

# AGENDA

## ECONOMIC AND COMMERCIAL DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE MEETING



Overview and Scrutiny

Date: Tuesday 24 March 2015  
Time: 6.30 pm  
Venue: Town Hall, High Street, Maidstone

Membership:

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

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**Continued Over/:**

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**Issued on 16 March 2015**

*Alison Broom*

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

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## **MAIDSTONE BOROUGH COUNCIL**

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

#### **MINUTES OF THE MEETING HELD ON TUESDAY 24 FEBRUARY 2015**

**Present:** Councillor Paterson (Chairman), and  
Councillors Butler, Cuming, Fissenden, Harper,  
Mrs Hinder, Hogg, Sargeant and Mrs Wilson

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

**RESOLVED:** That all items on the agenda should be webcast, except those listed in Part II of the agenda.

114. APOLOGIES

Apologies were noted from Councillor Powell.

115. NOTIFICATION OF SUBSTITUTE MEMBERS

Councillor Sargeant was present as a substitute for Councillor Powell.

116. NOTIFICATION OF VISITING MEMBERS

There were no visiting members.

117. DISCLOSURES BY MEMBERS AND OFFICERS

There were no disclosures by members or officers.

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

**RESOLVED:** That items listed in Part II of the agenda be taken in private because of the possible disclosure of exempt information.

119. MINUTES OF THE MEETING HELD ON 27 JANUARY 2015

**RESOLVED:** That the minutes of the meeting held on 27 January 2015 be approved as a correct record and signed.

120. CAREERS ADVICE AND GUIDANCE REVIEW

Paul Barron, Director of Kent Foundation for Young Entrepreneurs (KFYE), was invited to speak on this item by the Chairman.

Mr Barron made a presentation to the committee that covered the following points:

- KFYE delivered workshops on business skills to young people around the county. These sessions were delivered in schools and colleges, as well as other venues as 'open' courses;
- KFYE targeted young people aged 16+ for these courses, as KFYE tended to have the most success with young people of this age;
- Mr Barron found that there was better engagement from young people who attended the 'open' courses as young people who chose to attend the course, rather than those that had to as part of the curriculum, had more interest in starting their own business;
- The workshops that KFYE delivered taught young people soft skills- such as how to network- as well as the more technical skills required for setting up a business- such as how to write a business plan;
- KFYE charged a fee for delivering these sessions. When the sessions were held as 'open' sessions, rather than run at a school or college, KFYE sought sponsorship to cover the fee;
- KFYE had also set up a mentoring programme for young people who were interested in becoming entrepreneurs. The mentoring programme had around 80 business owners who were prepared to mentor young people; and
- Around 80 young people per year, each year, had received mentoring from KFYE's mentors. Of these 80 young people, around 25 per year end up starting their own business.

Members thanked Mr Barron for his presentation and proceeded to ask him questions.

A member of the Committee asked Mr Barron whether they, or their mentors, ever advised young people that starting a business was not for them. Mr Barron responded that KFYE, and their mentors, encouraged young people who they worked with to explore all of the options available to them so that they could make their own decision.

In response to a question from the committee Mr Barron informed the committee that the approximate cost, excluding promotional work, of running an open session was around £500.

The committee thanked Mr Barron for his evidence and invited Alison King, of Red Rocket Associates, to speak on this item.

Mrs King gave a presentation about Red Rocket Associates that covered the following points:

- Red Rocket Associates was a business set up by two business partners from a corporate background and two business partners from an education background;
- The reason the company was set up was that it had been identified that young people were coming out of education not work ready;

- What was missing were soft skills, for example how to behave when meeting potential employers for the first time;
- To address this, the company had set up a programme called the 'work academy', which was 50 hours of lessons and activities teaching employability skills to young people. This programme was being piloted at a school in Faversham;
- Much of the work that students carried out on the course was carried out by themselves, for example holding their own careers fair on school premises and inviting outside speakers to deliver talks on careers;
- One of the barriers the company had faced was that there were many schools that focused on pupils achieving A\* grades, and getting as many of their students to university as possible, rather than ensuring their pupils were work ready. This meant some schools had little interest in the sort of programmes the company were running; and
- The other barrier that the company faced was funding. Red Rocket Associates were run as a business and were delivering a paid for service. However it had become apparent to Red Rocket Associates that the budgets available for delivering careers advice and guidance (including employability skills) were very low.

Following Mrs King's presentation, the committee asked her some questions.

A member of the committee asked Mrs King whether she thought that work experience was essential for developing employability skills. Mrs King responded that although Work Experience was useful, all of the necessary employability skills could be taught in school using the Red Rocket 'Work Academy'.

Mrs King was asked by a member of the committee whether sponsorship could be a solution to the problems with funding she had identified. Mrs King confirmed that sponsorship could help with overcoming the funding barrier.

The committee enquired what were the main barriers to employability for young people that Mrs King had experienced. Mrs King explained that the main barriers for young people tended to be a short attention span, lack of self-confidence and low self-esteem.

Mrs King was thanked by the committee for the evidence that she had given. The chairman invited Alan Reading of South Maidstone Business Association and Lenham Valley Business Association to speak on this item.

Mr Reading gave the committee an overview of his background and involvement in the two business associations he was a member of. Following this he went on to explain that he felt there were two areas that young people needed help with regarding careers advice. The first was that aspirations needed to be raised so that they had a clear idea of what they wanted to do in the future. Mr Reading stated that this was not just a problem for young people, as he had mentored some people over the age

of 50 who did not have a clear idea of where they wanted to go with their career. The second area was that young people needed to experience how a business worked in order to help them focus their career aspirations.

The committee asked Mr Reading whether his business association had much involvement in providing work experience, either to children of school age or for older people. Mr Reading responded that members of his association were willing and able to take people on work experience placements, but that they had not been approached to do so.

The committee thanked Mr Reading for the evidence he had provided.

**RESOLVED:** That the evidence given for the purpose of the review be noted.

#### 121. FUTURE WORK PROGRAMME

Sam Bailey, Research and Performance Officer, updated the committee on the future work programme. The only change to the draft future work programme was that Marcus Lawler would be bringing a report on options for charging for parking at Mote Park to the next meeting.

Mr Bailey updated the committee on planned activities and other work around the Careers Advice and Guidance Review, which included:

- A possible trip to both Cornwallis Academy and Maplesden Noakes School to observe how Careers Advice and Guidance is delivered;
- A possible trip to the 'Kent Choices 4 U' careers fair on 26 March 2015;
- Kent Association of Further Education Colleges, Federation of Small Businesses and Marden Rural Business Forum were all potential witnesses for the next meeting. Contact had already been made with these organisations;
- Cllr Martin Round had been nominated as a co-optee for the review; and
- A list of questions will be drawn up to address equalities concerns for the review (particularly age and disability) and sent to relevant organisations before the next committee meeting.

**RESOLVED:** That the future work programme and SCRAIP update be noted.

#### 122. EXEMPT APPENDIX: SCRAIP UPDATE

**RESOLVED:** That the SCRAIP update contained in the exempt appendix be noted.

#### 123. DURATION OF MEETING

18:30 until 20:27

## **MAIDSTONE BOROUGH COUNCIL**

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

**TUESDAY 24 MARCH 2015**

**Report prepared by Orla Sweeney, Overview and Scrutiny Officer**

#### **1. CAREERS ADVICE AND GUIDANCE REVIEW**

##### **1.1 Issue for Consideration**

1.1.1 At the meeting of 23 December 2014, the Economic and Commercial Development Overview and Scrutiny Committee resolved to conduct a review into careers advice and guidance in the borough.

1.1.2 The Committee has carried out a number of evidence gathering sessions with a variety of organisations and witnesses. Members have also visited a local a Further Education College and School.

##### **1.2 Recommendation of the Overview and Scrutiny Officer**

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

##### **1.3 Reasons for Recommendation**

1.3.1 The scoping document (Appendix A) for the review is attached to this report. This document outlines the reasons for recommendation.

1.3.2 The Committee is advised to interview the witnesses in order to understand what careers advice is currently on offer, establish any gaps in order to determine what the barriers to employment are for young people in Maidstone.

1.3.3 Members may wish to ask the following questions of the external witnesses:

- What, if any, involvement have you had with the delivery of careers advice and guidance in Maidstone?
- Do you feel there are any areas that could be improved?
- What experience have you or your organisation had in providing work experience (either for children of school age or those who are older)?

- What do you feel are the barriers to employment for young people?
- What types of skills are required for employment in Maidstone?
- Are these skills being met? If not, why not?
- What could Maidstone Borough Council do to help with the delivery of careers advice and guidance?

1.3.4 Members may wish to ask the following questions of the internal witness:

- What does Maidstone Borough Council do to support careers guidance in Maidstone?
- Does the Council engage with employers and schools? And how?
- Does Maidstone Borough Council offer Work Experience?
- The Committee have been informed of 'coffee mornings' run to engage with young people and a mentoring scheme, how are these schemes run? What is their success rate and is it a model that could be offered to local employers?

#### 1.4 Alternative Action and why not Recommended

1.4.1 The Committee could choose not to interview the witnesses, but this would mean the review of Careers Advice and Guidance would not be evidence based.

#### 1.5 Impact on Corporate Objectives

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

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

#### 1.6 Relevant Documents

##### 1.6.1 Appendices

Appendix A: Careers Advice and Guidance Review Draft Scope

##### 1.6.2 Background Documents

None



**IS THIS A KEY DECISION REPORT?**

**THIS BOX MUST BE COMPLETED**

Yes

☐

No

☐

If yes, this is a Key Decision because: .....

.....

Wards/Parishes affected: .....

.....

**Name of Review:**

Review of Careers Guidance in Maidstone

**What are the objectives and desired outcomes of the review**

Objectives:

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

Outcome:

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

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

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

Age

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

Disability

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

**Which witnesses are required?**

A list of potential witnesses were drawn up, including:

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

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

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

A visit to a Local Authority that has been successful, or is developing an innovative approach, would be beneficial to the committee.

Visit to Mid Kent College jobs shop.

<p><b>What information/training is needed?</b></p> <p>A list of job sites, so that the committee can have a look at the online application process for themselves.</p>
<p><b>Suggested time for review and report completion date</b></p> <p>The review will take place mainly within committee meetings, structured as follows:</p> <p>January- Kent County Council , Department for Work and Pensions /Jobcentreplus</p> <p>February- Education providers</p> <p>March- The public and local businesses including Kent Invicta Chamber of Commerce and Federation of Small Businesses</p> <p>Please note the above will be dependent on witness availability</p> <p>Barclay's will be contacted early and given the option of attending any of the meetings they are available for.</p> <p>It may be more suitable to gather evidence from the public in a more informal setting, so a working group could be set up to report back to the committee for this group of consultees.</p> <p>The aim will be to have the final report ready for the meeting in April, with a working party meeting to convene before the agenda deadline in April to finalise the draft report.</p>
<p><b>How does the review link to council priorities?</b></p> <p><b>For Maidstone to have a growing economy</b></p> <ul style="list-style-type: none"> <li>• If the outcome of this review is successful it will help to fill vacancies in the local economy, enabling the local economy to grow</li> </ul> <p><b>For Maidstone to be a decent place to live</b></p> <ul style="list-style-type: none"> <li>• Enabling residents to find work, or to improve their work situation, will contribute towards making Maidstone a decent place to live.</li> <li>• Providing equalities are considered thoroughly this review will help to eliminate disadvantage for those with protected characteristics by improving their access to the labour market.</li> </ul>
<p><b>How does this item deliver CfPS effective scrutiny principles?</b></p> <ul style="list-style-type: none"> <li>• Provides 'critical friend' challenge to executive policy-makers and decision-makers</li> <li>• Enables the voice and concerns of the public</li> <li>• Is carried out by 'independent minded governors' who lead and own the scrutiny role</li> <li>• Drives improvement in public services</li> </ul> <p>It is considered that this review will deliver on all of the CfPS effective scrutiny principles.</p>
<p><b>Any co-optees or expert witnesses?</b></p> <p>An email will be sent around to all members asking whether they would like to become a co-optee on the review, in case members have a particular interest in this topic or have expertise in this area.</p> <p>Other suggested expert witnesses could be:</p> <ul style="list-style-type: none"> <li>• Lenham Storage- as they have a well-known skills gap for drivers</li> <li>• Bus operators- as they face similar problems to those for Lenham Storage</li> </ul>

- HR departments- either ours or KCC

## MAIDSTONE BOROUGH COUNCIL MOTE PARK CONSULTATION REPORT

Prepared by Lake Market Research for Maidstone Borough Council

Date: 22nd December 2014

This report complies with ISO: 20252 standards and other relevant forms of conduct



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# 1. RESEARCH CONTEXT

## 1.1 BACKGROUND AND OBJECTIVES

Maidstone Borough Council commissioned Lake Market Research to understand the Mote Park visitor profile and overall attitudes towards the Park's facilities amongst visitors as well as Maidstone residents in terms of:

- Frequency of use and reasons for visiting
- Normal mode of transport to the Park
- Overall opinion of the Park and rating of the Park's facilities
- The idea of introducing a car parking charge
- Most important facilities for Maidstone Borough Council to protect and improve in the future
- Likely interest in the eight new activities and events

The research was conducted in two phases:

1. A visitor survey amongst visitors of Mote Park
2. A resident survey about Mote Park

## 1.2 METHODOLOGY - VISITOR SURVEY

This phase was conducted via a face to face questionnaire of visitors at Mote Park. Visitors were interviewed over two fieldwork periods – Monday 25<sup>th</sup> August to Tuesday 2<sup>nd</sup> September and Monday 15<sup>th</sup> September to Friday 26<sup>th</sup> September. Interviews were conducted across different areas of Mote Park. 1,133 visitors were interviewed in total using a five minute questionnaire.

### Mote Park Visitor Survey - Respondent Profile

The profile of residents interviewed for this survey incorporate a range of demographics:

Area	58% Maidstone	42% Outside of Maidstone				
Gender	70% Female	30% Male				
Age	5% 18-24	24% 25-34	28% 35-44	14% 45-54	11% 55-64	18% 65+
Ethnicity	98% White	2% BME				
Disability	5% Yes	95% No				
Ward within Maidstone	3% Allington 1% Barming 6% Bearsted 1% Boughton Monchelsea & Chart Sutton 5% Boxley 3% Bridge 4% Coxheath & Hunton 3% Detling & Thurnham 3% Downswood & Otham 6% East 5% Fant 1% Harrietsham & Lenham 1% Headcorn 2% Heath					10% High Street 1% Leeds 1% Loose 2% Marden & Yalding 1% North Downs 6% North 5% Park Wood 10% Shepway North 4% Shepway South 9% South 2% Staplehurst 1% Sutton Valence & Langley 5% Prefer not to answer

## 1.3 METHODOLOGY - RESIDENT SURVEY

The primary element of this phase was conducted via a postal survey distributed to a random sample of 5,000 residents across all wards of the Maidstone Borough Council area; sourced from the Royal Mail Postcode Address File (PAF).

Questionnaires were despatched to selected households on Thursday 13<sup>th</sup> November 2014. 1,071 completed postal surveys were returned by Wednesday 3<sup>rd</sup> December, the closing date for invited households to complete and return questionnaires. The covering letter enabled respondents to also complete the survey online if they preferred, this resulted in 12 residents completing their survey online as opposed to returning it by post, and thus a total of 1,083 completed surveys were returned – a 22% response rate.

The secondary element of the survey was conducted via an online survey that mirrored the postal survey in terms of content. The survey was advertised by Maidstone Borough Council publicised via press releases, facebook, twitter and their website.

437 completed online surveys were completed by Wednesday 3<sup>rd</sup> December, the closing date for invited respondents to complete the online survey.

For the purposes of this report, the two sample groups have been combined to provide an overall response to the questions posed as both sample groups are considered random. We



have, however, highlighted where responses are significantly different between the two samples as we recognise the online sample contains a higher proportion of frequent visitors.

Mote Park Resident Survey - Respondent Profile						
The profile of residents interviewed for this survey incorporate a range of demographics:						
Area	97% Maidstone			3% Outside of Maidstone		
Gender	45% Female		54% Male		1% Prefer not to answer	
Age	4% 18-24	20% 25-34	28% 35-44	23% 45-54	14% 55-64	9% 65+
	3% Prefer not to answer					
Ethnicity	96% White		4% BME			
Disability	9% Yes		91% No			
Ward within Maidstone	5% Allington			6% High Street		
	2% Barming			1% Leeds		
	8% Bearsted			2% Loose		
	2% Boughton Monchelsea & Chart Sutton			3% Marden & Yalding		
	6% Boxley			2% North Downs		
	3% Bridge			6% North		
	4% Coxheath & Hunton			3% Park Wood		
	3% Detling & Thurnham			7% Shepway North		
	2% Downswood & Otham			3% Shepway South		
	5% East			7% South		
	4% Fant			2% Staplehurst		
	3% Harrietsham & Lenham			1% Sutton Valence & Langley		
	2% Headcorn			7% Prefer not to answer		
	3% Heath					

#### 1.4 ANALYSIS, WEIGHTING AND INTERPRETING THE DATA

It should be noted that a sample of visitors and residents participated in these surveys rather than all visitors of Mote Park and all residents of the Maidstone Borough Council area. Results are therefore subject to sampling error, which means that not all differences are statistically significant.

Overall results for the resident survey are accurate to a confidence interval (also called margin of error) of +/- 3% at the 95% confidence level. There are three factors that determine the size of the confidence interval for a given confidence level: sample size; percentage; and population size. In calculating the general level of accuracy for reporting purposes, we have used:

- The sample size of 1520 achieved
- The worst case percentage (50%);
- 2011 Census data estimate of 122,000 residents across all wards of the Maidstone Borough Council area aged 18+.

Confidence interval calculations assume you have a genuine random sample of the relevant population (in practice, margins of error may be slightly higher).

As the exact demographic of Mote Park visitors are unknown, there has been no weighting applied to either the visitor or resident survey datasets.

## **1.5 ACKNOWLEDGEMENTS**

We would like to take this opportunity to thank the team at Maidstone Borough Council for all their help and advice in developing the project. We would also like to thank all 1,520 residents and 1,133 visitors of Mote Park who agreed to take part and whose views made this research possible.

## 2. EXECUTIVE SUMMARY

### 2.1 USAGE AND OVERALL OPINION - VISITOR SURVEY

Visitors use Mote Park frequently with just under seven in ten visiting at least monthly, and just over four in ten visiting either daily or weekly. Frequency of use is higher amongst those who normally walk to the park compared to those that travel by car. The majority of visitors interviewed, however, normally travel by car. 13% indicated they normally walk to the park.

Overall opinion of Mote Park is very encouraging with six in ten visitors rating it as an excellent park. Four in ten indicated that it was a good park but could be better. Perceptions are consistent amongst visitors from Maidstone and outside Maidstone. Perceptions of Mote Park are strongest amongst the more frequent visitors, those aged 55 and over.

The primary reasons for visiting are to take children to the play area or to simply go for a walk. Secondary reasons are to take the dog for a walk and to relax. A significantly higher proportion of 18-54 year olds visit to take children to the play area and a significantly higher proportion of visitors aged 55 and over visit to simply go for a walk, to relax and view wildlife.

The majority of Mote Park's facilities receive encouraging ratings, notably the children's play area, recreational facilities, car parking, provision of benches and provision of litter and dog waste bins. Compared to the other facilities provided, the Kiosk / Cafe does not perform well. The toilet facilities receive very low scores.

When asked to describe in their own words how they thought Mote Park could be improved to make visits more enjoyable, the most common improvements concern the toilet facilities at Mote Park in terms of better facilities as well as a cleaner appearance.

### 2.2 USAGE AND OVERALL OPINION - RESIDENT SURVEY

Just over eight in ten of the residents indicated they had visited Mote Park in the last year. Use of Mote Park is significantly higher amongst the 18-44 year old residents responding. Claimed visiting is high amongst residents of all Maidstone wards but is particularly high amongst those in close proximity: Downswood & Otham, East, Bearsted, High Street, Shepway North, South and Detling & Thurnham. Just over two thirds of the residents responding normally travel to Mote Park by car.

Mote Park's children's play area and recreational facilities received encouraging ratings. Car parking and provision of benches and litter & dog waste bins receive lower scores than those observed for the visitor survey but are still broadly positive. Consistent with the visitor survey, the Kiosk / Cafe and toilet facilities receive low scores.

When asked to select the most important areas to protect if the overall budget for Mote Park was to be reduced, the toilet facilities ranked highest. The children's play area ranked second on the list, likely reflecting its importance to current visitors. A significantly higher proportion of 18-44 year old residents opted to protect the children's play area and a significantly higher proportion of residents aged 55 and over selected car parking, provision of benches and toilets.

