

Amended AGENDA

ECONOMIC AND COMMERCIAL DEVELOPMENT OVERVIEW & SCRUTINY COMMITTEE MEETING



Overview and Scrutiny

Date: Tuesday 28 April 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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Issued on 20 April 2015

Alison Broom

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

Agenda Item 7

MAIDSTONE BOROUGH COUNCIL

Economic and Commercial Development Overview & Scrutiny Committee

MINUTES OF THE MEETING HELD ON TUESDAY 24 MARCH 2015

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

Also Present: Councillor John Perry

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

RESOLVED: That all items on the agenda be webcast.

125. APOLOGIES

There were no apologies.

126. NOTIFICATION OF SUBSTITUTE MEMBERS

There were no Substitute Members.

127. NOTIFICATION OF VISITING MEMBERS

The Cabinet Member for Community and Leisure Services, Councillor John Perry was presented as a Visiting Member for item 8 and as a witness for item 9 on the agenda.

128. DISCLOSURES BY MEMBERS AND OFFICERS

There were no disclosures.

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

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

130. MINUTES OF THE MEETING HELD ON 24 MARCH 2015

RESOLVED: That the minutes of the meeting held on 24 March 2015 be noted.

131. REVIEW OF CAREERS GUIDANCE IN MAIDSTONE

The Chairman welcomed the following witnesses to the meeting. They had been invited to assist the Committee in its evidence gathering for its review of Careers Guidance in Maidstone:

- Simon Harris, Team Leader, CXK
- John Taylor, Invicta Chamber of Commerce
- Abigail Lewis, Economic Development Officer, Maidstone Borough Council (MBC).

John Taylor was invited to inform the Committee on Invicta Chamber of Commerce and its link to careers advice. Mr Taylor made the following points:

- Careers guidance was delivered through 'Young Chamber'
- There were two schools in Maidstone involved in Young Chamber and all schools in Ashford.
- Its offer included public speaking and mentoring
- It offered real business links
- Young Chamber worked with young people in schools to prepare them for the business environments
- The cost of the youth chamber was £950 per annum, per school.
- Part of the Young Chamber involved the development of a business proposal. Each school currently raised between £3,000 and £5,000 per annum for charity.

With regards to fund raising aspect of Young Chamber it was suggested by a member of the Committee that this successful enterprise could become self-funding, providing a route into all Maidstone schools. Mr Taylor put forward a counter option of the Council seed funding the programme and schools paying back the Council back through their fund raising.

It was clarified for the Committee that young people involved in public speaking through the young chamber came from all schools and were of varying abilities.

Simon Harris from CXK informed the Committee on his organisation, CXK:

- CXK were a charity that emerged from the organisation Connections.
- A percentage of its revenue funding came from Kent County Council (KCC).
- It received various other project/funding streams, including the National Lottery
- The organisation worked with young people and adults
- From 1 April 2015 CXK would be the primary contact for Local Enterprise Partnership (LEP) for careers.
- CEX worked with adults via the job centre
- Vulnerable people would have up to 3 interventions per year
- Schools careers advice in the locality was very often someone trained by or previously employed by CXK.
- It was delivering a project called Stepping for KCC, a development strategy to help young people cope better post 16, providing

greater resilience. This was funded by a Member's grant from County Councillor Gary Cook

- It was the primary contract for the National Citizen Service for Kent, Sussex, including Brighton and Hove.
- It ran community projects in Tunbridge Wells
- It worked with young people with disabilities, 'statemented' students i.e. those with emotional and behavioural issues.
- The organisation used and advocated Lego therapy and Art therapies were being looked at.

Abigail Lewis from MBC updated the Committee on the Council's role and involvement with Careers Guidance. She explained that:

- The Council worked with the job centre plus running work experience 'coffee mornings', to engage local employers.
- As a result of the coffee mornings, 23 placements had been offered and 11 of those had gone on to secure, paid employment.
- The Council's role was described as a broker role.
- Barriers that had been identified included local business' engaging with Grammar Schools only for work experience placements
- The Council had a role to play with apprenticeships and was developing a new website to signpost.
- There was a misconception with regards to apprenticeships that they were not widely available or with attractive or high profile employers.
- MBC were hosting an event the following week for employees of large business in Maidstone that had gone into administration. Its role was to coordinate support. The event was for adults.
- MBC would be working with KCC to provide 24 work placements at the beginning of the next financial year. They would specifically working with individuals identified by the Troubled Family programme. The work placements would be fully funded for businesses.

