**

**Topic:** Exempt Report for Phase 2 High Street Regeneration Project

Recommendation <sup>i</sup>	Cabinet Member <sup>ii</sup>	Response <sup>iii</sup>	Timetable <sup>iv</sup>	Lead Officer <sup>v</sup>
All the High Street Ward Members are included in all meetings, consultation and decisions around phase two of the High Street regeneration project;	Cllr Stephen Paine	The plans will be issued to ward members for comment in December.	December 2012	Lewis Small
The use of grass to create green space in the lower end of the High Street is investigated to ensure that the final result was durable and sustainable both in terms of costs and appearance;	Cllr Stephen Paine	The current green spaces have been delineated on site in spray paint to gain an understanding of scale. Subsequently these areas are being reduced and following this the adjusted layout will be set out again on site. A visit can be arranged with ward members to inspect the setting out proposal if required.	December 2012	Lewis Small
Further investigation on suitable crossing at the lower end of High Street linking the river with the rest of the Town Centre is undertaken;	Cllr Stephen Paine	Proposals will be made in respect of improving the subway crossing. Due to budget constraints undertaking major improvement works is not possible under the phase 2 works; however, if tenders are below the allocated works budget then this can be investigated.		Lewis Small
It is clarified to Members the details and issues around the Traffic Regulation Order currently in place at the lower end of the High Street.	Cllr Stephen Paine	A written description of the Traffic Regulation Orders will be produced for the Committee.	End of Nov 2012	John Foster



## Notes on the completion of SCRAIP

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<sup>i</sup> Report recommendations are listed as found in the report.

<sup>ii</sup> Insert in this box the Cabinet Member whose portfolio the recommendation falls within.

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

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

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

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

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

## SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

**Committee:** Regeneration & Economic Development Overview & scrutiny Committee

**Meeting Date:** 25 September 2012

**Minute Nº:** 41

**Topic:** Empty Homes scoping Report

Recommendation <sup>i</sup>	Cabinet Member <sup>ii</sup>	Response <sup>iii</sup>	Timetable <sup>iv</sup>	Lead Officer <sup>v</sup>
That the principles outlined in the report are endorsed and the Cabinet Member agrees with the Committees suggestions to improve the plan including, re-launching the empty homes hotline for property owners, ensuring apprenticeships are used for property renovation within the scheme, and where possible the funding is invested in properties and recouped when they are sold.	Cllr John Wilson	With the exception of apprentices, which will be reviewed on a case by case basis all of the other suggestions put forward by the committee have been incorporated in to the action plan.	On-going	John Littlemore

### Notes on the completion of SCRAIP

<sup>i</sup> Report recommendations are listed as found in the report.

<sup>ii</sup> Insert in this box the Cabinet Member whose portfolio the recommendation falls within.

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

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

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

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## SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

**Committee:** Regeneration & Economic Development Overview & Scrutiny Committee

**Meeting Date:** 25 February 2013

**Minute No:** 79

**Topic:** Call for Evidence on Local growth

	<b>Cabinet Member<sup>i</sup></b>	<b>Response<sup>ii</sup></b>	<b>Timetable<sup>iii</sup></b>	<b>Lead Officer<sup>iv</sup></b>
That the Council responds to the request for evidence on local growth and the skills system and that this response is circulated to the Committee.	Cllr Greer			John Foster/ Ellie Kershaw

### Notes on the completion of SCRAIP

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## SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

**Committee:** Joint Regeneration & Communities Overview & scrutiny Committee

**Meeting Date:** 10 July 2012

**Minute N<sup>o</sup>:** 8

**Topic:** Exempt Report for Public Gypsy & Traveller site: Progress Update

Recommendation <sup>i</sup>	Cabinet Member <sup>ii</sup>	Response <sup>iii</sup>	Timetable <sup>iv</sup>	Lead Officer <sup>v</sup>
<b>It was resolved</b> that the Committee recommends that Cabinet agree the recommendations of the report taking into consideration the debate of the Joint Regeneration & Economic Development and Communities Overview and Scrutiny Committee.	Cllr Stephen Paine	Accepted.		Rob jarman

### Notes on the completion of SCRAIP

<sup>i</sup> Report recommendations are listed as found in the report.

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## SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

**Committee:** Joint Regeneration & Economic Development and Communities Overview & Scrutiny Committee

**Meeting Date:** 17 October 2012

**Minute N<sup>o</sup>:**

**Topic:** Public Gypsy & Traveller Site

a)	Cabinet Member <sup>i</sup>	Response <sup>ii</sup>	Timetable <sup>iii</sup>	Lead Officer <sup>iv</sup>
b) The Committee supports the recommendation outlined in the report at 1.4.1.	Cllr Eric Hotson	Agreed	December 2012	Andrew Connors
c) All efforts must be made to ensure that value for money is delivered, and only after the Joint Economic Development & Regeneration and Communities Overview & Scrutiny Committee and the Cabinet Member are satisfied that this is the case are additional funds made available providing sufficient detail is given.	Cllr Hotson	Further negotiations have taken place with the landowners and our developing agent, that have resulted in a significant reduction in the amount that was quoted in the report including the amount considered reasonable as a contingency figure. This will provide better value for money	December 2012	Andrew Connors
d) At the appropriate time the Chief Housing Officer should consider the issue of tenancy for public gypsy pitches.	Cllr John Wilson	The Council adopted a Tenancy Strategy that permits the use of fixed term tenancy for a minimum of 5 years. Therefore we will discuss with our managing agent a form of tenure in line with the Tenancy Strategy,	December 2013 (this will fit in with the delivery of the actual site)	John Littlemore

## Notes on the completion of SCRAIP

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