When asked to select the areas they would most like to see improved, the top two facilities selected reflect overall rating scores - the toilet facilities and the Kiosk / Cafe. The children's play area ranked third on the list, together with car parking and the provision of litter & dog waste bins.

### **2.3 CAR PARKING CHARGES**

Set in the context of any revenue generated being used to maintain and/or improve the current standards of Mote Park, residents were asked whether they would be prepared to pay a small charge such as £1 to park at Mote Park for a short stay of up to 6 hours, if stays of up to an hour were free.

Just over three quarters of all residents responding indicated they would be willing to pay £1 to park at Mote Park. Focusing on those who normally travel to Mote Park by car, 73% of these residents indicated that they would be willing to pay. There are no significant differences by age or gender with all demographic groups broadly in line with total proportions.

### **2.4 INTEREST IN NEW ACTIVITIES / EVENTS**

Of the four new activities posed, crazy golf received the highest interest amongst visitors with just over two thirds indicating they would be very / fairly likely to use it. The seasonal ice rink was also popular with just over two thirds indicating they would be very / fairly likely to use it. Just over half indicated they would be likely to use an Aerial Ropeway / High Wire and 37% indicated they would be likely to use Segways. Interest in all the activities is particularly high amongst 18-34 year old visitors.

A consistent pattern is observed amongst residents with crazy golf receiving the highest interest of the four activities with just over half indicating they would be very / fairly likely to use it. 38% indicated they would be likely to use the Aerial Ropeway / High Wire and 30% indicated they would be likely to use Segways. Consistent with the visitor survey, interest in all four activities is particularly high amongst 18-34 year old residents.

Of the four new events posed, Markets, Music and Theatre performances are popular amongst visitors with at least seven in ten indicating they would be very / somewhat

interested in attending them. There is less interest in amusement fairs. Interest in all four events is particularly high amongst 18-34 year old visitors.

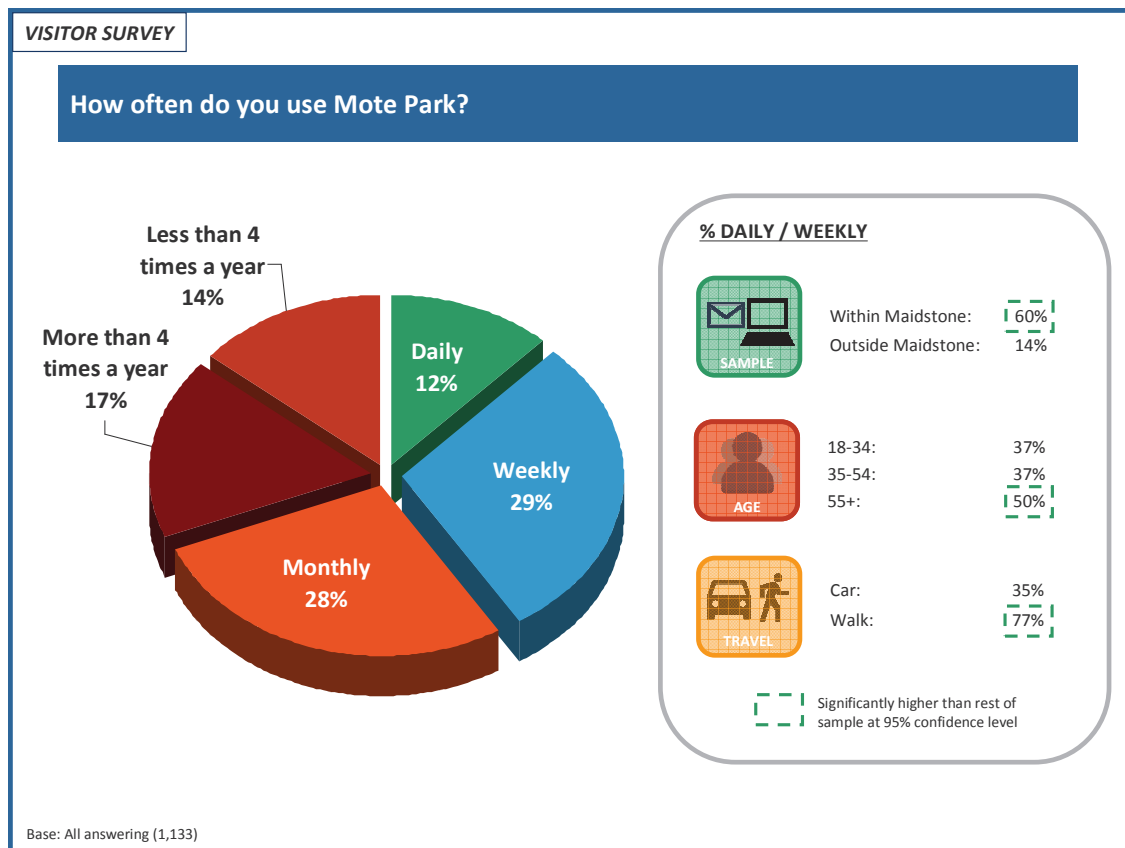
A consistent pattern is observed amongst residents with Markets, Music and Theatre performances all popular with at least two thirds indicating they would be very / somewhat interested in attending them if they were hosted at Mote Park. Again there is less interest in amusement fairs. Consistent with the visitor survey, interest in all four events is particularly high amongst 18-34 year old residents.

### 3. VISITOR SURVEY - USAGE PATTERNS & OPINIONS

#### 3.1 USAGE AND TRAVEL

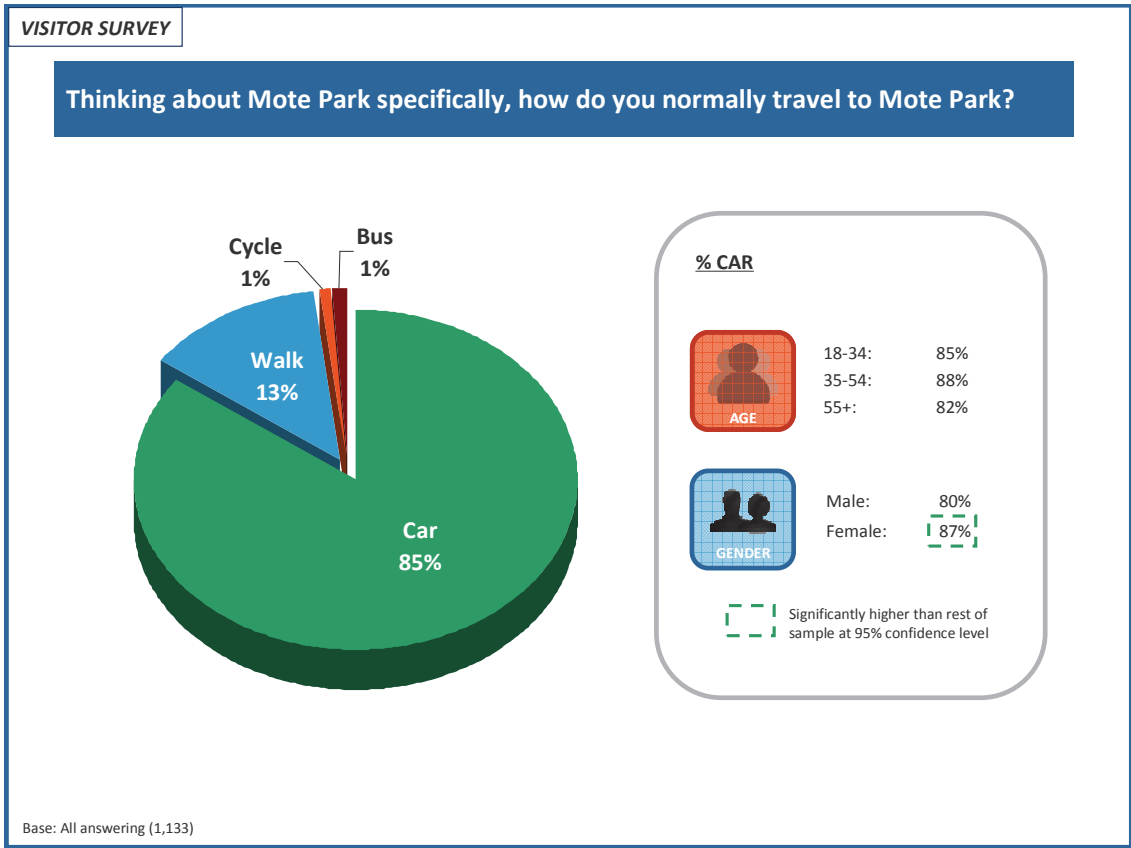
Visitors indicated they visit Mote Park frequently with 41% visiting either daily or weekly and a further 28% visiting at least monthly. As perhaps expected, visitors that live in Maidstone visit more frequently than those living outside of Maidstone (60% daily / weekly compared to 14% daily / weekly). Frequency of use is also higher amongst those who normally walk to the park (77% daily / weekly) compared to those that travel by car.

Usage frequency increases with age with 37% of 18-34 and 35-54 year old residents visiting daily / weekly and 50% of residents aged 55 and over visiting daily / weekly.



The majority of visitors (interviewed at the Park itself) indicated that they normally travel to Mote Park by car (85%). 13% indicated they normally walk to the park.

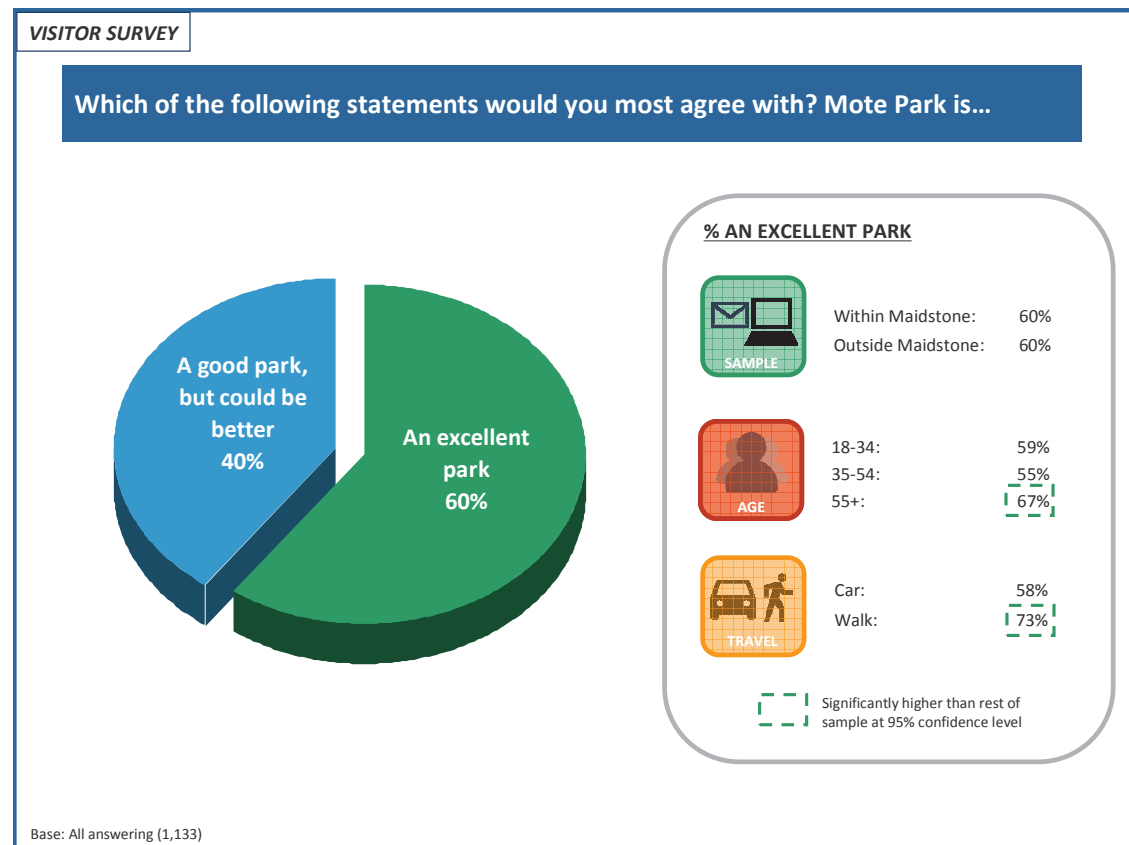
There are no significant differences by age but a significantly higher proportion of female visitors indicated that they normally travel to Mote Park by car.



### 3.2 OVERALL OPINION AND REASONS FOR VISITING

Overall opinion of Mote Park is very encouraging with 60% of visitors rating it as an excellent park. 40% indicated that it was a good park but could be better. Perceptions are consistent amongst visitors from Maidstone and outside Maidstone.

Perceptions of Mote Park are strongest amongst the more frequent visitors, those aged 55 and over, with 67% of them rating Mote Park as an excellent park. As well as those who walk to the park, with 73% of them rating Mote Park as an excellent park.



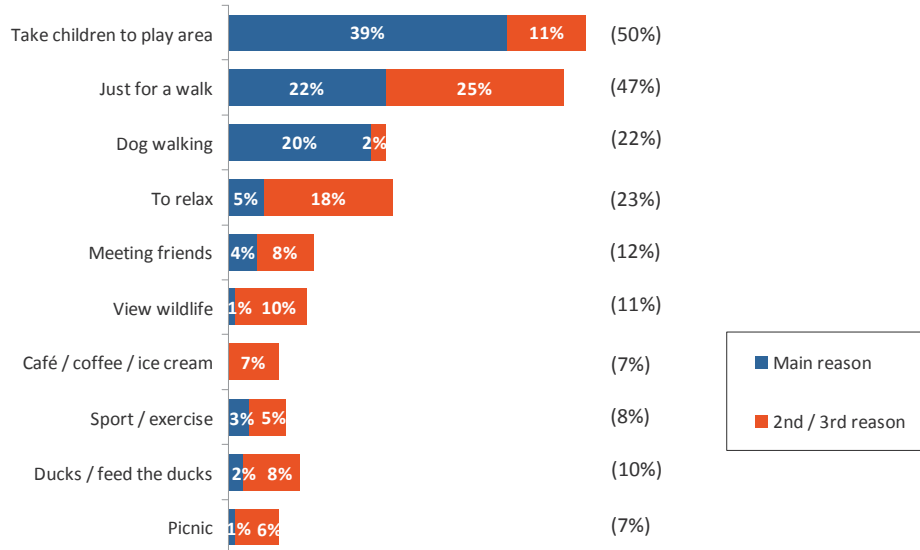
Visitors were asked to select up to three of a prompted list of reasons for visiting Mote Park on the visit of interview. Visitors were also allowed to express their own reason in their own words if preferred.

The primary reasons for visiting amongst those surveyed are to take children to the play area (50%) or to simply go for a walk (47%). Secondary reasons are to take the dog for a walk (22%) and to relax (23%).



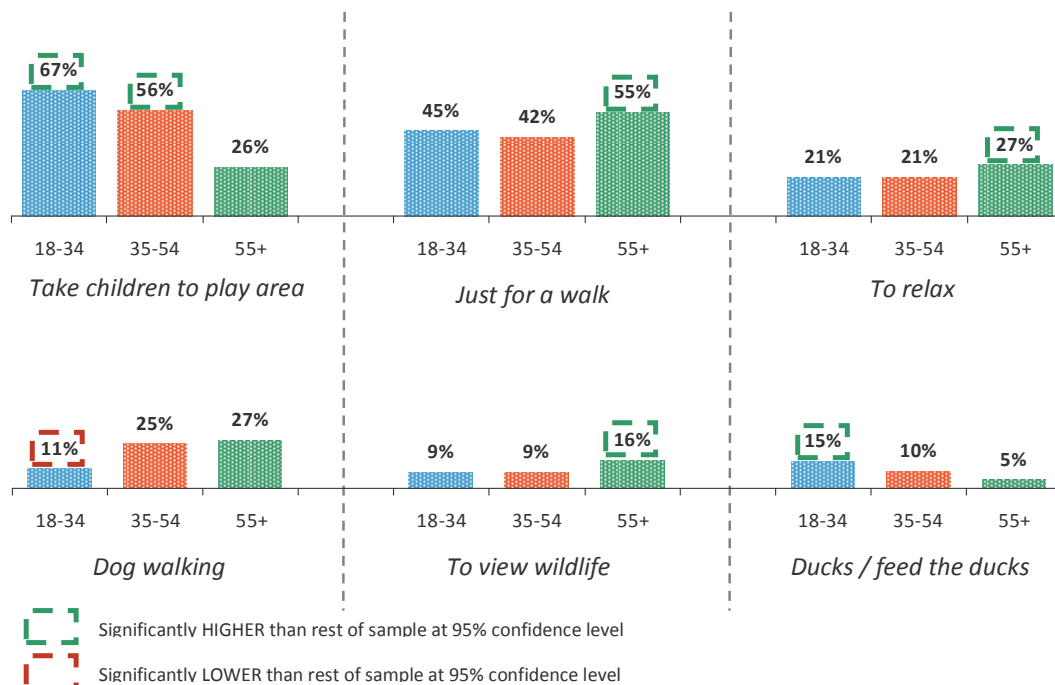
### What was your reason for coming to Mote Park today?

UP TO 3 REASONS COULD BE SELECTED...

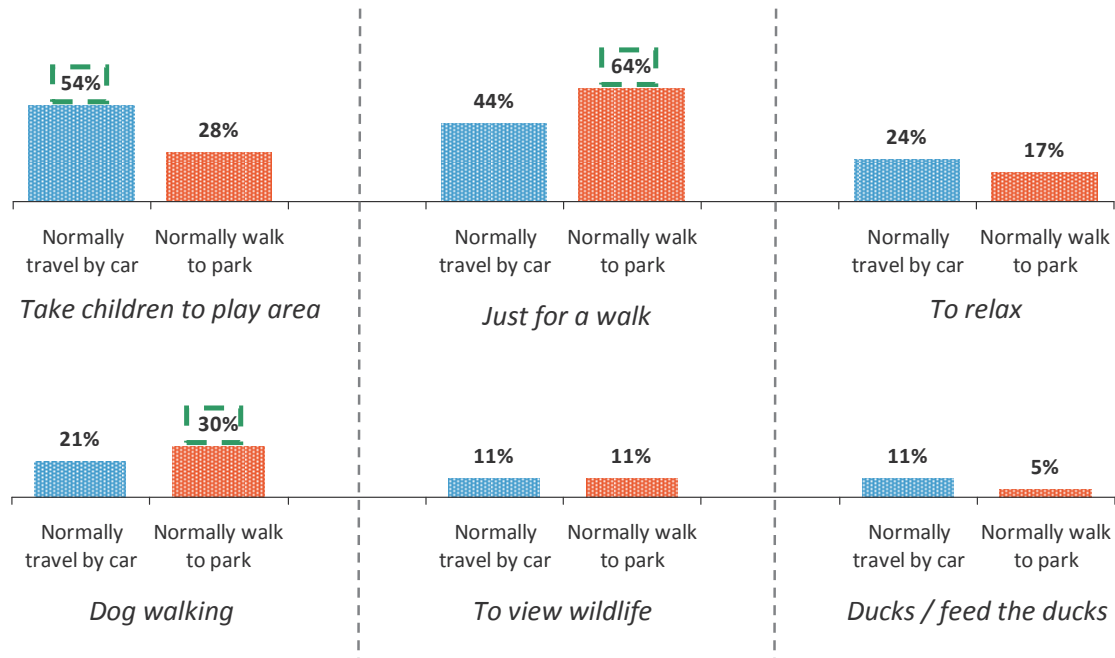


Base: All answering (1,133)

There are significant differences observed by subgroup with a significantly higher proportion of 18-54 year olds visiting to take children to the play area and a significantly higher proportion of visitors aged 55 and over simply going for a walk or to relax and view wildlife.



Perhaps unsurprisingly, a significantly higher proportion of those who travelled to Mote Park by car visited to take children to the play area. Conversely, a significantly higher proportion of those who walked to the Park visited simply to go for a walk or walk a dog.