Members of the Committee asked the witnesses whether or not they thought young people were prepared for the workplace. It was felt that there were significant gaps overall. The following reasons put forward:

- Careers guidance delivered in school did not have the independent impartiality it should have.
- Careers guidance should begin in the primary school setting. CXK were engaging with Year 6 pupils. However, even at that age they were already closed off to possibilities.
- From the point of view of an employer there was a lack of awareness from young people on how to present themselves in the work place.
- Unlike schools, the Young Chamber was designed to prepare young people for the business world, it offered a broad spectrum of options. It was focused on skills and conduct and not designed to channel young people towards a particular route.
- The Future Schools Foundation's Studio school and Medway Technical College were highlighted. Both establishments took an

intake of students from Maidstone from Year 10 onwards. It was felt that there should be more vocational options like these available to young people.

- The valuable contribution made by voluntary agencies within Careers guidance was highlighted to the Committee.
- The Careers networking meeting was highlighted to members. A regular information sharing meeting between school's career guidance officers

Finally, the Committee asked the witnesses what their aspirations were for Maidstone Borough Council's role. The following points were made:

- To get Young Chamber into as many schools as possible.
- To help bring young people into contact with businesses.
- To provided support for businesses and organisation. The Council should have a should have a visible profile within this area
- To help ensure career guidance works across all ages – i.e. the family unit was very important. Parents could be struggling as much as young people to sustain employment. Groups should not be looked at in isolation.
- To understand that the barriers to employment were intergenerational.
- Encouraging Careers guidance at Primary School age

RESOLVED: that the Committee notes the information given by the witnesses on careers guidance in Maidstone.

132. CAR PARK CHARGES IN MOTE PARK

The Chairman welcomed the Cabinet Member for Community and Leisure Services, Councillor Perry and Marcus Lawler Commercial Projects Manager to the meeting.

The Cabinet Member introduced the Car Park charges in Mote Park report explaining that it was an emotive issue but it was about the future of the park and ensuring its sustainability and funding.

The following points were made:

- The Committee was informed that visitor numbers had doubled in the past three years.
- The increased use of the park had a knock on effect on the maintenance of costs of the park.
- There was a risk that Mote Park would absorb a disproportionate amount of the parks and leisure budget.
- There were 26 Parks and Open Spaces managed by the Parks and Open Spaces team. The total budget was 1.8 million with £400,000 spent on Mote Park.
- The park was heavily reliant on volunteers, volunteer labour accounted for £40,000, over 10% of the budget.

- Money would be ringfenced to maintaining the park and its green flag status.

Some members raised concerns about the ambition of the plans for Mote Park. Mr Lawler informed the committee that the report presented to them originated from a report that it had considered in 2013, Sustainable Future for Mote Park. It was clarified that there were originally three proposed revenue streams including a pay to use adventure zone and bringing the park café 'in house', along with capital investment for improvements (i.e. the toilets and café). Car Parking charges was the final one of the three proposals being brought back to the Committee for its input.

The Committee was informed that Lake Market research had been commissioned to undertake market research, stakeholders involved with the park had been spoken to and the parking charges in place at other parks in Maidstone had been evaluated.

It following points were made:

- 1,133 park users were interviewed. This represented about 1% of all park users.
- 1,508 residents responded of the 5,000 houses which were written to. This was 7.8% of the houses in the borough and 1.3% of the voting demographic.
- These were huge samples when considered against national polls such as those conducted by MORI.
- Of those 1,508 residents who responded, 76% were happy to pay a nominal charge.
- Of park respondents those from the 1,133 who did not live in the borough 73% were willing to pay a charge.