 Significantly HIGHER than rest of sample at 95% confidence level

### 3.3 OPINION OF FACILITIES PROVIDED

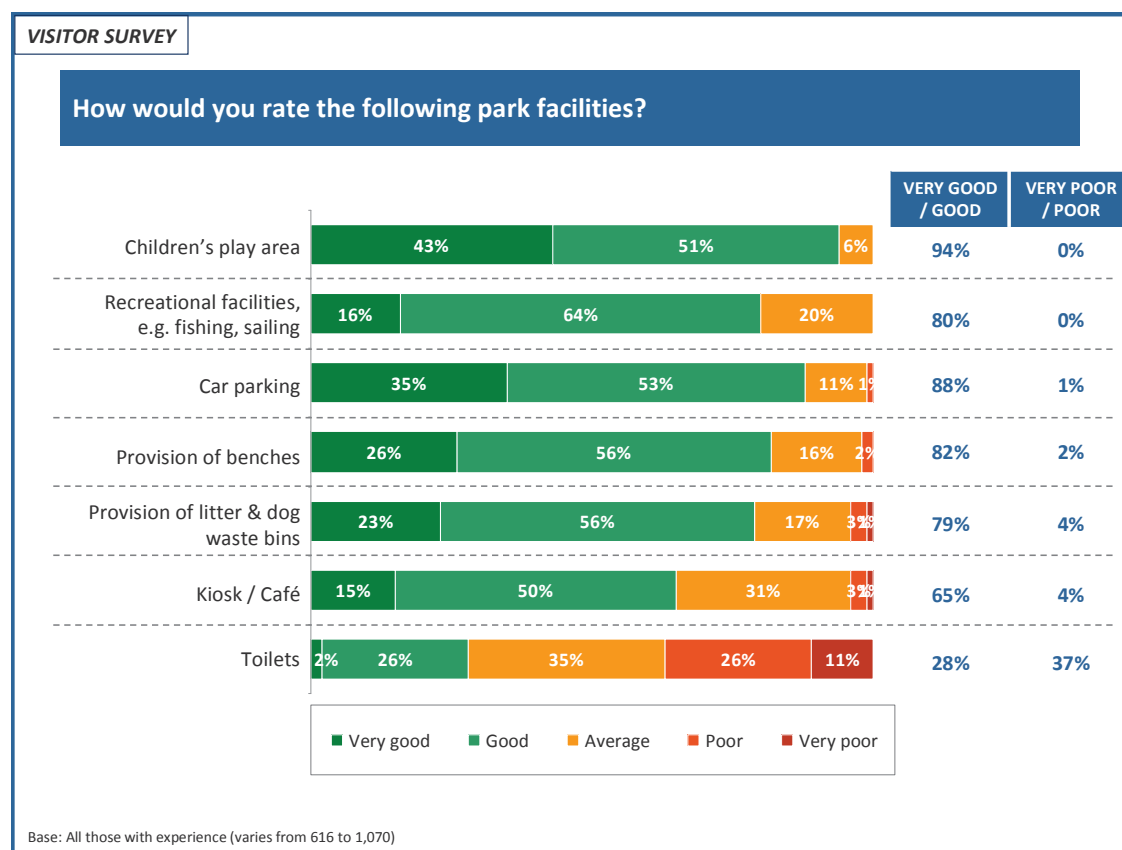
Visitors were asked to rate their overall opinion on a list of facilities provided at Mote Park on a five point semantic scale of Very Good, Good, Average, Poor and Very Poor. The following scores represent all those that had an opinion; visitors who indicated 'Don't know / No experience' have been removed from the charts below.

The majority of facilities receive very encouraging ratings with:

- 94% rating the children's play area as Very Good or Good
- 80% rating the recreational facilities as Very Good or Good
- 88% rating the car parking facilities as Very Good or Good
- 82% rating the provision of benches as Very Good or Good
- 79% rating the provision of litter and dog waste bins as Very Good or Good

Compared to the other facilities provided, the Kiosk / Cafe does not perform as well with 65% rating it as Very Good or Good and 31% indicating it as Average.

The toilet facilities receive very low scores with 25% rating them as Very Good or Good, 35% as Average and 37% as Very Poor or Poor.

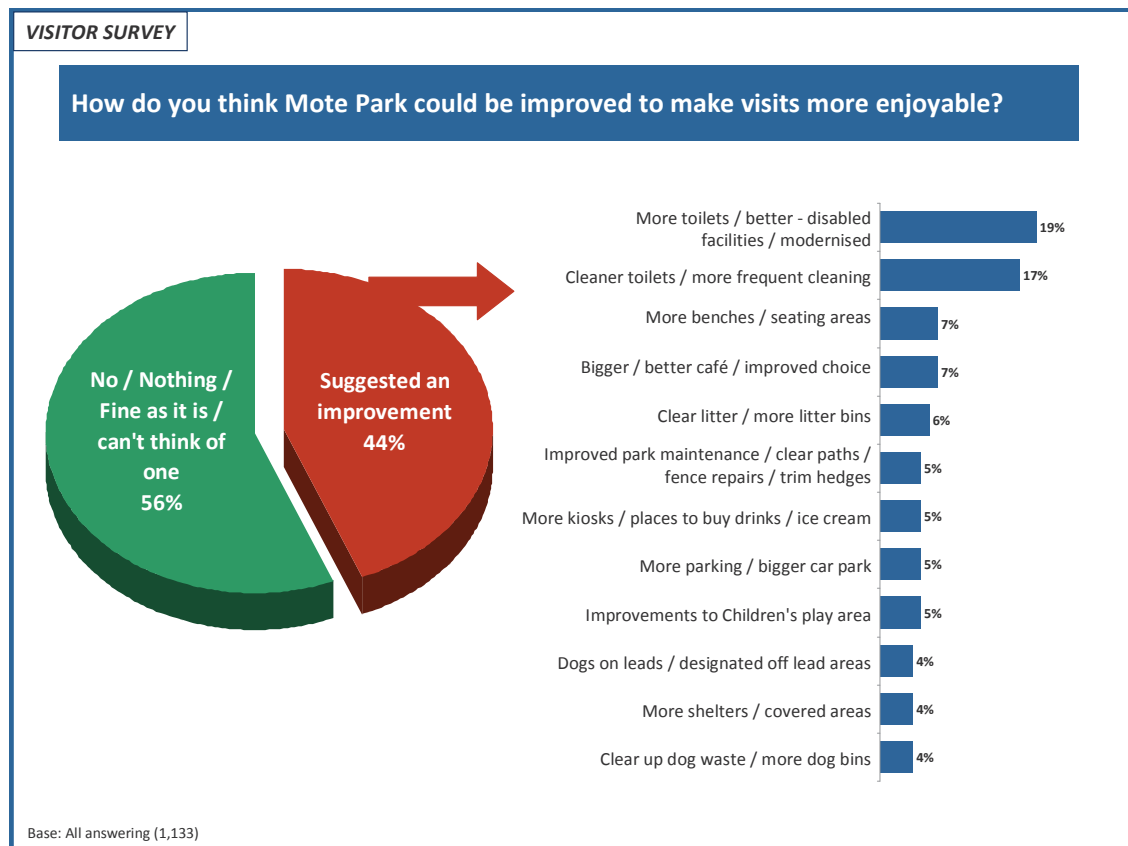


### 3.4 POTENTIAL IMPROVEMENTS

Visitors were asked to describe in their own words how they thought Mote Park could be improved to make visits more enjoyable. 56% of visitors indicated that they couldn't think of anything and 44% of visitors suggested an improvement.

Consistent with other feedback, the most common improvements concern the toilet facilities provided at Mote Park. Visitors requested:

- More toilets / better - disabled facilities / modernised - 19%
- Cleaner toilets / more frequent cleaning 17%

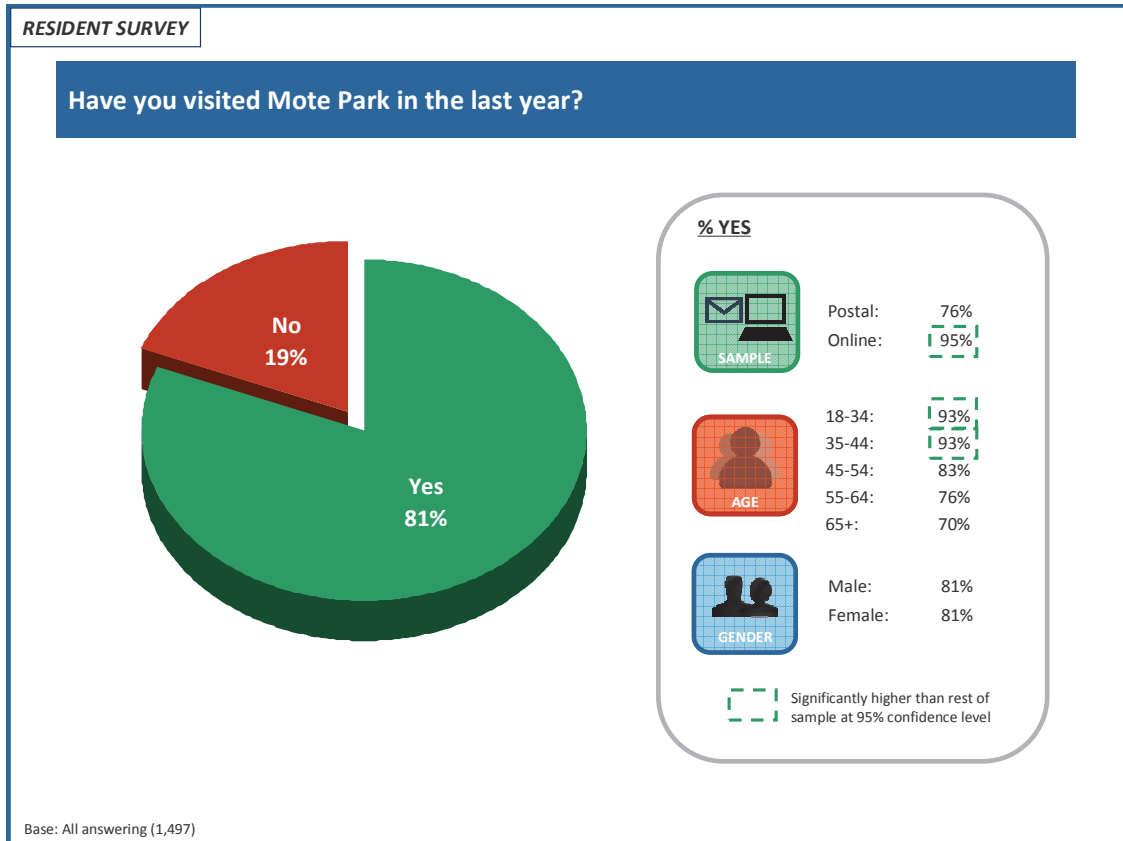


## 4. RESIDENT SURVEY - USAGE PATTERNS & OPINIONS

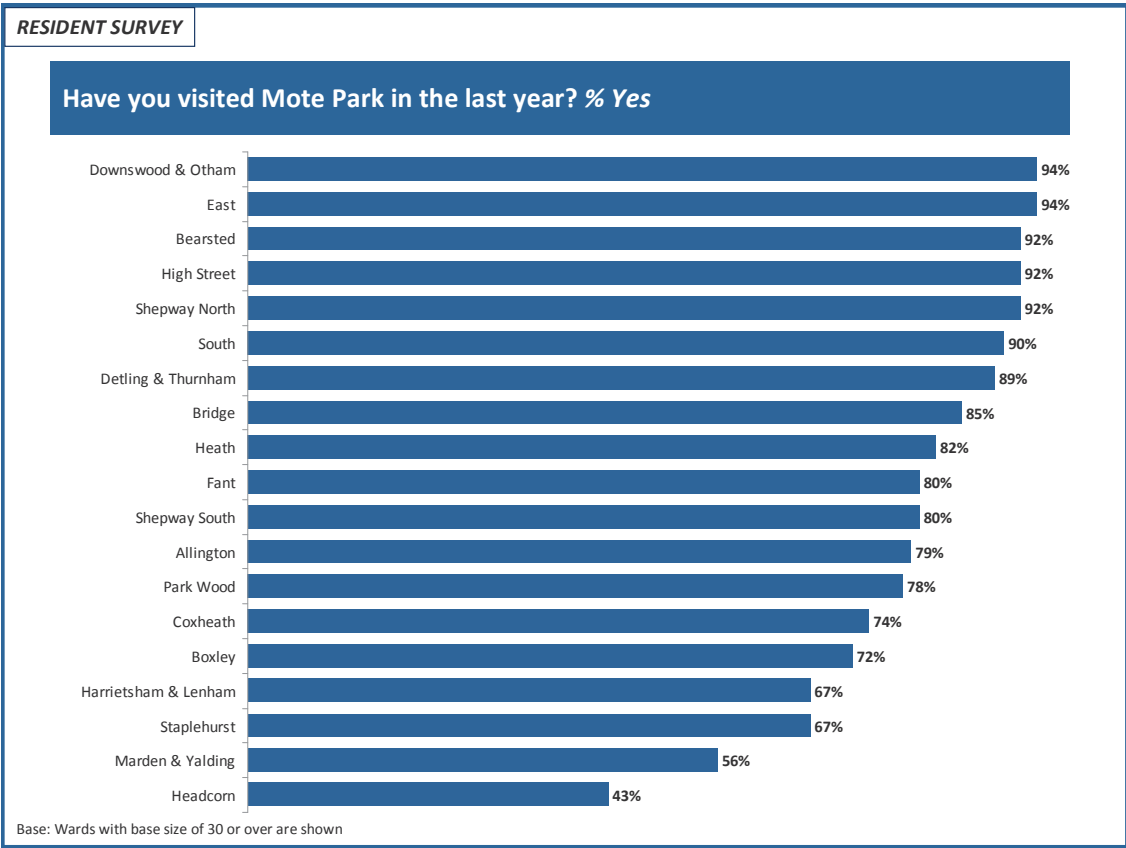
### 4.1 USAGE AND TRAVEL

81% of residents responding to the survey indicated they had visited Mote Park in the last year. The proportion of residents visiting in the last year is significantly higher amongst residents who completed the survey online as opposed to via the post.

Use of Mote Park in the last year is significantly higher amongst the 18-44 year old residents responding. Use is consistent amongst the male and female residents responding.



Claimed visiting of Mote Park in the last year is high amongst residents of all Maidstone wards but is particularly high amongst those in close proximity: Downswood & Otham, East, Bearsted, High Street, Shepway North, South and Detling & Thurnham.



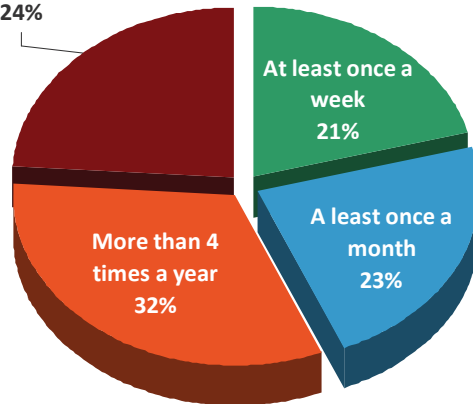
Residents indicated they visit Mote Park frequently with 21% visiting at least once a week and a further 23% visiting at least once a month. Consistent with the visitor survey, frequency of use is higher amongst those who normally walk to the park (63% at least once a week / month) compared to those that travel by car.

A significantly higher proportion of the 18-34 year old residents responding visit more frequently, with 56% indicating they visit at least once a week / month.

Claimed frequent visiting of Mote Park is high amongst those in close proximity: Downswood & Otham, Shepway North, High Street, Detling & Thurnham, Bearsted, South and East.

## How often do you use Mote Park?

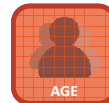
Less than 4  
times a year  
24%



### % LEAST ONCE A WEEK / MONTH



Postal: 37%  
Online: 57%



18-34: 56%  
35-44: 48%  
45-54: 40%  
55-64: 48%  
65+: 33%

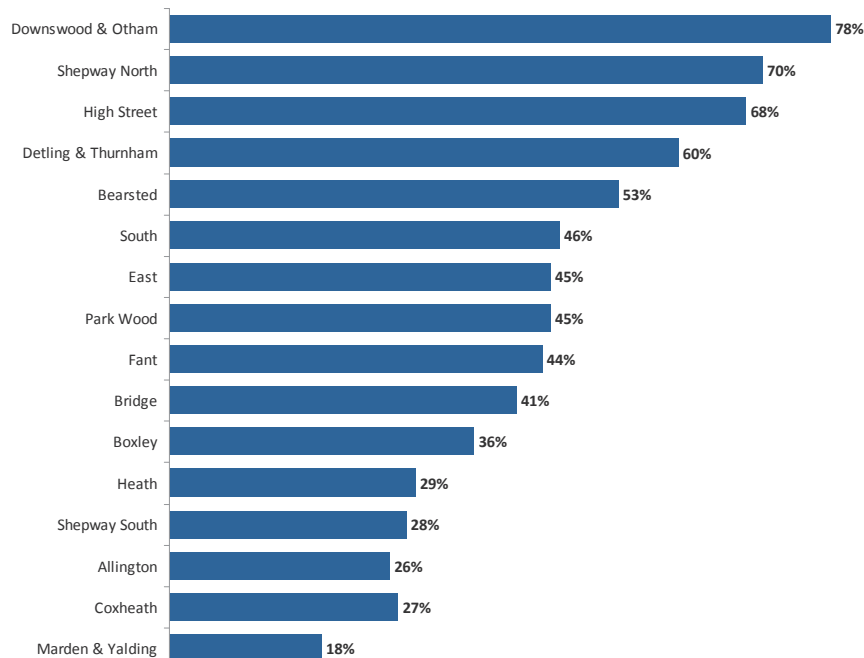


Car: 35%  
Walk: 63%

Significantly higher than rest of sample at 95% confidence level

Base: All answering (1,286)

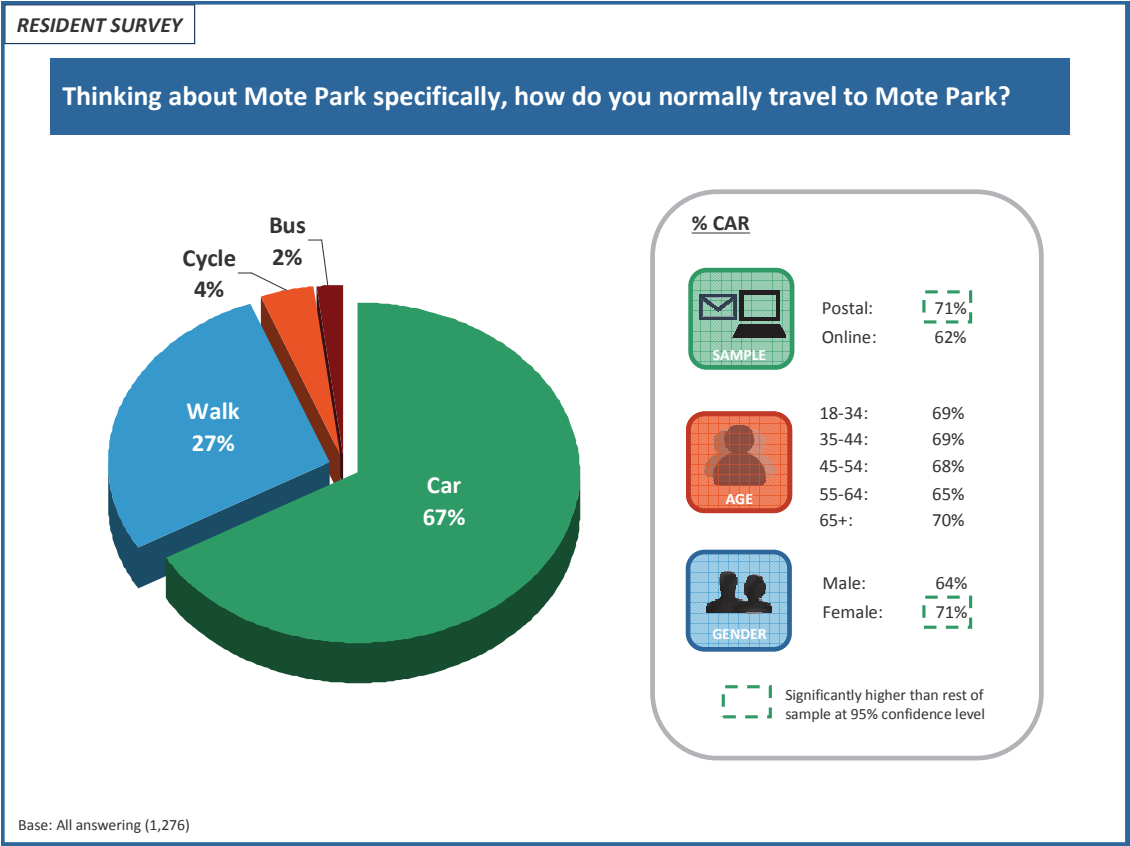
## How often do you use Mote Park? % At least once a week / month



Base: Wards with base size of 30 or over are shown

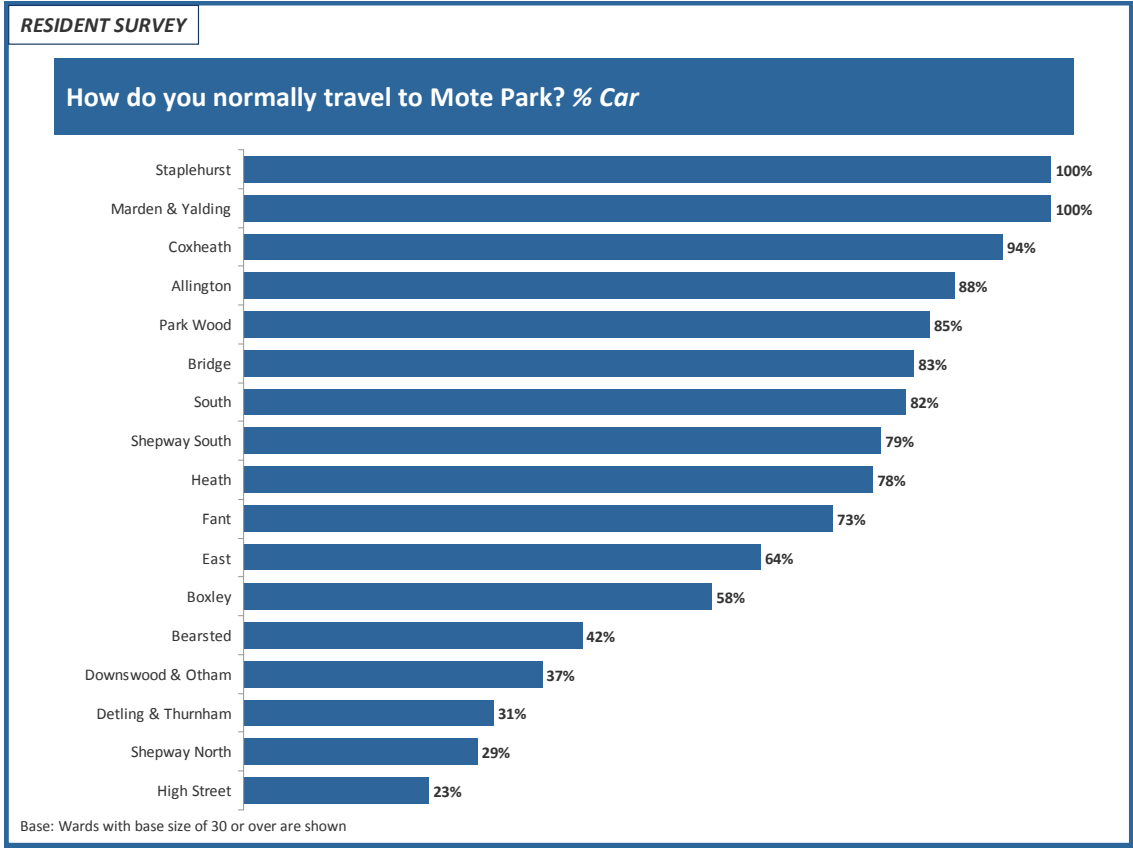
Just over two thirds of residents indicated that they normally travel to Mote Park by car (67%). 27% indicated the normally walk to the park.

Consistent with the visitor survey, there are no significant differences by age but a significantly higher proportion of female visitors indicated that they normally travel to Mote Park by car. A significantly higher proportion of residents completing the survey by post indicated they travel by car compared to those who completed the survey online.





Claimed visiting of Mote Park by car is highest amongst the Staplehurst, Malden & Yalding, Coxheath, Allington, Park Wood, Bridge and South wards of Maidstone.



## 4.2 OPINION OF FACILITIES PROVIDED

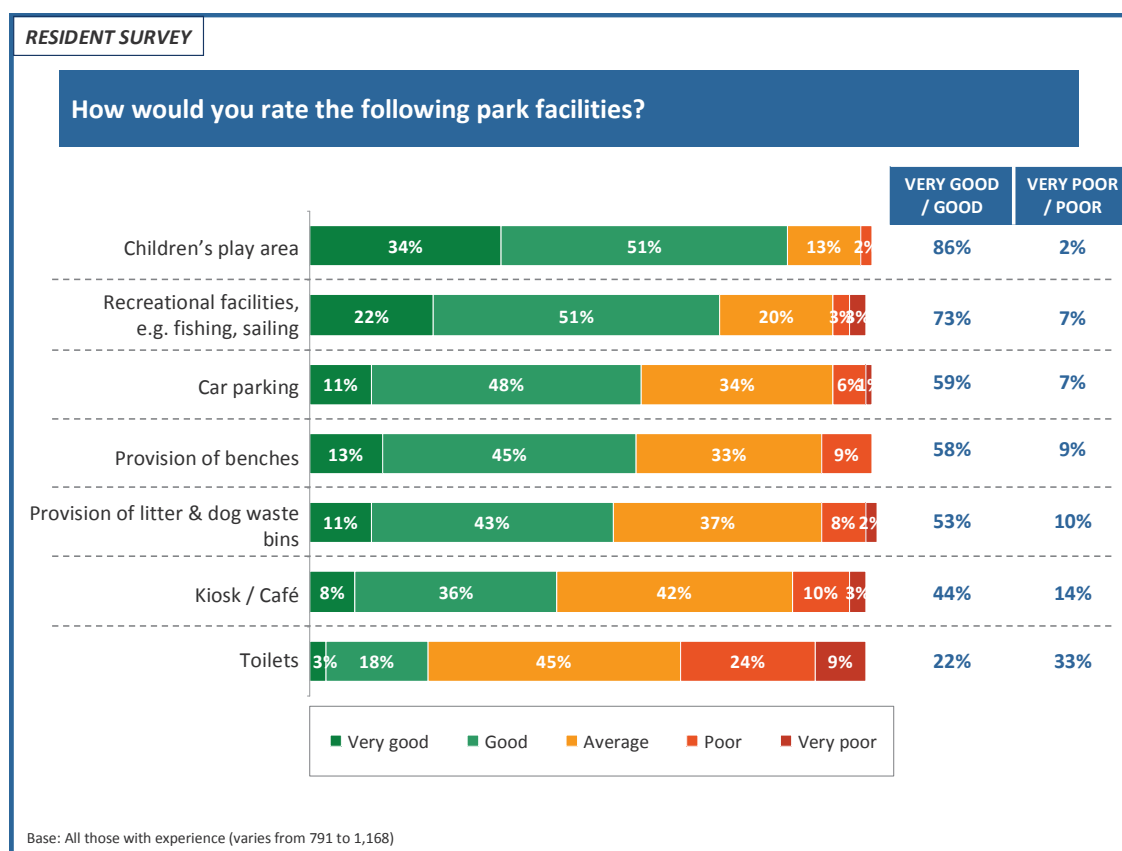
Consistent with the visitor survey, residents were asked to rate their overall opinion on a list of facilities provided at Mote Park on a five point semantic scale of Very Good, Good, Average, Poor and Very Poor. The following scores represent all those that had an opinion; visitors who indicated 'Don't know / No experience' have been removed from the charts below.

The children's play area and recreational facilities receive very encouraging ratings with:

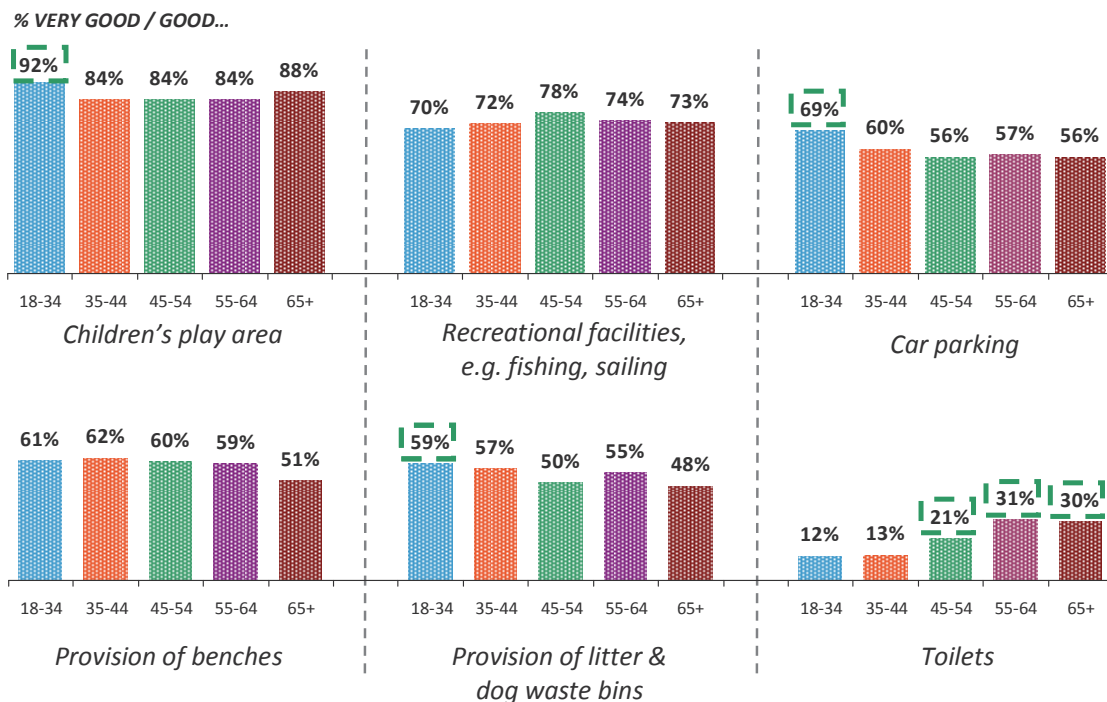
- 86% rating the children's play area as Very Good or Good
- 73% rating the recreational facilities as Very Good or Good

Car parking and provision of benches and litter & dog waste bins receive lower scores than those observed for the visitor survey but are still broadly positive with 59%, 58% and 53% rating them as Very Good or Good respectively.

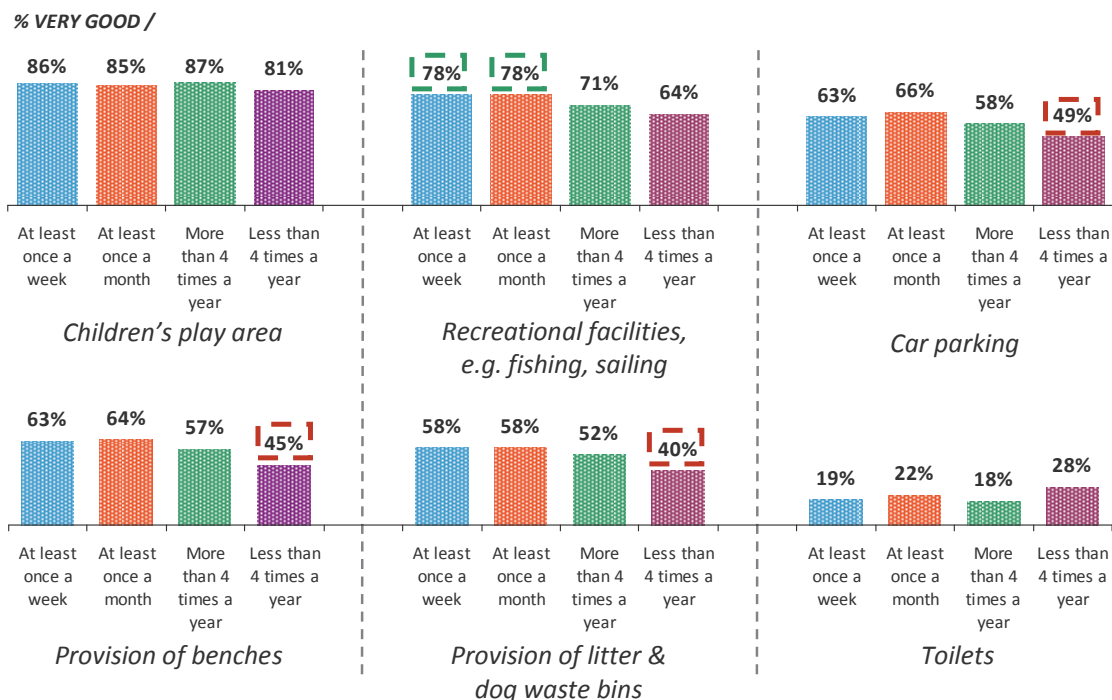
The Kiosk / Cafe and the toilet facilities receive the lowest scores, consistent with the visitor survey, with 44% and 22% rating them as Very Good or Good respectively. 33% rated the Toilets as Very Poor or Poor.



There are some significant differences by subgroup with a significantly higher proportion of 18-34 year old residents rating the Children's play area, car parking and the provision of litter & dog waste bins as Very Good or Good compared to other age groups. Ratings are also generally lower amongst less frequent visitors.



Significantly HIGHER than rest of sample at 95% confidence level



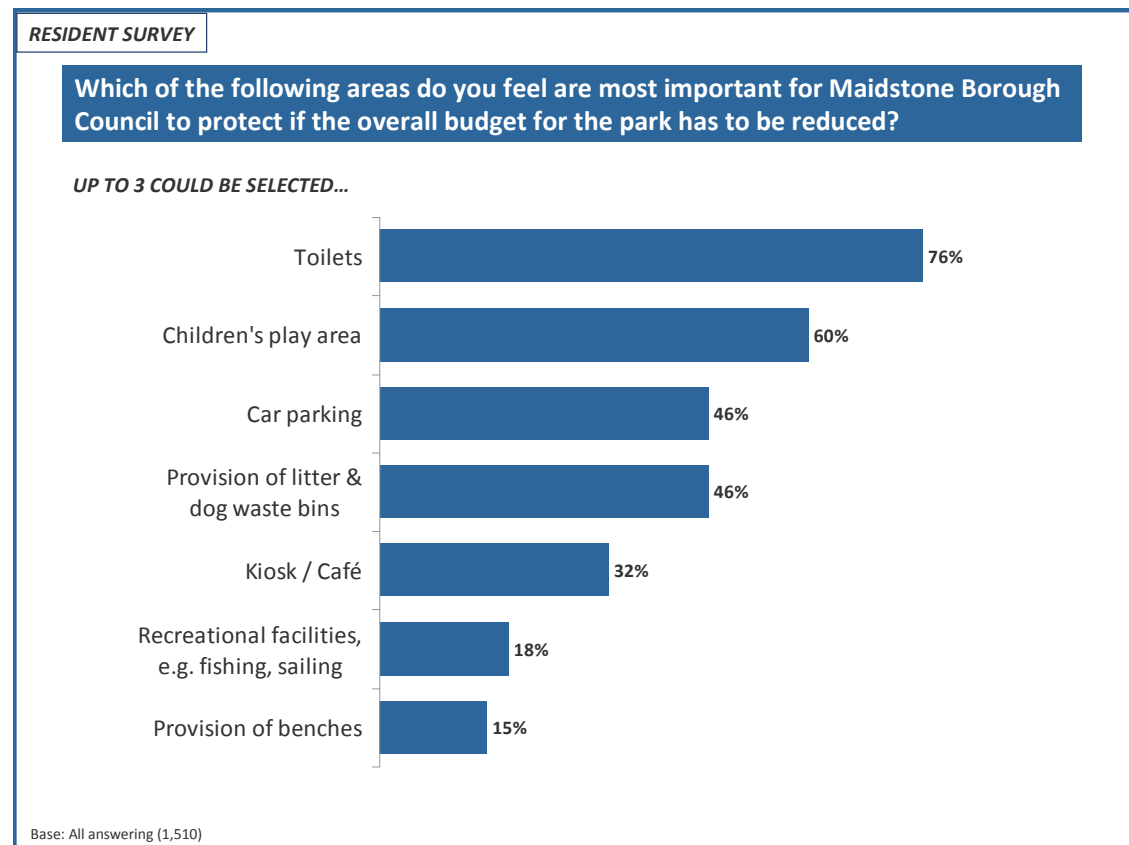
Significantly HIGHER than rest of sample at 95%

Significantly LOWER than rest of sample at 95%

### 4.3 AREAS MOST IMPORTANT TO PROTECT IN OVERALL BUDGET

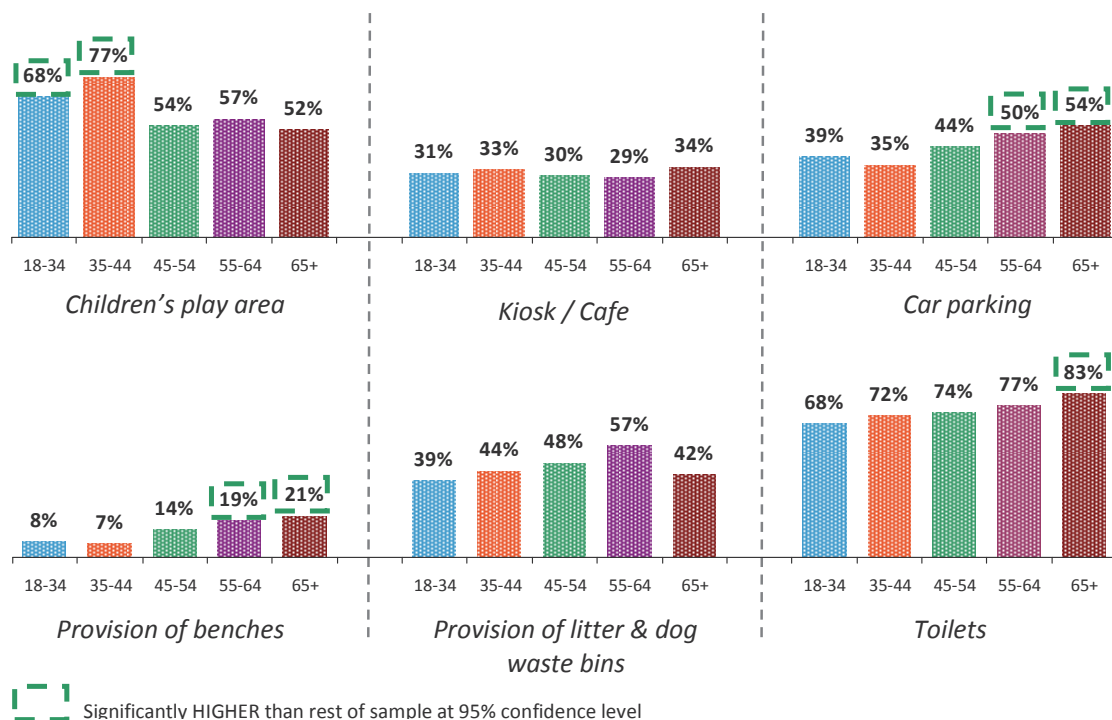
From the same prompted list of facilities, residents were asked to select the areas they felt were most important to protect if the overall budget for Mote Park has to be reduced. Residents could select up to three of the list provided.

The toilet facilities ranked highest on the list, perhaps unsurprising given the overall opinion of these currently in terms of quality. The children's play area ranked second on the list, likely reflecting its importance to the visitors (as it ranked highly in reasons for visiting).

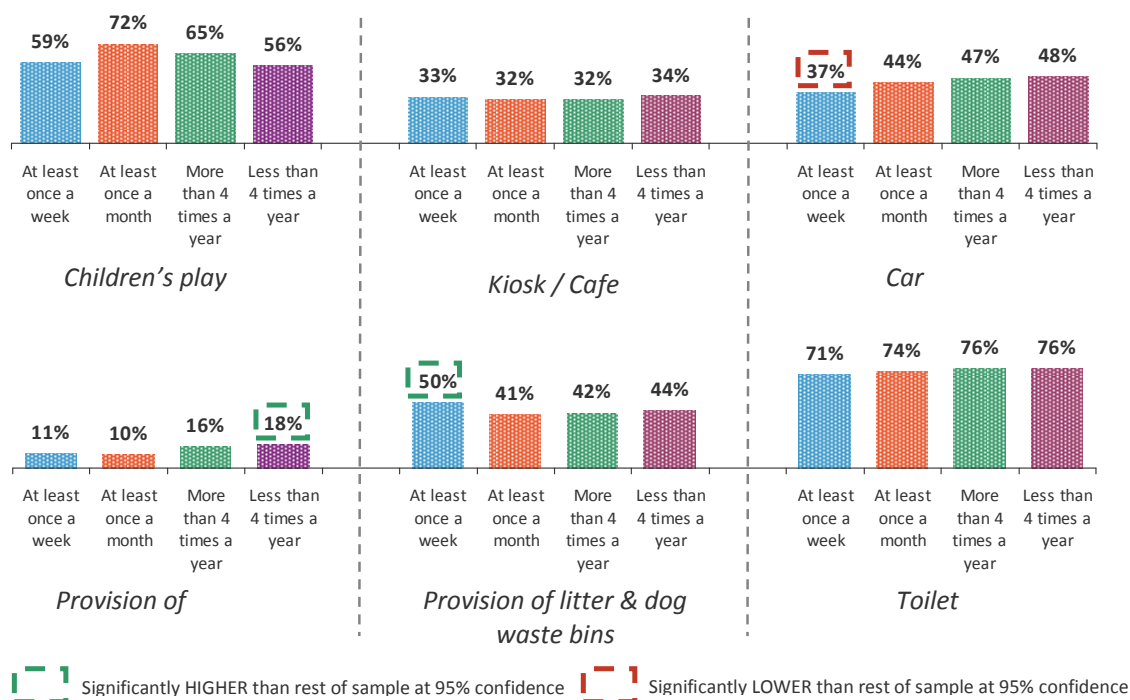


Toilets are the highest scoring facility across all demographic groups.