The impact of parking charges on residential streets and residents parking in surrounding areas was considered. It was emphasised to the Committee that the enforcement arrangements would be determined once an option going forward had been recommended. The options put forward in the report included a period of free parking. Determining the gaps in traffic regulations, enforcement measures and addressing residents' fears would be dependent on what was recommended. This would be a separate piece of work that would be brought w brought back to the Committee for its consideration.

In response to member's questions it was clarified that there were no plans to introduce car parking charges to any other parks or open spaces.

The Committee considered the options. After some deliberation it was felt that the proposal for a £1 parking charge with the first hour free was preferable. Members agreed that season tickets should be part the option going forward and a concessionary pass was a good idea, particularly for volunteer workers.

The issue of commuter parking was considered and the need to prevent this. It was explained this was currently being achieved by opening the park later. It was considered that parking charges should be punitive after a 6 hour period to prevent this.

The Committee voted on the recommendation as set out in the report at paragraph 1.2.1 with the following additional options as proposed and seconded by members of the Committee:

The Committee supports an option for a £1 car parking charge at Mote Park with the first hour free. It stipulates that the income from car parking charges at Mote Park be ringfenced to Mote Park. The option should include:

- i. Provisions for a season ticket and concessionary pass for volunteer workers.
- ii. A charging period that begins at 10am.

The Committee voted in favour of the recommendation. Councillor Mrs Wilson asked that her dissent be noted, stating that she could not vote until the views of her residents were known.

RESOLVED that:

The Committee supports an option for a £1 car parking charge at Mote Park with the first hour free. It stipulates that the income from car parking charges at Mote Park be ringfenced to Mote Park. The option should include:

- i. Provisions for a season ticket and a concessionary pass for volunteer workers.
- ii. A charging period that begins at 10am.

133. **FUTURE WORK PROGRAMME**

The Committee considered its Future Work Programme. It was agreed that date needed to be scheduled for the Careers Guidance in Maidstone Working Group to bring together its final report and recommendations. It was agreed that this would be week commencing 30 March subject to room availability.

Members were informed that all outstanding responses to recommendations had been chased with the responsible officer.

RESOLVED: that a meeting be arranged, week commencing 30 March for the Careers Guidance in Maidstone Working Group to bring together its final report and recommendations.

Agenda Item 8

Maidstone Borough Council

Economic and Commercial Development Overview and Scrutiny Committee

Tuesday 28 April 2015

Draft Review of Careers Guidance in Maidstone report.

Report of: Orla Sweeney, Overview and Scrutiny Officer

1. Introduction

- 1.1 At its 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.
- 1.2 The Committee carried out a number of evidence gathering sessions with a variety of organisations and witnesses. Members also visited a local a Further Education College and School.

2. Recommendation

- 2.1 It is recommended that the Committee consider its draft report and recommendations, making amendments as appropriate.
- 2.2 That the Committee give delegated authority to the Chairman and Vice-Chairman to complete the draft report ready for submission to the appropriate body.

3. Impact on Corporate Objectives

- 3.1 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.
- 3.2 The Committee will consider reports that deliver against the following priorities:
 - For Maidstone to have a growing economy; and
 - For Maidstone to be a decent place to live.

4. Relevant Documents

- 4.1 Draft Review of Careers Guidance in Maidstone Report (Appendix A)
ATTACHED

5. Background Documents

- 5.1 None

April 2015



ECONOMIC
AND
COMMERCIAL
DEVELOPMENT
OVERVIEW
AND
SCRUTINY
COMMITTEE

REVIEW OF CAREERS GUIDANCE IN MAIDSTONE



Chairman's Foreword

Councillor Mrs Paterson, Chairman of the Economic and Commercial Development Overview and Scrutiny Committee

Firstly, I would like to thank all officers and members of the committee, including our co-opted member for their contributions in producing this review.

I would also like to thank the many witnesses we have interviewed for their assistance and say how much their commitment and enthusiasm for the subject has impressed us.

Members of the Committee have been aware for some time of both national and local criticism relating to the perceived lack of skills of young people entering the workplace. Be this because of a lack of academic skills, a lack of understanding of what is expected or acceptable within the workplace or just through a lack of confidence in their own abilities. With this in mind, the Committee felt that it could prove useful to review what careers advice is offered to students within Maidstone borough with a view to feeding the results back to our own Economic Development department to aid the Council's Skills and Employment agenda.

Since September 2012 schools have been legally responsible for securing access to independent and impartial careers guidance to all students in years 9 to 11.

We have questioned and listened to our witnesses. Not only within the formal Committee meetings, but also informally in a variety of alternative venues.

We have sat in on a local schools Career adviser cluster group and attended the Annual Careers Fair at Detling. It was there that we were able to engage with young people, employers and professional advisors.

In conclusion it is clear that there is an abundance of careers advice out there but how it is harnessed and used seems yet to be resolved. A variety of problems seem to present themselves making full and comprehensive advice difficult to deliver.

I hope our findings will create more dialogue between the parties concerned and that Maidstone Borough Council will continue to play an active role in this important aspect in the lives of all our young people.

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DRAFT

Introduction

The Education Act 2011 placed a duty on schools to secure access to independent careers guidance for their pupils. This was introduced in September 2012 for pupils aged 14 to age 16 and from September 2013 for pupils aged 13-18 and FE Colleges and Sixth Form Colleges students aged 16-18.ⁱ

Student career guidance was previously provided by Connexions, a government-funded agency, which was disbanded at a national level in 2012.

Following these changes, Ofsted undertook a thematic review of careers guidance to establish the effectiveness of the careers guidance in place; inspectors visited 60 secondary schools and academies between December 2012 and March 2013 to evaluate how well this new duty was being carried out. The results were published in 2013 in the report 'Going in the right direction.' This report made recommendations to improve the quality and delivery of independent and impartial careers guidance.

Sir Michael Wilshaw, Ofsted's chief inspector, said following the publication of the report, "it is worrying that the new arrangements are failing to provide good guidance or to promote vocational training options and apprenticeships. It is vitally important that young people have access to information on the full range of career pathways available so they can make informed choices about their next steps."ⁱⁱⁱ

The National Careers Council was established in 2013 to provide careers provision for young adults in England. 'An Aspirational Nation' published in June 2013 reviewed the current careers guidance arrangements and made recommendations for Government, the National Careers Service and employers. The forward to this report by Dr Deirdre Hughes, OBE Chair, National Careers Council said: "Today's young people and adults face tough competition for jobs, yet many employers report difficulties in recruiting people with the right skills. The world has changed fundamentally over the past generation. We have seen the disappearance of the job for life, the emergence of the knowledge economy and loss of many unskilled and semi-skilled jobs to technological and globalisation changes."

Statutory Guidance followed from the Government, in the shape of its 'Inspiration Vision Statement,' published in September 2013. It set out the following key message and vision for careers advice:

- ***Careers education is about aspiration as much as advice.***
- ***Information is widely available. As well as advice, we need inspiration.***
- ***The best mentoring and motivation comes from people in jobs.***

- ***Employers, schools and colleges must do more in partnership together.***
- ***Government will help facilitate this using the improved National Careers Service.***
- ***Careers last a lifetime so we will continue supporting young people and adults to develop the career management skills they need.ⁱⁱⁱ***

The Government response^{iv} to the Ofsted report 'Going in the right direction' and the National Careers Council report 'An Aspiration Nation' came in the form of the Careers Guidance Action Plan. It set out the following recommendations to schools:

Schools should develop and implement a clear strategy for careers guidance and ensure that they make good use of the National Careers Service resources, well-trained staff, careers guidance professionals, employer networks, and local colleges and other providers to ensure that students are well supported in making decisions about their career pathways. 9

Schools should use destination data on students' progression after leaving school or transferring to Year 12 in their sixth form to monitor the choices made by students at the end of Year 11 and Year 13; schools should work with local authorities to monitor the destinations of students who have special educational needs or who are disabled.

Schools should ensure that every school governing body has an employer representative, and that the vocational route, including apprenticeships, is given equal status to the academic route, for example, by fostering greater links with employers so that young people and their parents/carers are exposed to a wider range of career options.