There are however significant differences observed with a significantly higher proportion of 18-44 year old residents opting to protect the children's play area and a significantly higher proportion of residents aged 55 and over selecting car parking, provision of benches and toilets.

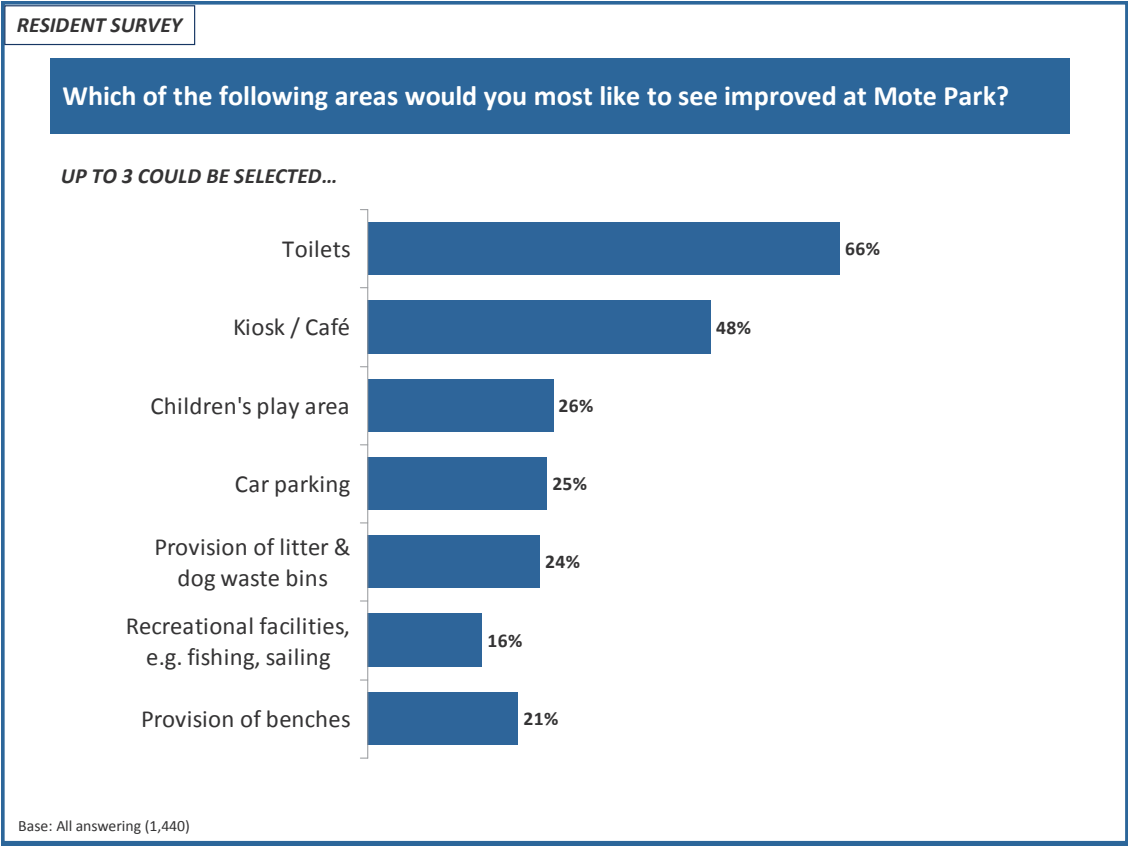


A significantly higher proportion of residents who visit at least once a week selected the provision of litter & dog waste bins.



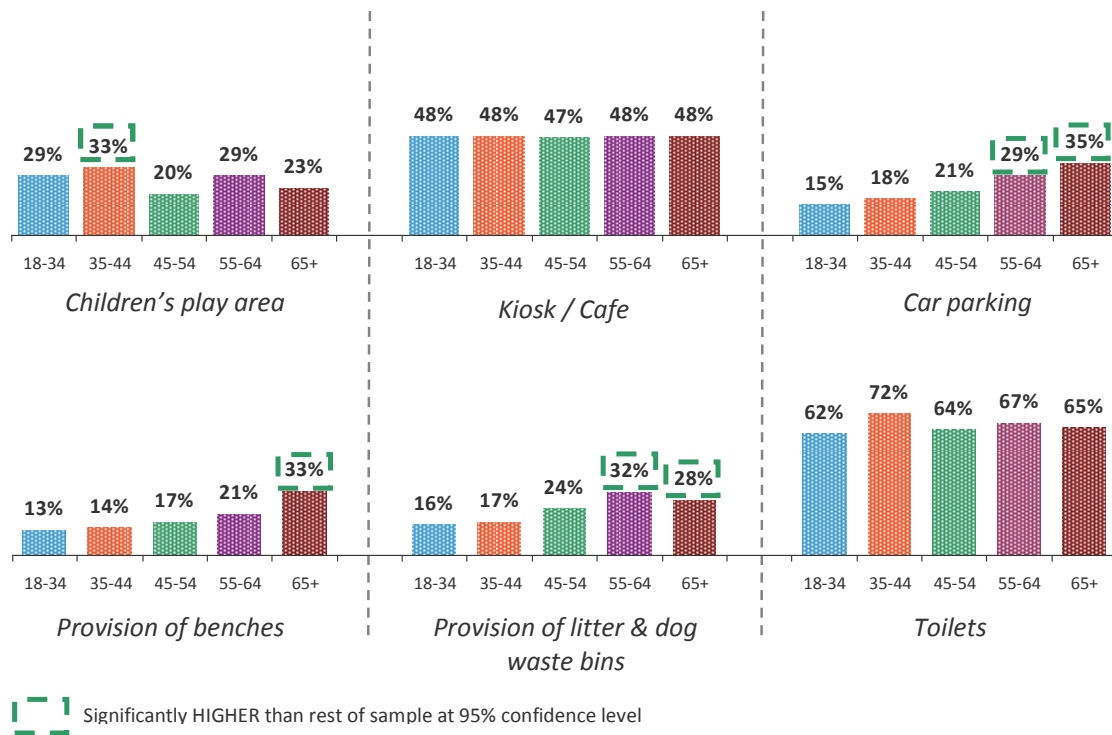
From the same prompted list of facilities, residents were also asked to select the areas they would most like to see improved at Mote Park. Residents could select up to three of the list provided.

The top two facilities selected reflect overall rating scores - toilet facilities (66%) and the Kiosk / Cafe (48%). The children's play area ranked third on the list, together with car parking and the provision of litter & dog waste bins.



Toilets are the highest scoring facility across all demographic groups.

There are however significant differences observed with a significantly higher proportion of residents aged 55 and over selecting car parking, provision of benches and provision of litter and dog waste bins.



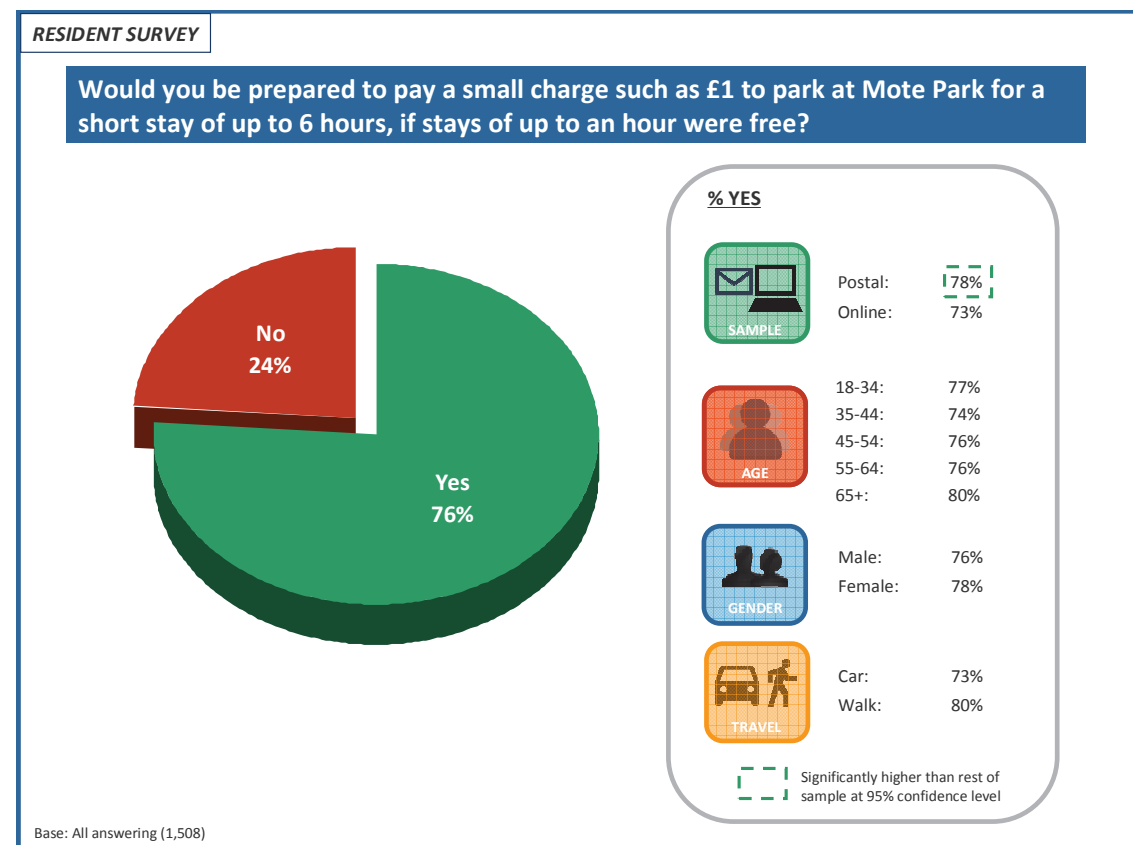
## 5. CAR PARKING CHARGES

Set in the context of any revenue generated being used to maintain and/or improve the current standards of Mote Park, residents were asked whether they would be prepared to pay a small charge such as £1 to park at Mote Park for a short stay of up to 6 hours, if stays of up to an hour were free. Please note that this question was not included in the visitor survey.

Just over three quarters of all residents responding indicated they would be willing to pay £1 to park at Mote Park. Response is very positive amongst both sample groups with 78% of residents responding via the postal survey indicating they would be willing and 73% of the residents responding via the online survey indicating they would be willing.

Focusing on those who normally travel to Mote Park by car, 73% of these residents indicated that they would be willing to pay.

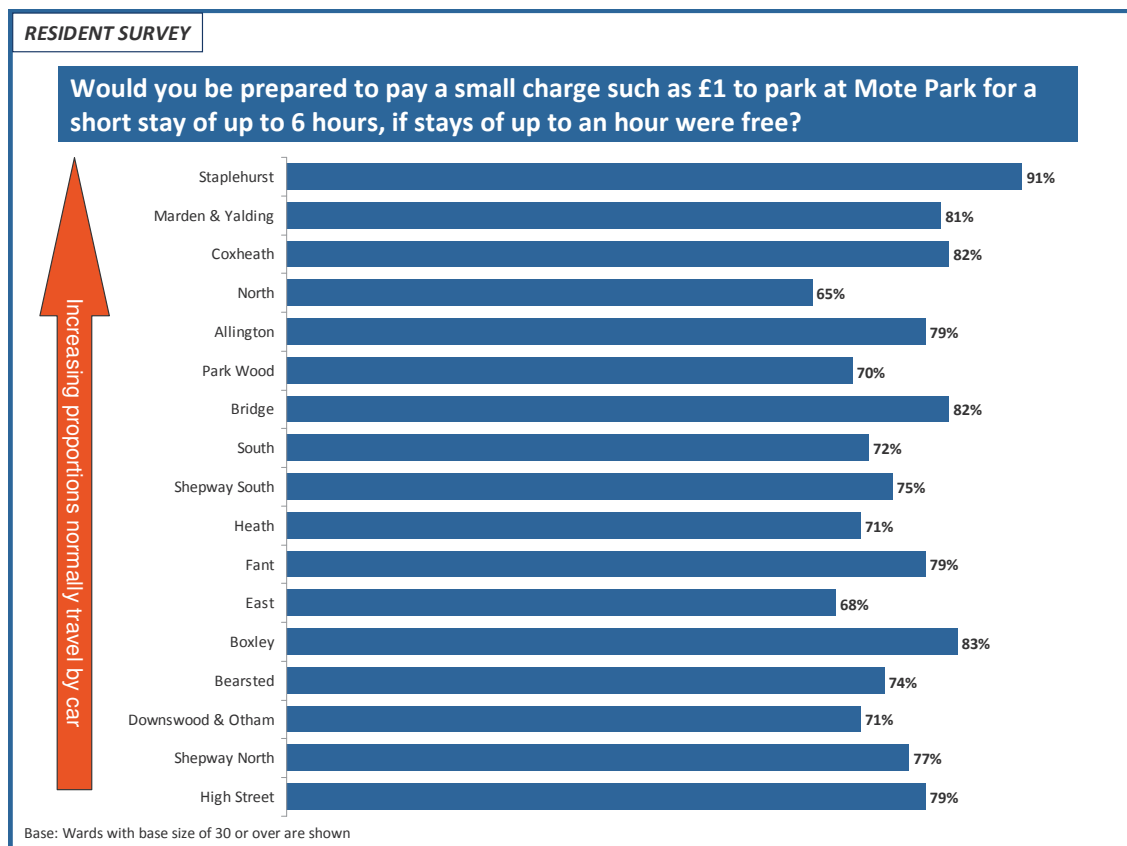
There are no significant differences by age or gender with all demographic groups broadly in line with total proportions.





There are encouraging agreement levels across residents from all Maidstone wards, particularly amongst those with the highest proportions of residents who normally travel to Mote Park by car:

- Staplehurst - 91%
- Marden & Yalding - 81%
- Coxheath - 82%
- North - 65%
- Allington - 79%
- Park Wood - 70%
- Bridge - 82%

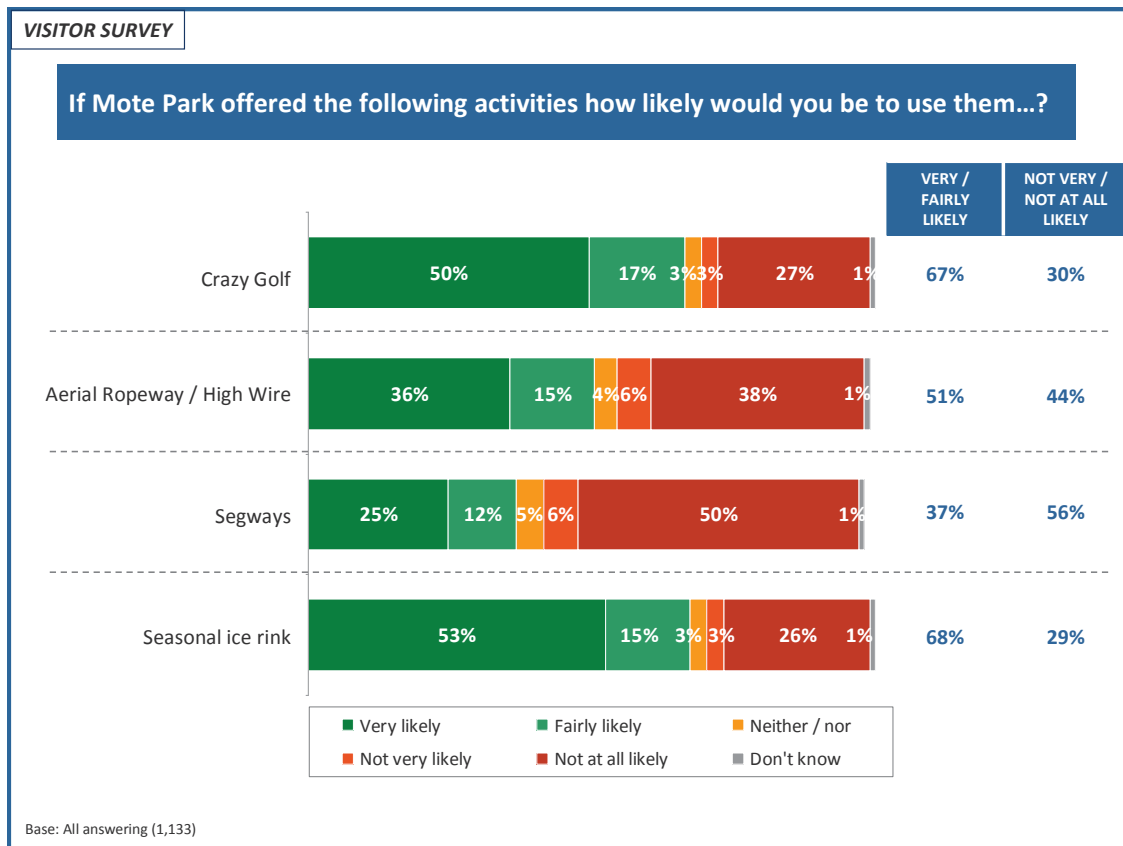


## 6. INTERESTS IN NEW ACTIVITIES / EVENTS

### 6.1 VISITOR SURVEY - NEW ACTIVITIES

Visitors were asked their likely usage of four new activities if they were introduced at Mote Park. Please note that no prices were mentioned so these are indicative usage figures only.

Crazy Golf received the highest interest with two thirds (67%) indicating they would be very / fairly likely to use it. The seasonal ice rink was also popular with 68% indicating they would be very / fairly likely to use it. 51% indicated they would be likely to use an Aerial Ropeway / High Wire and 37% indicated they would be likely to use Segways.

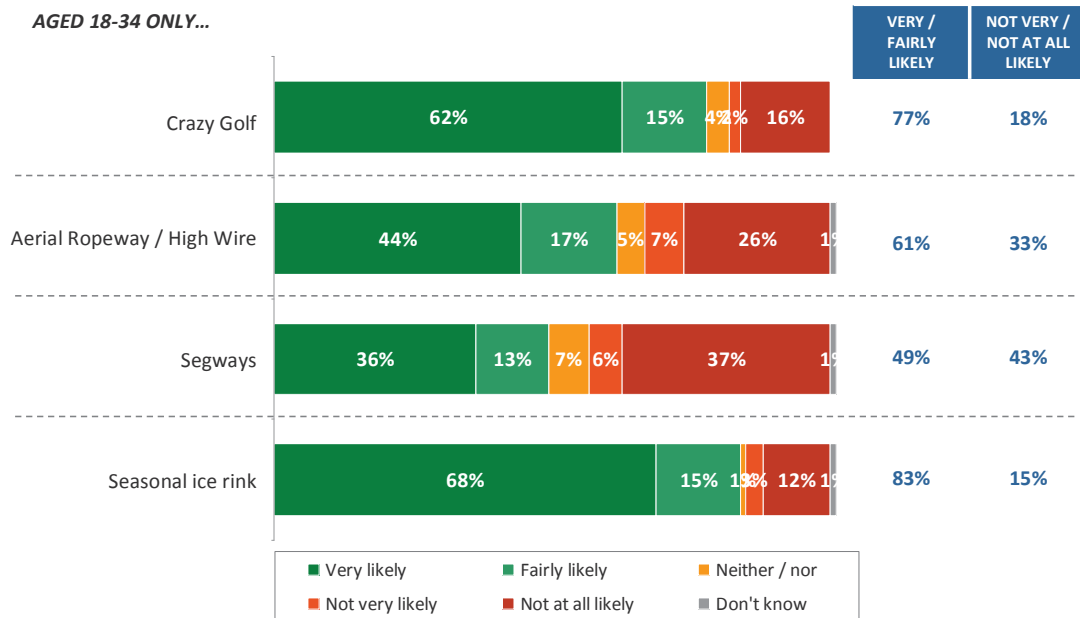


Interest in all the activities is particularly high amongst 18-34 year old visitors:

- 77% very / fairly likely to use Crazy Golf facilities
- 83% very / fairly likely to use Seasonal ice rink
- 61% very / fairly likely to use Aerial Ropeway / High Wire
- 49% very / fairly likely to use Segways

### If Mote Park offered the following activities how likely would you be to use them...?

AGED 18-34 ONLY...