Schools should promote the wider range of progression routes available at further education colleges, independent learning providers, and communities and skills providers.

The following recommendation was made to local authorities:

Local authorities should ensure that all vulnerable young people are involved in a wide range of career guidance activities, so that they can make informed and appropriately challenging decisions about the next stage of their education and training.

Maidstone Borough Council is part of a two tier administrative structure. Kent County Council (KCC) has responsibility for Education. Maidstone sits beneath KCC at a district level delivering a number of regulatory services. Kent County

Council has responsibility for supporting the provision of Careers Education, Information and Guidance (CEIG) to schools and colleges

There is a network of CEIG co-ordinators across the county. They are responsible for the network meetings within their district.

KCC produced a key document for CIEG practitioners. This was the 'district data pack'. It was designed to help schools identify where local skills gaps were and what the dominant employment sectors were in a local area. The document identified the growth sectors and areas that were not being met as a result of this by an increase in courses. These were in the following areas:

- ICT for programmers
- Accounting and finance and other business management areas
- Sales
- Logistics and transportation
- Administration at level 3

The Organisation for Economic and Co-operation & Development (OECD) is referenced throughout the National Career Council's report. It states in its Economic Forecast Summary for the United Kingdom (November 2014) that ...^v Growth has been propelled by high job creation and is set to continue at a strong pace in 2015 and 2016...'. It goes on to say that 'labour productivity would also be strengthened by further structural reforms to improve loan availability, **reduce mismatches in the labour market** and further upgrade infrastructure.

Maidstone Borough Council is currently drafting the Economic Development Strategy for Maidstone 2014-2031. The five priorities of the Economic Development Strategy include:

- Stimulating entrepreneurship
- Meeting the skills needs

Maidstone Borough Council has a Skills and Employability Agenda, aligned with a greater focus on business needs and business engagement ^{vi}

The Economic Development team is developing a mechanism to maintain or support individuals into employment, and help businesses retain the correct labour required to grow in the shape of a skills exchange hub.

It reported to the Committee at a meeting in November 2014 that 'prior to the responsibility for skills and employability shifting to Economic Development, the Community Development team developed a bid to the Department for Communities and Local Government's Transformation Challenge Award. The Council has since been awarded £100,000 for the implementation of a 'Skills Exchange Hub' - a business to business online portal aiming to prevent skills wastage in the labour market. It will also incorporate an existing website aiding young people in finding suitable training opportunities'.^{vii}

Terms of Reference

The committee agreed that 'Careers advice in Maidstone review' would seek to achieve the following:

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

The stated objectives of the review were:

To assess the quality and level of provision of careers advice in Maidstone.

To identify best practice from elsewhere in order to improve the provision of careers guidance in Maidstone.

Summary

The Committee wanted to establish what quality and level of careers advice was available in Maidstone. Its focus was on the post 16 landscape. The Committee were conscious of the mitigating factors affecting young people in Maidstone and had its own preconceptions to challenge.

Connexions was the organisation formally responsible for delivering Careers advice. It was well known in Maidstone and in a central, Town Centre location. The organisation is now known as CXK 'a charity that helps young people and adults to develop their skills, raise their aspirations and maximise their potential'^{viii}

The Committee considered Maidstone's young people who were NEET (Not in Education, Employment or Training) as its core group to focus on.

According to a parliamentary report on NEETS published on 6 February 2015, 963,000 people aged 16-24 were NEET in the fourth quarter of 2014, 13.1% of people in this age group. 'Not all unemployed 16-24 year olds are NEET and not all people who are NEET are unemployed. 61% of unemployed 16-24 year olds are NEET, the remaining 39% are in education or training. 47% of people who are NEET are unemployed, the rest are economically inactive: not seeking work and/or not available to start work'.^{ix}

A wide range of witnesses were interviewed and opinions sought as part of this inquiry. These included schools, businesses, business forums, careers advice providers and professional bodies. The Committee was fortunate enough to be able to engage with young people themselves.