Base: All answering (323)

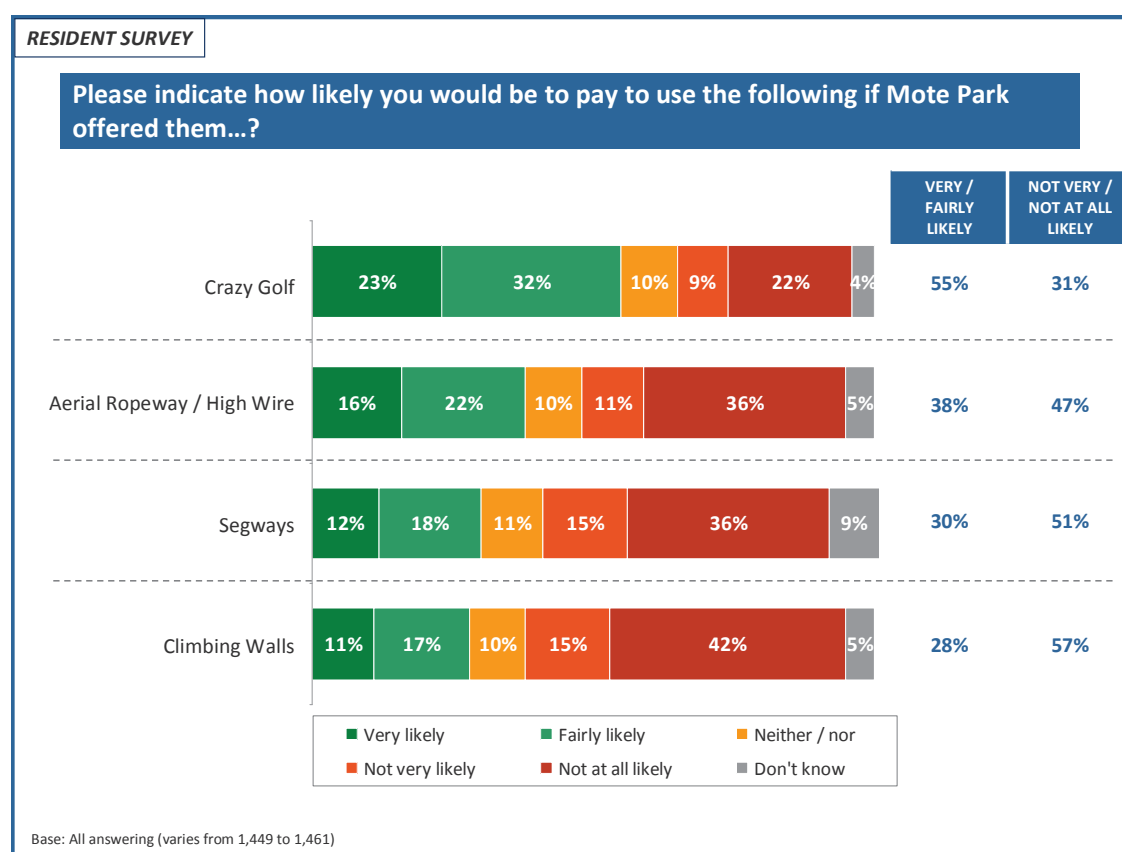
## 6.2 RESIDENT SURVEY - NEW ACTIVITIES

Residents were asked their likely usage of four new activities if they were introduced at Mote Park and they had to pay for them. Please note that no prices were mentioned so these are indicative usage figures only.

As expected, interest levels are lower compared to the visitors interviewed across the board.

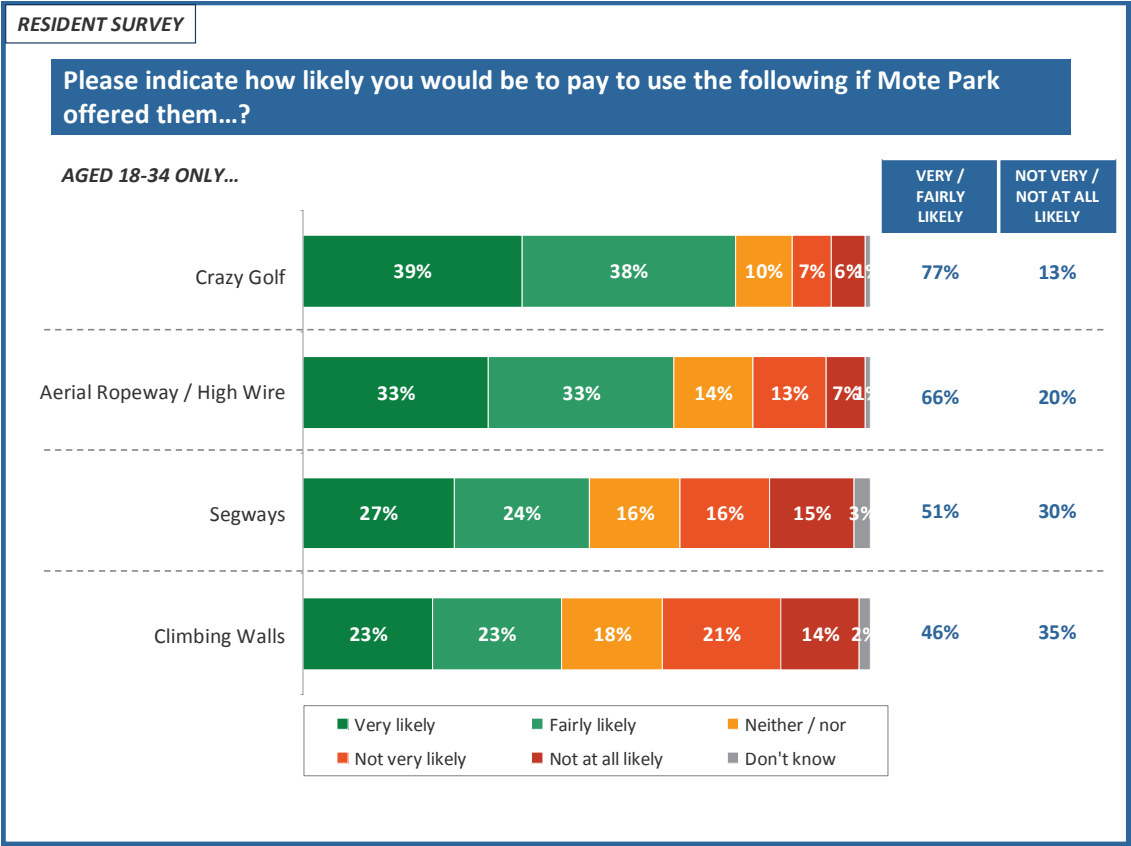
Crazy Golf received the highest interest with just over half (55%) indicating they would be very / fairly likely to use it. 38% indicated they would be likely to use the Aerial Ropeway / High Wire and 30% indicated they would be likely to use Segways.

Climbing Walls were tested in the resident survey only and 28% of those responding indicated they would be very / fairly likely to use it.



Consistent with the visitor survey, interest in all the activities is particularly high amongst 18-34 year old residents:

- 77% very / fairly likely to use Crazy Golf facilities
- 66% very / fairly likely to use Aerial Ropeway / High Wire
- 51% very / fairly likely to use Segways
- 46% very / fairly likely to use Climbing Walls

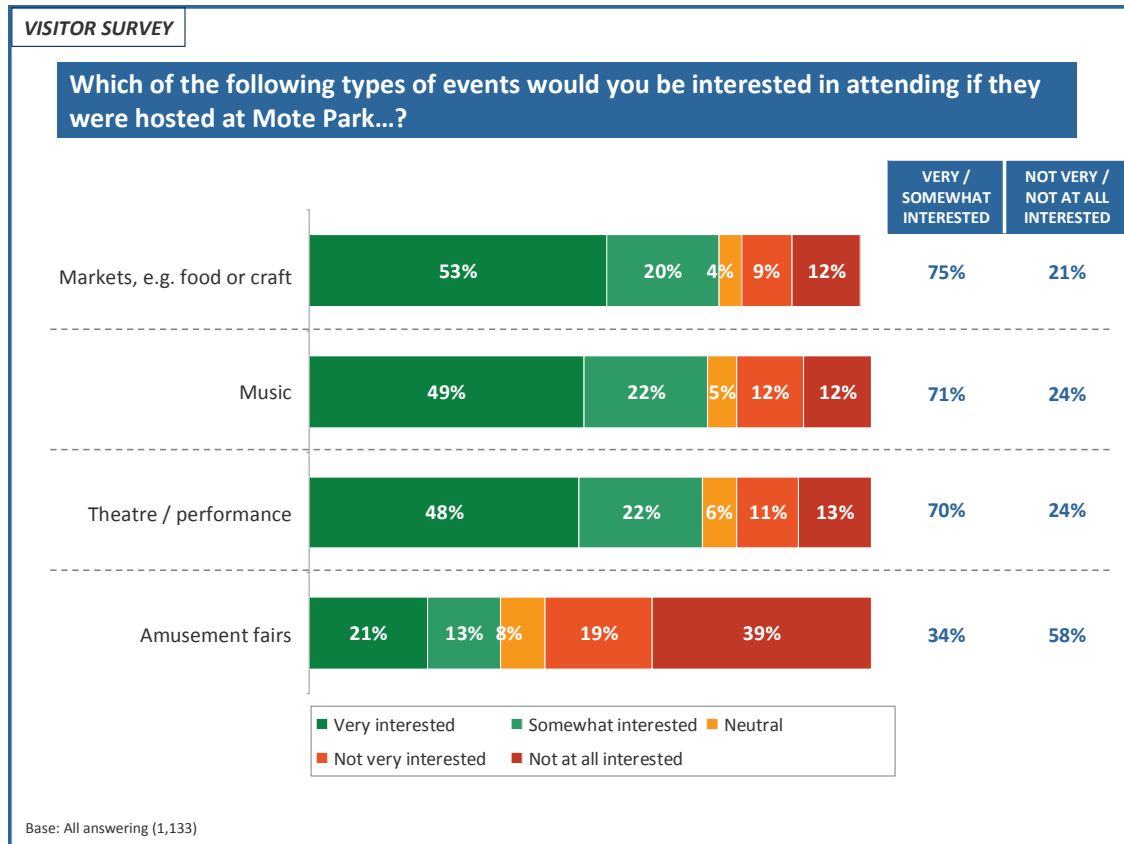


### 6.3 VISITOR SURVEY - NEW EVENTS

Visitors were asked their likely usage of four new events if they were introduced at Mote Park. Please note that no prices were mentioned so these are indicative usage figures only.

Markets, Music and Theatre performances appear popular with at least 7 in 10 indicating they would be very / somewhat interested in attending them if they were hosted at Mote Park (75%, 71% and 70% respectively).

There is less interest in amusement fairs with 34% very or somewhat interested and 58% not very or not at all interested.

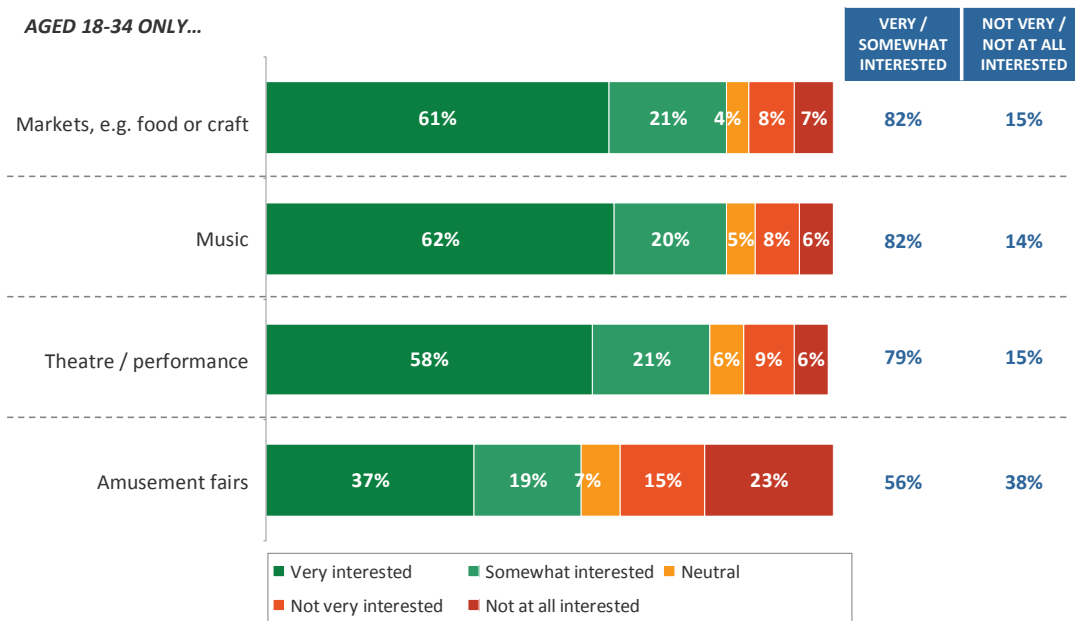


Interest in all the events is particularly high amongst 18-34 year old visitors:

- 82% very / somewhat interested in attending Market events
- 82% very / somewhat interested in attending Music events
- 79% very / somewhat interested in attending Theatre / performance events
- 56% very / somewhat interested in attending Amusement fairs

### Which of the following types of events would you be interested in attending if they were hosted at Mote Park...?

AGED 18-34 ONLY...



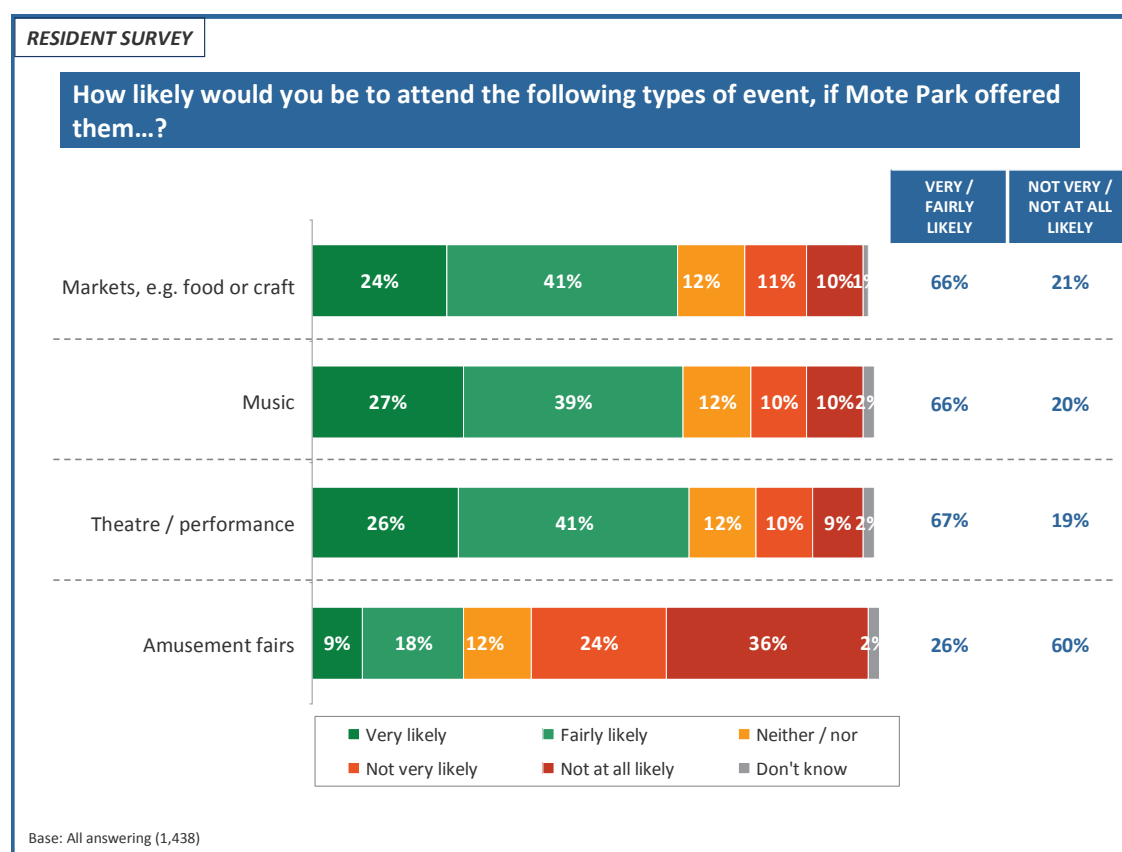
Base: All answering (323)

## 6.4 RESIDENT SURVEY - NEW EVENTS

Residents were asked their likely usage of four new events if they were introduced at Mote Park and they had to pay for them. Please note that no prices were mentioned so these are indicative usage figures only.

Consistent with the visitor survey, Markets, Music and Theatre performances appear popular with at least two thirds indicating they would be very / somewhat interested in attending them if they were hosted at Mote Park (66%, 66% and 67% respectively).

There is less interest in amusement fairs with 26% very or somewhat interested and 60% not very or not at all interested.

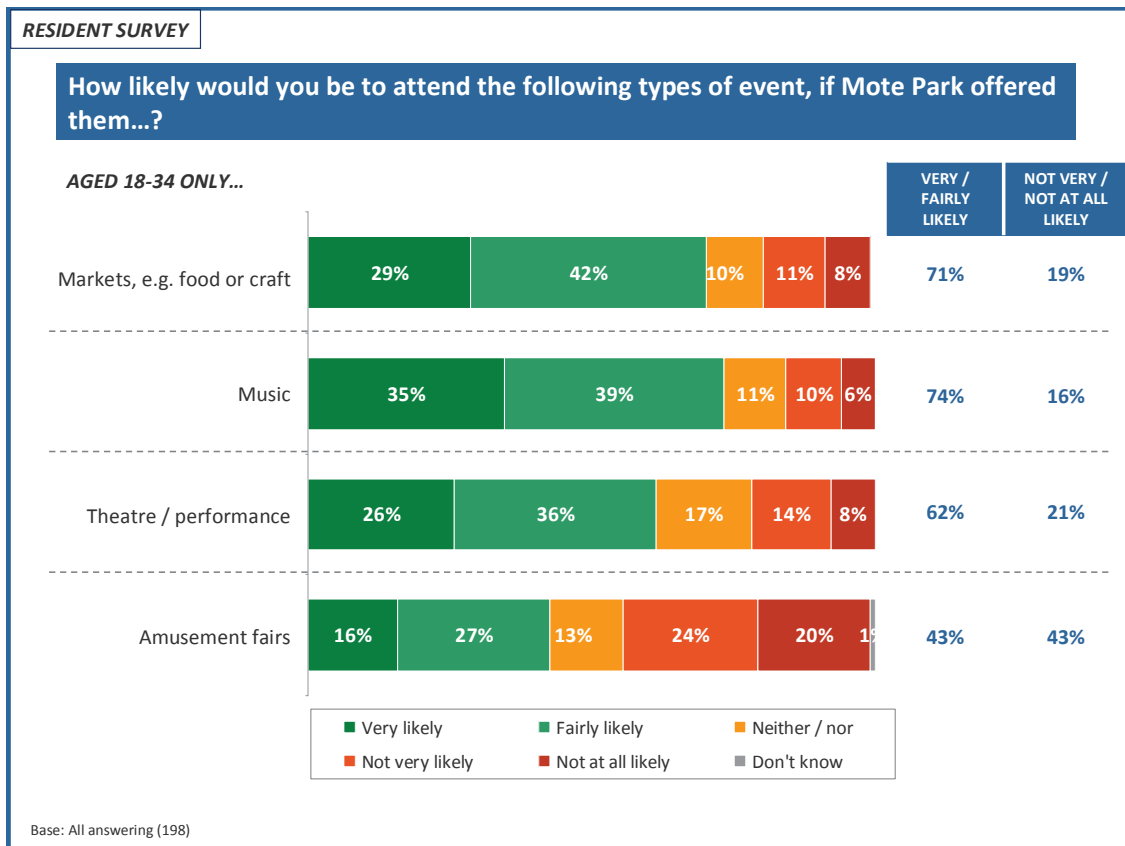


Consistent with the visitor survey, interest in all the events is particularly high amongst 18-34 year old residents:

- 71% very / somewhat interested in attending Market events
- 74% very / somewhat interested in attending Music events
- 62% very / somewhat interested in attending Theatre / performance events



- 43% very / somewhat interested in attending Amusement fairs



## Annex B to Car Park Charges in Mote Park

9<sup>th</sup> March 2015

Visits and Cars to Mote Park					CARS BY LENGTH OF STAY					
WARD	Visits as a % of total	Number of visits	Car visits as a % of total	Number of cars	Up to 30 mins	30 mins to 1 hour	1 to 2 hours	2 to 4 hours	Over 4 hours	Don't know
		<b>1,100,000</b>		<b>385,000</b>	<b>1,540</b>	<b>55,825</b>	<b>208,670</b>	<b>102,025</b>	<b>5,775</b>	<b>11,165</b>
<b>From outside the borough</b>	42.2	464,200	47.7	183,645	0	12,855	89,986	64,276	5,509	9,182
<b>From within the borough</b>	57.8	635,000	52.3	201,355	2,013	40,271	116,786	40,271	0	2,013
High Street	5.8	63,800	3.3	12,705	-	3,430	7,369	1,906	-	-
Shepway North	5.6	61,600	3.4	13,090	262	2,749	7,069	2,487	393	262
South	5.3	58,300	5.5	21,175	-	4,235	11,223	5,294	635	424
Bearsted	3.4	37,400	2.4	9,240	277	1,940	5,174	1,940	-	185
North	3.4	37,400	3.6	13,860	-	2,911	8,177	2,495	416	-
East	3.4	37,400	3.2	12,320	-	3,573	7,146	1,602	-	-
Fant	2.8	30,800	3	11,550	-	1,502	6,468	3,581	-	-
Park Wood	2.7	29,700	2.6	10,010	-	1,902	5,205	2,302	-	601
Boxley	2.6	28,600	2.2	8,470	-	1,440	5,082	1,948	-	-
Coxheath and Hunton	2.3	25,300	2.7	10,395	-	1,559	6,445	2,391	-	-
Shepway South	2.2	24,200	1.8	6,930	554	1,663	3,049	1,386	-	277
Bridge	1.7	18,700	1.8	6,930	-	347	4,712	1,802	-	-
Downswood and Otham	1.7	18,700	0.9	3,465	-	728	2,010	728	-	-
Allington	1.6	17,600	1.9	7,315	-	805	5,267	1,244	-	-
Detling and Thurnham	1.6	17,600	1	3,850	-	1,078	1,925	847	-	-
Staplehurst	1.4	15,400	1.6	6,160	-	1,170	3,080	1,540	-	370
Marden and Yalding	1.2	13,200	1.4	5,390	-	377	3,827	1,132	-	-
Heath	1.1	12,100	1.3	5,005	-	1,552	1,151	2,302	-	-
Barming	0.8	8,800	0.9	3,465	-	381	2,703	381	-	-
Boughton Monchelsea and Chart Sutton	0.8	8,800	0.9	3,465	-	762	2,322	381	-	-
Leeds	0.8	8,800	0.9	3,465	-	381	3,084	-	-	-
Loose	0.7	7,700	0.8	3,080	-	770	1,170	1,170	-	-
Herrietsham	0.5	5,500	0.6	2,310	-	-	1,917	393	-	-
Headcorn	0.5	5,500	0.5	1,925	-	-	1,290	327	-	327
Sutton Vallance and Langley	0.5	5,500	0.5	1,925	-	327	963	327	-	327
North Downs	0.3	3,300	0.4	1,540	-	770	770	-	-	-
Unknown	2.8	30,800	2.9	11,165	-	2,121	8,039	1,005	-	-

**MAIDSTONE BOROUGH COUNCIL**

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

**TUESDAY 24 MARCH 2015**

**REPORT OF HEAD OF COMMERCIAL AND ECONOMIC  
DEVELOPMENT**

**Report prepared by Marcus Lawler**

**1. CAR PARK CHARGES IN MOTE PARK**

**1.1 Issue for Consideration**

- 1.1.1 To consider whether the Council should introduce charges for car parking in the car parks in Mote Park; and to consider the options for charging.

**1.2 Recommendation**

- 1.2.1 That the Committee considers whether car park charges should be introduced in Mote Park and makes a recommendation on the charging options, accordingly.

**1.3 Reasons for Recommendation**

- 1.3.1 On the 25<sup>th</sup> November 2014 the Committee considered an exempt report titled 'A review of business cases'. One of the business cases in that report was 'A Sustainable Future for Mote Park'.

- 1.3.2 After considering the business case the Committee raised SCRAIP ECD.141125.81.4

*"The committee supports the further development of the options for charging for parking in Mote Park".*

- 1.3.3 This report sets out proposals relating to charging for parking in Mote Park.

- 1.3.4 Revenue generated will contribute to park budgets and for the improvements to the park that the market research demonstrates that the park users and borough residents want.

- 1.3.5 Revenue generated will contribute to the savings identified in the Medium Term Financial Strategy.

#### 1.4 Background

- 1.4.1 Maidstone Borough Council (MBC) maintains 6 major parks with a further 28 open spaces under management. The 'jewel in the crown' is undoubtedly Mote Park, a 460 acre park with easy access to Maidstone town centre. The park enjoys Green Flag status and was recently voted Britain's second favourite park in a national poll.
- 1.4.2 Mote Park has long been a major visitor attraction. Sensory Trust surveyed users' numbers and demographics in 2008 as part of preparing a bid to the Heritage Lottery Fund for a restoration project. Estimates for that year were 660,000 user visits and 180,000 car visits.
- 1.4.3 The bid was successful and Mote Park received £2.5m to fund a joint MBC and Heritage Lottery fund project completed in 2011 which significantly improved the leisure offering. It has been so successful the park has experienced an increase in visits from circa 660,000 in 2009 to over 1,000,000 in 2013/14. Cars visiting Mote Park have increased from an estimated 180,000 in 2010/11 to 385,000 in 2013/14. Numbers for both types of visits for this year are currently up 10% on previous years.
- 1.4.4 During this period, the budget for day-to-day maintenance and Health and Safety remedial work (for example removing branches which are at risk of falling) has remained constant at approximately £1.8m per annum, across all of the parks and open spaces. This is a significant investment by MBC and represents over 10% of the Council's operating budget, in a non-statutory service. The increase in visits to the parks, and in particular Mote Park, is putting pressure on the Parks and Leisure team to maintain standards with a static budget. Through good management they have been able to secure Green Flag status for Mote Park, Cobtree Manor Park, Whatman Park and Clare Park and by stretching budgets to accommodate this increase. This stretching of resources has been achieved through careful management including the establishment of volunteer labour, the value of which currently stands at around £40,000 per annum (according to Heritage Lottery Fund values). If numbers continue to rise in this way, and all the indications are that they will, then the current budget will not be sufficient. There is also a real risk that Mote Park will start to absorb a disproportionate amount of the Parks and Leisure budget as the exponential rise in visits to this park continues, to the detriment of the Borough's other open spaces. To put this in the context of the amount of money the Parks and Leisure Manager has available to deal

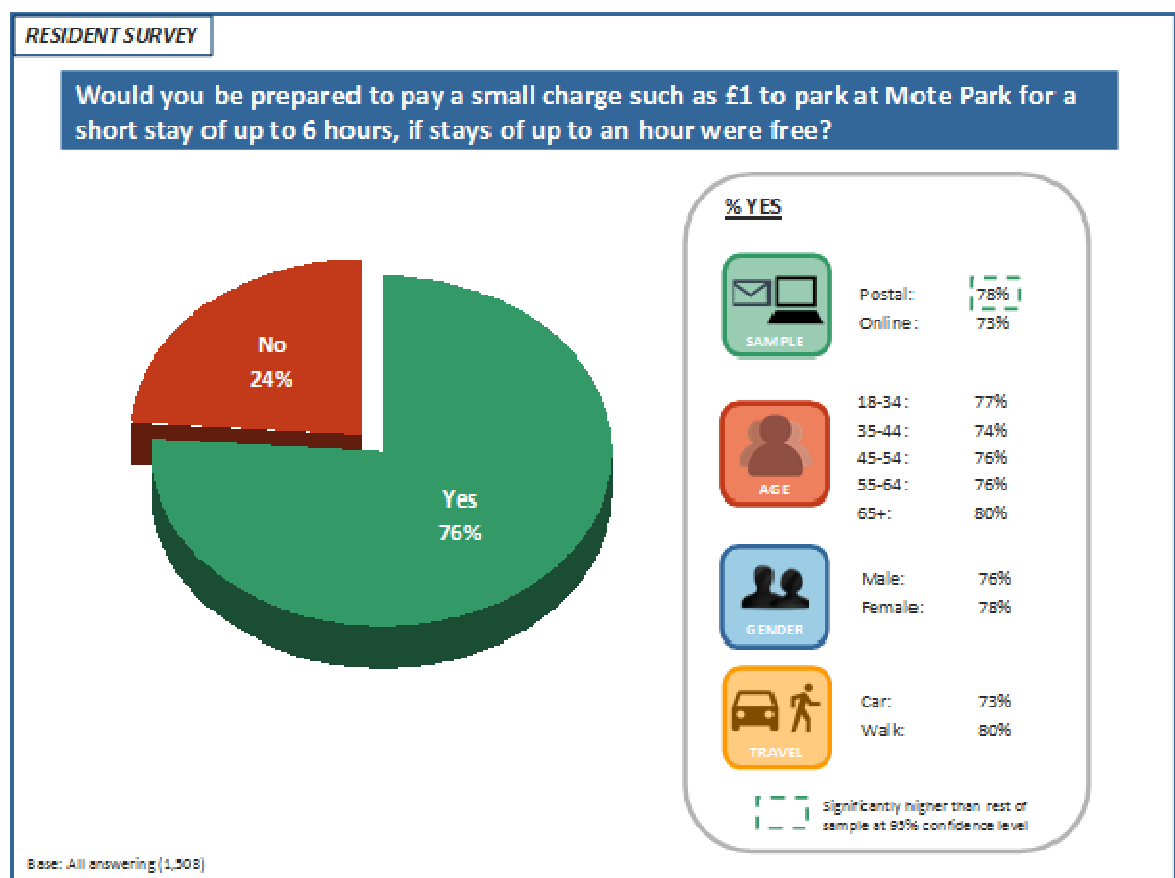
with each visit to the park: before the renovation project it was £2.77p and after £1.64p, a fall of 40%.

- 1.4.5 The £1.8m budget referred to is for day-to-day maintenance of the parks and open spaces and does not include capital investment to deal with wear-and-tear. Major works in the parks have always been dealt with through a bid to the Council's capital programme. The current funding position, caused by the reduction, and presumed abolition of the Revenue Support Grant is putting pressure of the Council's finances to the extent that priority for this type of investment will become lower over time, as the Council focuses on delivering statutory services with less money.
- 1.4.6 A large number of the people using Mote Park are travelling from outside of the Borough. Research shows 42% of people who use the park are visitors from outside the Borough; this equates to over 460,000 people and over 180,000 cars.
- 1.4.7 The current funding arrangements for parks and open spaces, given the huge rise in popularity of Mote Park, are no longer sustainable and current standards cannot be maintained within existing budgets. MBC's financial position is unlikely to allow increases in budgets and capital bids for non-statutory services may have to be given lower priority. Alternative sources of revenue therefore need to be identified if existing standards are to be maintained. The proposal to introduce parking charges is one of a range of measures being taken.

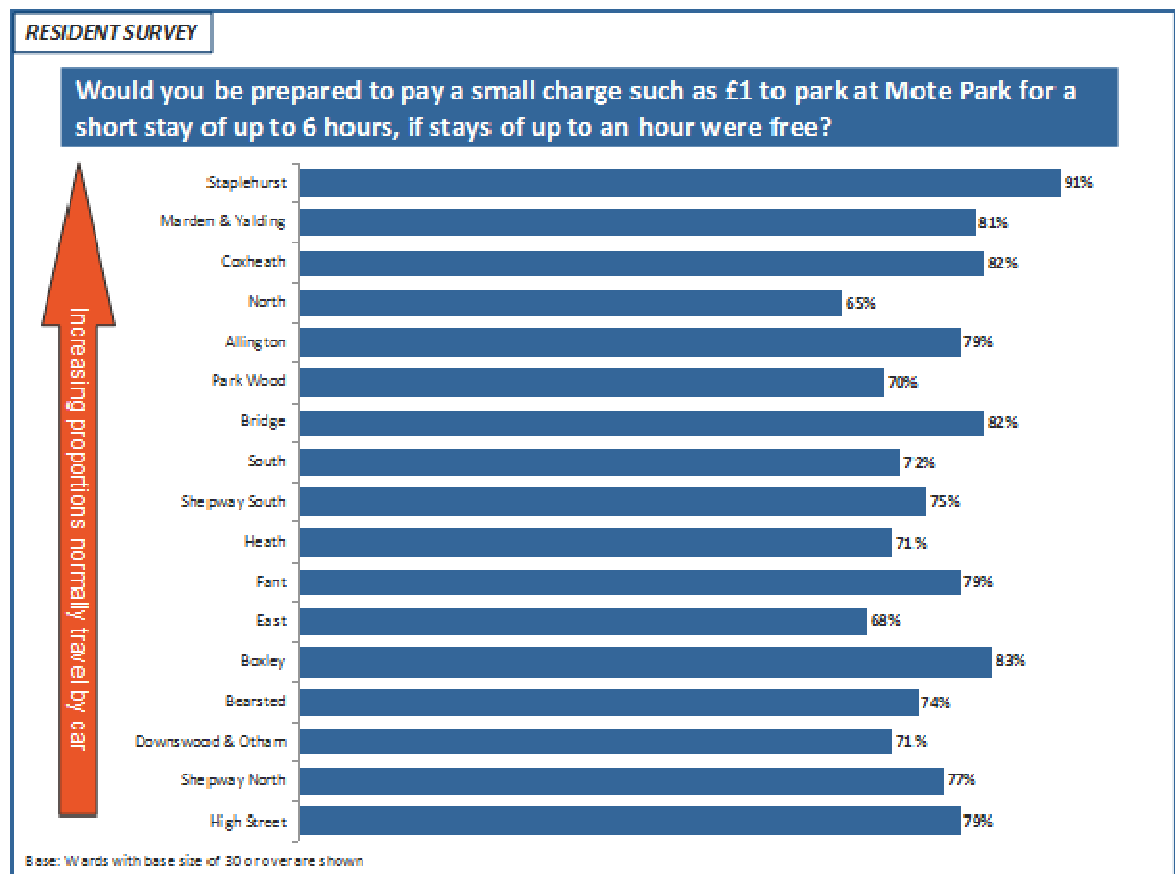
## 1.5 Market research – Car Parking

1.5.1 The first piece of research was conducted in order to understand the possible appetite for parking charges amongst park users and the residents of the borough. Lake Market Research was commissioned to undertake market research. Their full report is at appendix A; key points from the report are as follows:

- There were 1,508 respondents on car parking.
- The research was conducted both in and out of school holiday periods.
- Information from respondents was gathered using face-to-face interviews with park users; a representative demographic sample of residents were sent postal surveys; and the survey was advertised and published online for any member of the public to complete.
- 76% of all respondents indicated that they would be happy with a nominal charge for car parking.
- 73% of respondents who normal travel to the park indicated that they would be happy with a nominal charge for car parking.



- There are encouraging levels of agreement amongst all Maidstone wards; particularly from those with the highest proportion of residents who travel by car:



1.5.2 The second piece of research was conducted to understand the numbers of cars which visit the park. When the joint Maidstone Borough Council and Heritage Lottery fund project was completed in 2012, automatic counters of pedestrian and vehicle visitors were installed. When this data is combined with the responses to the market research, it has allowed accurate analysis of car and pedestrian visits, which can be found at appendix B. In the year 2013/14 384,796 vehicles visited the park.

1.5.3 The third piece of research has been to look at major parks within Kent, which are not owned by the Council and to understand what provisions for parking exist, and what charging measures are in place. A summary is as follows:

<b><i>Park</i></b>	<b><i>Owner</i></b>	<b><i>Weekday charge per day</i></b>	<b><i>Weekend charge per day</i></b>	<b><i>Season ticket</i></b>
Teston Country Park	KCC	£1.20	£1.70	£40.00
Shorne Country Park	KCC	£2.00	£2.50	£40.00
Trosley Country Park	KCC	£1.50	£2.00	£40.00
Manor Park West Malling	KCC	£1.50	£2.00	£40.00
White Horse Country Park	KCC	£1.00	£1.50	£40.00
Dunorlan	Tunbridge wells BC	FREE	FREE	
Tonbridge	Tonbridge and Malling BC	Town centre Parking		
Leybourne Lakes	Tonbridge and Malling BC	£0.80 up to 4 hours, £2.80 over 4 hours	£0.80 up to 4 hours, £2.80 over 4 hours	£25.00
Haysden Country Park	Tonbridge and Malling BC	£0.80 up to 4 hours, £3 over 4 hours	£0.80 up to 4 hours, £3 over 4 hours	£25.00
Bowl Water		£4.00 per person includes Parking		£35.00 per person (concessions available)
Bedgebury Pinetum	Forestry Commission	£9.50 per car Free entry to park		
National Trust		£2/£2.50 average if parking available	Cheaper if member	
Swanley Park	Swanley Town Council	£2 in school holidays	£2 weekends	



- 1.5.4 The fourth piece of research has been to ascertain the views of stakeholder groups on the impact of the introduction of parking charges. These have, or will include: Maidstone Victory Angling Club; Cygnet Model Boat Club; residents of the park; residents around the park; Mote Park Fellowship; ecological interest groups; Maidstone Model Engineering Society; British Military Fitness; Mote Park Watersports Centre; Mencap Charitable Trust.

## 1.6 Options

- 1.6.1 The table below sets out the charging options considered for Mote Park:

<b>Option</b>	<b>Cumulative users</b>	<b>Gross revenue with a £1 charge</b>	<b>Gross revenue with a £2 charge</b>
No free period	0%	£384,796	£769,592
1 hour free	14%	£330,924	£661,848
2 hours free	68%	£123,135	£246,270
4 hours free	94%	£23,087	£46,174

The cumulative user column demonstrates the percentage of the total vehicles visiting the park that could not be charged, if the Committee recommends a free parking period, by period.

- 1.6.2 The committee could consider whether to keep one or more of the car parks free, for local users. Free car park options include the following:

<b>Car park</b>	<b>Percentage of total cars</b>
Main car park	64%
School Lane	20%
Willington Street	16%

Therefore, any gross revenue received as set out in 1.6.1 will be reduced by the above percentages if one or more car parks are kept free. For example if the Committee recommended that the main car park were free with a £1 charge and one hour free in the other car parks the Council would lose 64% of the potential income and would receive £119,133 gross; or if the Committee recommended that Willington and School Lane were to remain free with a £1 charge on the main car park with an hour free then the Council would lose 20% (School Lane) plus 16% (Willington Street) of the available revenue and would receive £211,791.

Officers do not recommend that any of the car parks are left free if charging is introduced as this could cause confusion for the users and create problems with displaced parking and enforcement.

#### 1.7 Summary of other factors.

The research into this proposed project has identified various factors which the Committee should consider; a summary, as follows:

<b>Issue</b>	<b>Stakeholder group most affected</b>	<b>Mitigation</b>
Risk that commuter parkers will come to the park	Parking Services	Ensure that long term parking (over 6 hours) attracts punitive charges
Risk that some cars will displace into residential areas	Local residents	See para. 1.7.1.
The park gates will now be able to be opened longer	Parks and Leisure	The park has remained locked until 09:00 to deter commuters
Very heavy users of the park will be disproportionately affected	Various special interest groups	Concession scheme or season tickets can be developed for special user groups
Regular dog walkers will be disproportionately affected	Park users	A one hour free period will allow dogs to be walked.
Traffic queuing into Mote Park Avenue prior to 09:00 on week days	Cabinet	Being able to open earlier will mitigate this traffic hazard
The toilets and café need improving	Park users and residents	Bring a report forward to propose improvements
Displacement of parking to or from Audley Moat House	Residents of Mote Park	Audley Raven is supportive of the idea of introducing car parking charges; subject to detailed arrangements. They do not anticipate any displacement into their own car park and, if there is, they are confident that

		their existing control measures are sufficient to deal with this.
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#### 1.7.1 Displacement of parking into residents areas.

The issue of impact to local residents through a possible displacement of parking into surrounding areas is a potential major issue. The maximum displacement of vehicles is likely to be all of those vehicles which would be affected outside of any free parking period.

Potential displacement numbers can be shown, as follows:

	<b>No free period</b>	<b>1 hour free</b>	<b>2 hours free</b>	<b>4 hours free</b>
<b>Maximum displaced vehicles a day</b>	1,054	901	330	50

Of course these are maximum displacements; when considering the real number of people who will wish to park elsewhere and then walk or take other transport to the park it will be necessary to weigh the value of time against a pound.

Various measures are in place to help mitigate the impact of displaced parking:

<b>Measure</b>	<b>Impact</b>	<b>Comment</b>
<b>Existing residents parking zones</b>	Will control displaced parking into these zones between 08:00 and 18:30 from Monday to Saturday.	<p>Extension to Sunday will improve the mitigation.</p> <p>This would require a TRO amendment including a consultation with sufficient representatives of those affected and residents.</p> <p>Analysis of roads and areas at risk, and which are not covered</p>

		by the existing TROs will be undertaken with the local community.
<b>Increasing Civil Enforcement Officer presence</b>	Will improve deterrence for those willing to break the residents' TROs.	The cost will be borne out of the revenue derived from the parking charges.
<b>Working with Arriva to offer park and ride to Maidstone</b>	Will provide an alternative, free transport option for those visiting the park	Already negotiating with Arriva as part of the museums review
<b>Sufficient advertising</b>	Will help inform users about the new arrangements	
<b>Offering Willington Street park and ride as an overspill</b>	<p>Could provide 400 spaces after 18:45 Monday to Saturday and on a Sunday.</p> <p>We could also charge for parking when the site is not being used for park and ride.</p>	Will need operational de-confliction by Parking Services

#### 1.8 Recommended option.

When the options are considered taking account of the other factors, the recommended option is:

- To implement parking charges in Mote Park
- The first hour of parking is free.
- The charge should be £1 for up to 6 hours of parking.
- Parking beyond 6 hours should be at twice the town centre parking rate, to deter commuter parking.
- A concessions scheme should be developed to protect the interests of special interests groups and very regular users.
- The park should now be opened earlier at the discretion of the Parks and Leisure Manager who will take into account demand and practicalities (for example during major park events).
- A report should be bought forward to identify options to improve the toilets and the café.

This option would realise a potential net annual contribution of up to: **£300,000, subject to the operational costs.**

#### Alternative Actions and why not Recommended

1.9 The Committee could recommend to Cabinet not to introduce parking charges in Mote Park. This is not recommended because:

- The projected revenue received from this proposal will count towards the Medium Term Financial Strategy's and the Council's savings targets. If this revenue was not available then alternative savings would have to be found putting Council services, including the Borough's parks and open spaces, at risk.
- The revenue received from this proposal will contribute to the improvements the research showed the Borough's residents want in Mote Park, namely improved toilets and an improved café.
- Research shows wide support amongst residents and park users if revenue is seen to be used to maintain the park and improve the facilities available.

1.9.2 The Committee could recommend to Cabinet a longer period of free parking. This is not recommended because:

- A free period of 2, or more hours will reduce the available income by at least 68%. When the operating costs are deducted this will make the scheme unviable.

1.9.3 The Committee could recommend to Cabinet a higher charge. This is not recommended because:

- The research shows public support for the £1 charge.
- The £1 charge will generate the savings identified in the Medium Term Financial Strategy.

1.9.4 The Committee could recommend to Cabinet that we charge only visitors who come from outside the borough. This is not recommended because:

- The complexities and costs of administering this would make the scheme unviable.
- The available vehicles to charge parking fees would make the scheme unviable; especially if a free period of parking is recommended.

#### 1.10 Impact on Corporate Objectives

1.10.1 This project clearly supports MBC's Corporate Priority:

***For Maidstone to be a decent place to live.***

*Continues to be a clean and attractive environment for people who live in and visit the borough.*

And:

***Corporate and Customer Excellence.***

*Efficient cost effective services are delivered across the Borough.*

1.10.2 This proposal supports the Medium Term Financial Strategy and the Maidstone Culture and Leisure business plan.

#### 1.11 Risk Management

1.11.1 A number of risks have been identified as part of the market research and these will need to be managed. A risk assessment of this project has been conducted and the risks identified will be managed as part of the formal project management arrangements.

#### 1.12 Other Implications

##### 1.12.1

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

- 1.12.2 Financial – Revenue received will contribute to the savings targets identified in the Medium Term Financial Strategy. The final operational model will determine the capital and operating costs, but the indications contained in the ACPOA options proposal indicate that operational costs will be around £25,000 to £50,000 per annum and capital costs will be in the region of £35,000 to £115,000. Car park charges are subject to VAT and so any net income received will need to be discounted for tax.
- 1.12.3 Staffing – The final operational model selected will determine whether there will be a requirement to recruit staff to enforce charging.
- 1.12.4 Legal – A legal basis to conduct this project will be clarified by Mid Kent Legal following the identification of the final operational model.
- 1.12.5 Equality Impact – Disabled users will be catered for by an extension of the current blue badge scheme. Other at risks groups will be identified during pre-implementation consultation.
- 1.12.6 Environmental – The contribution to the Medium Term Financial Strategy will allow the maintenance of the Parks and Leisure budget which will help maintain the environment in Mote Park.
- 1.12.7 Procurement - The project will be undertaken in accordance with EU and UK public procurement rules as appropriate, together with the Council's Contract Standing Orders. Input from the Procurement team will be provided as part of the project management arrangements.

### 1.13 Conclusions

- 1.13.1 The Council has been considering options to charge for parking in Mote Park for some time. The financial landscape is now such that implementation is important to preserve and improve the park. The research undertaken shows that, when made aware of the reasons the implementation is being considered, the significant majority of residents and park users support a modest charge.

### 1.14 Relevant Documents

#### 1.14.1 Appendices

- A – Lake Market Research report.
- B – Car park use analysis.

#### 1.15.2 Background Documents

- APCOA options proposal.

**IS THIS A KEY DECISION REPORT?**

**THIS BOX MUST BE COMPLETED**

Yes

☒

No

☐

If yes, this is a Key Decision because: It will result in over £250,000 of charges being raised; in accordance with the Corporate Fees and Charges Policy, para. 10.1 (a).

Wards/Parishes affected: All.



By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

Document is Restricted

# Agenda Item 10

## **Maidstone Borough Council**

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

**Tuesday 24 March 2015**

#### **Future Work Programme and SCRAIP update**

**Report of:** Orla Sweeney, Overview and Scrutiny Officer

#### **1. Introduction**

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

#### **2. Recommendation**

- 2.1 That the Committee considers the draft future work programme, attached at **Appendix A**. Items on the draft programme were agreed at the meeting of 24 February 2015.
- 2.2 That the Committee considers the List of Forthcoming Decisions relevant to the Committee at **Appendix B** and whether these are items require further investigation or monitoring.
- 2.3 That the Committee notes the SCRAIPs from 27 January 2015, attached as **Appendix C**.
- 2.4 That the Committee considers its continuous professional development needs and recommends possible training or development sessions it would like to undertake.

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

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

meeting and speak on the item put forward.'

- 3.3 As well as the work programme for the meetings, the following additional activities will be taking place outside of committee meetings to help with the Careers Advice and Guidance Review:
- A visit to Maplesden Noakes school to see first-hand how careers advice and guidance is delivered;
  - An interview with someone who has undertaken a work experience placement with Maidstone Borough Council; and
  - A visit to the Kent Association of Further Education Colleges (KAFEC) and interview session.

#### **4 List of Forthcoming Decisions**

- 4.1 The List of Forthcoming Decisions (**Appendix B**) is a live document containing all key and non-key decisions. The list of forthcoming decisions contained in **Appendix B**.
- 4.2 Due to the nature of the List of Forthcoming Decisions, and to ensure the information provided to the Committee is up to date, a verbal update will be given at the meeting by the Chairman. The Committee can view the live document online at:  
<http://meetings.maidstone.gov.uk/mgListPlans.aspx?RPId=443&RD=0>

#### **5 SCRAIP update**

- 5.1 SCRAIPs from the meeting of 27 January 2015 are at **Appendix C** to this report.

#### **6. Impact on Corporate Objectives**

- 6.1 The Strategic Plan sets the Council's key objectives for the medium term and has a range of objectives which support the delivery of the Council's priorities.
- 6.2 The Committee will consider reports that deliver against the following Council priorities:
- 'For Maidstone to have a growing economy' and 'For Maidstone to be a decent place to live'.

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

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

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

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

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

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

Suggestions TBC

Suggestion	Reason
Barriers and opportunities for rural business/IT infrastructure	These will be considered following scrutiny of the

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

in offices (broadband)	employment implications of the local plan in October.
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# LIST OF FORTHCOMING DECISIONS

80

Democratic Services Team  
E: [democraticservices@maidstone.gov.uk](mailto:democraticservices@maidstone.gov.uk)

Publication Date: 9 March 2015



# List of Forthcoming Decisions

## INTRODUCTION

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

## KEY DECISIONS

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

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

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

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

Each entry identifies, for that "key decision" –

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

## **List of Forthcoming Decisions**

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

### **EXECUTIVE DECISIONS**

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

### **DECISIONS WHICH THE CABINET INTENDS TO MAKE IN PRIVATE**

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

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

### **ACCESS TO CABINET REPORTS**

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

### **HOW CAN I CONTRIBUTE TO THE DECISION-MAKING PROCESS?**

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

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

## List of Forthcoming Decisions

### WHO ARE THE CABINET?

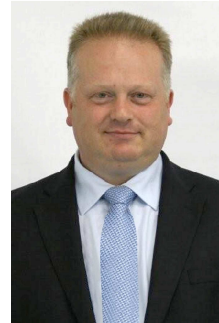


**Councillor Annabelle Blackmore**

Leader of the Council

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Tel: 07854 684207



**Councillor David Burton**

Cabinet Member for Planning, Transport and Development

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Tel: 07590 229910



**Councillor Malcolm Greer**

Cabinet Member for Economic and Commercial Development (also Deputy Leader)

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**Councillor John Perry**

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### List of Forthcoming Decisions

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary:	Key Decision and reason (if applicable):	Contact Officer:	Public or Private (if Private the reason why)	Documents to be submitted (other relevant documents may be submitted)
<b>Cabinet</b>  Due Date: Wednesday 11 Mar 2015  84	Economic and Commercial Development OSC: Twilight Economy Review  The final report and recommendations from the Economic and Commercial Development Overview and Scrutiny Committee's Twilight Economy Review		Sam Bailey sambaily@maidstone.gov.uk	Public	Economic and Commercial Development OSC: Twilight Economy Review
<b>Cobtree Manor Estate Charity Committee</b>  Due Date: Wednesday 11 Mar 2015	Cobtree Shed  A report into the introduction of a Shed scheme to Cobtree		Joanna Joyce joannajoyce@maidstone.gov.uk	public	Cobtree Shed
<b>Cabinet Member for Corporate Services</b>  Due Date: Friday 13 Mar 2015	Land at Button Lane, Bearsted  To consider to agree to the disposal of land at Button Lane to UK Power Networks		Lucy Stroud lucystroud@maidstone.gov.uk	Public	Land at Button Lane, Bearsted Enc. 1 for Land at Button Lane, Bearsted Enc. 2 for Land at Button Lane, Bearsted

Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet Member for Planning, Transport and Development</b>  Due Date: Friday 20 Mar 2015  85	VARIATION TO TRAFFIC REGULATION ORDERS  To consider the objections received in relation to the formal consultation following the advertising of;  The Kent County Council (Borough of Maidstone) Waiting Restrictions Order (variation No 25) Order 2014.		Jeff Kitson jeffkitson@maidstone.gov.uk	Public	VARIATION TO TRAFFIC REGULATION ORDERS


Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet Member for Environment and Housing</b>  Due Date: Friday 20 Mar 2015  86	ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014 - NEW ANTI-SOCIAL  To provide Members with an overview of the important new measures for tackling anti-social behaviour contained within the Anti-Social Behaviour and Police Act 2014 (the Act). The local plans for its implementation and for Members to consider the implications for the Council, as a 'relevant body', for the purposes of the Act.	KEY Reason: Affects more than 1 ward	Martyn Jeynes martynjeynes@maidstone.gov.uk	Public	ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014 - NEW ANTI-SOCIAL

Forthcoming Decisions  
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<b>Cabinet Member for Environment and Housing</b>  Due Date: Friday 20 Mar 2015	Agreement that Home Energy Conservation Act report can be submitted to DECC  Agreement that the HECA report can be submitted to DECC		Helen Miller helenmiller@maidstone.gov.uk	Public	Agreement that Home Energy Conservation Act report can be submitted to DECC
<b>Cabinet Member for Planning, Transport and Development</b>  Due Date: Friday 27 Mar 2015	Adoption of Parking Standards for New Development  Proposed adoption of Kent County Council parking standards as an interim measure until the adoption of a Supplementary Planning Document on parking standards following adoption of the Maidstone Borough Local Plan.		Steve Clarke, Cheryl Parks steveclarke@maidstone.gov.uk, cherylarks@maidstone.gov.uk	Public	Adoption of Parking Standards for New Development

Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet Member for Community and Leisure Services</b>  Due Date: Friday 27 Mar 2015  	Maidstone Play Strategy - A Strategy for Outdoor Equipped Play Areas 2014-2024  To consider the adoption of the Maidstone Play Strategy – A Strategy for Outdoor Equipped Play Areas 2014-2024 and the actions within the document	KEY Reason: Expenditure > £250,000	Jason Taylor, Parks and Leisure Manager jasontaylor@maidstone.gov.uk	Public	Maidstone Play Strategy - A Strategy for Outdoor Equipped Play Areas 2014-2024
<b>Cabinet Member for Corporate Services</b>  Due Date: Friday 27 Mar 2015	Bankruptcy Policy for Council Tax and Business Rates Debt  The approach to be adopted by the council in collecting unpaid council tax and business rates through the use of bankruptcy proceedings.	KEY Reason: Policies, Plans, Strategies	Stephen McGinnes stephenmcginnes@maidstone.gov.uk	Public	Bankruptcy Policy for Council Tax and Business Rates Debt



Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet Member for Corporate Services</b>  Due Date: Before Friday 27 Mar 2015	Energy Purchasing  To consider the Council's energy purchasing arrangements 2016-2020	KEY Reason: Expenditure > £250,000	David Tibbit davidtibbit@maidstone.gov.uk	Public	Energy Purchasing
<b>Cabinet Member for Corporate Services</b>  Due Date: Friday 27 Mar 2015	Lease of Giddyhorn Lane Tennis Courts  Lease renewal to Maidstone Lawn Tennis Club of the tennis courts at Giddyhorn Lane Playing Fields		Lucy Stroud lucystroud@maidstone.gov.uk	Private because of commercially sensitive information.	Lease of Giddyhorn Lane Tennis Courts

Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet Member for Economic and Commercial Development</b>  Due Date: Friday 27 Mar 2015  06	To consider the appointment of a Town Centre Programme Manager  Following the work carried out as part of the Economic Development Strategy, the need for an additional resource has been identified, to manage the town centre programme.		John Foster johnfoster@maidstone.gov.uk	Public	To consider the appointment of a Town Centre Programme Manager
<b>Audit Committee</b>  Due Date: Monday 30 Mar 2015	External Auditor's Audit Plan 2014/15  External Auditor's Audit Plan 2014/15		Paul Riley, Head of Finance & Customer Services paulriley@maidstone.gov.uk	Public	External Auditor's Audit Plan 2014/15

Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cobtree Manor Estate Charity Committee</b>  Due Date: Wednesday 8 Apr 2015  91	Cobtree Estate, Gate House, Chatham Road  The Gate House, Chatham Road was subject to an overage provision for a period of 50 years (ending on 26 November 2058) which will be triggered on commencement of development. This is a report into the release of that overage.		Joanna Joyce joannajoyce@maidstone.gov.uk	public	Cobtree Estate, Gate House, Chatham Road

Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015  <div>92</div>	Maidstone Borough Local Plan - employment and mixed use site allocations  Report to consider the representations made to Policies EMP1 and RMX1 of the Maidstone Borough Local Plan (Reg 18) and to recommend site/s for future stages of public consultation.	KEY Reason: Policies, Plans, Strategies	Rob Jarman, Head of Planning and Development Robjarman@maidstone.gov.uk	Public	Maidstone Borough Local Plan - employment and mixed use site allocations
<b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015	Discretionary Housing Payment  Future policy for the award of discretionary housing payments.		Stephen McGinnes stephenmcginnes@maidstone.gov.uk	Public	Discretionary Housing Payment Appendix A - DHP Policy Appendix B - Equality Impact Assessment


Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015  93	Customer Service Improvement Strategy 2013-16: Progress and 2014/15 refresh  To consider the progress made on implementing the Customer Service Improvement Strategy in 2013/14 and the refresh of the Strategy for 2014/15.	KEY Reason: Policies, Plans, Strategies	Georgia Hawkes, Head of Business Improvement georgiahawkes@maidstone.gov.uk	Public	Customer Service Improvement Strategy 2013-16 Channel Shift Strategy 2011 Customer Service Improvement Strategy 2013-16: Progress and 2014/15 refresh
<b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015	Maidstone Borough Local Plan: housing sites update  The report will advise the Cabinet of the overall implications of the decisions on Local Plan housing allocations made in February and recommend next steps.	KEY Reason: Policies, Plans, Strategies	Sarah Anderton, Principal Planning Officer (Spatial Policy) sarahanderton@maidstone.gov.uk	Public	Maidstone Borough Local Plan: housing sites update

Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015	Car park charges in Mote Park  To consider options for the introduction of car park charges in Mote Park.	KEY Reason: Fees & Charges	Dawn Hudd dawnhudd@maidstone.gov.uk	Public	Mote Park Consultation Report Car park charges in Mote Park
<b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015  96	Office Accommodation Project  To note progress on the project and to consider funding for the next phase.	KEY Reason: Expenditure > £250,000	David Tibbit davidtibbit@maidstone.gov.uk	Public	Office Accommodation Project
<b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015	Office Accommodation Project  To provide an update on the office accommodation project and to consider funding for the next phase		David Tibbit davidtibbit@maidstone.gov.uk	Private - provides information on leasehold arrangements that might prejudice the Council's position	Office Accommodation Project

Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015	Communications and Engagement Strategy  A strategy setting out the council's approach to communication and engagement over the next three years.	Reason: Affects more than 1 ward	Roger Adley Rogeradley@maidstone.gov.uk	Public	Communications and Engagement Strategy
 <b>Cabinet</b>  Due Date: Wednesday 8 Apr 2015	Economic Development Strategy 2014  To consider the responses to the consultation draft of the Economic Development Strategy, the proposed changes and to adopt the Strategy	KEY Reason: Affects more than 1 ward	John Foster johnfoster@maidstone.gov.uk	Public	Qualitative Employment Site Assessment September 2014 Economic Development Strategy 2014
<b>Council</b>  Due Date: Wednesday 22 Apr 2015	Community Safety Plan 2015-16 - Annual Refresh  Statutory requirement to refresh the CSP Plan	KEY Reason: Policy Framework Document	John Littlemore, Head of Housing & Community Services johnlittlemore@maidstone.gov.uk	Public	Community Safety Plan 2015-16 - Annual Refresh

Forthcoming Decisions  
March 2015 - July 2015

Decision Maker and Date of When Decision is Due to be Made:	Title of Report and Brief Summary	Key Decision and reason (if applicable)	Contact Officer:	Public or Private <i>if Private the reason why</i>	Documents to be submitted <i>(other relevant documents may be submitted)</i>
<b>Leader of the Council</b>  Due Date: Friday 24 Apr 2015	Equality Objectives - 2014/15 Update and Review  Equality Objectives - 2014/15 Update and Review		Clare Wood clarewood@maidstone.gov.uk	Public	Equality Objectives - 2014/15 Update and Review



## ECD OSC SCRAIP Report



Meeting, Minute & Date	Recommendation	Due Date	Executive Decision Maker	Response	Lead Officer
ECD.15012 7.107.3	The Head of Environment and Public Realm reviews the process for reporting major noise disturbances that happen out of hours	05-Mar-2015			Gary Stevenson
ECD.15012 7.107.4	The Head of Environment and Public Realm circulates a guidance note to members regarding procedures for reporting major noise disturbances.	05-Mar-2015			Gary Stevenson