The Committee were of the opinion that young people were ill prepared for the work environment whether this was when undertaking work experience or at a later entry point, following further education. It felt that schools, especially grammar schools in Maidstone were focused on academic results and that there was a predetermined pathway to University. If this was not taken the options could be limited and lacking in long term breadth.

Whether a young person entered the job market aged 16, 18 or following University it was found that it was found that 'soft skills' that were often lacking. These were skills can include the following: making decisions, showing commitment, flexibility, time management, leadership skills, creativity and problem solving skills, being a team player, accepting responsibility and an ability to work under pressure. ^x These were considered the types of skills that were be transferable, providing a basic but competent level of entry into any work environment. This was reported to the Committee from a variety of sources and was echoed by the inclusion and emphasis on these skills by Barclays in its LifeSkills career programme.

The National Career's Council's report, 'An Aspirational Nation' sets out practical steps to guide schools. These steps or guidelines recognise two fundamental areas which the Committee has found to be the basis of impartial advice. They are soft skills and aspirational and inspiration advice.

Careers advice is often focused on further or higher education. Whereas the witnesses interviewed felt that careers advice needed to be more aspirational, provide inspiration and be less focused. Students should not be channelled towards a particular pathway too early. Therefore it was recognised that this approach needed to start early, in the primary school setting.

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Conclusions and Recommendations

The Committee considered Maidstone Borough Council's role primarily as it was by this this means that the Committee would be able to influence and add value. It was therefore important to understand what Maidstone's offer was within Careers Development.

The Committee considered the Council's Draft Economic Development Strategy for Maidstone 2014-31 and its Skills and Employability agenda. The Council's Economic Development Officer was also included in a roundtable discussion with other witnesses from the career guidance sphere as part of its inquiries.

Mentoring

How do we reach young people that do not have anyone to relate nor do they have or a chosen career pathway when the leave full time education? Despite the responsibility placed on schools to provide careers advice, there are young people leaving education or moving on to FE colleges with little idea about what their future may or hold, or perhaps most importantly without knowledge of what it could hold.

Visiting a local school and interviewing two young people, aged 16, the Committee were faced with two poignant examples. A student who had been part of Maidstone's Grammar School system of education which he felt had been entirely focused on academia. This, he felt, had prevented him from pursuing his true passion. He had left the Grammar School and had completed his education at a Comprehensive secondary school with a football academy. At this school he had been allowed to participate in the football academy each afternoon alongside his GCSE studies. At 16 there were no guarantees that he would have a career as a footballer but there could be a multitude of career opportunities within this field. However, it was unclear whether he was open to exploring these.

The second student interviewed by the Committee did not know what he wanted to do after his GCSEs. He was closed too to exploring the many paths available to him, through fear of long term commitment and possible financial penalties. These included apprenticeships, university and Sixth Form College. It was felt that a mentor would help the student explore possibilities, identify barriers and dispel myths.

The Committee interviewed a young person who had come via job centre plus to the council for work experience. He had completed a degree at university. However Post University he did not know what he wanted to do. He was using his work experience to explore many different options and establish what his interests were. This young person had everything to offer but what was apparent was the non-realisation of the abundance of transferable skills he was already in possession of. He was also being mentored as part of the Council's internal scheme.

(DRAFT) Recommendations:

That Maidstone Borough Council engage schools in its mentoring scheme, exploring the possibility of offering direct mentoring where appropriate or training to develop a peer mentoring scheme with schools either itself or with local businesses.

That schools in Maidstone engage with Maidstone Borough Council via the the Maidstone Careers Advisors Networking in relation to its mentoring scheme.

Impartiality provides inspiration and fuels aspirations

Impartiality in the delivery of careers advice is a part of the requirement placed on schools by the Government and Ofsted. The Maidstone Careers Advisors Networking meeting which the Committee attended consisted of careers advisors who were employed by each individual school. In order for schools to achieve the impartiality required to deliver inspirational a careers advice that raises the aspirations of their student; the focus should be less narrow. Schools and careers advisors should engage with external organisations and businesses.

The Invicta Chamber of Commerce ran a 'Young Chamber' at Maplesden Noakes School and was involved with all schools in Ashford. The cost of this was £950 per annum per school. The Young Chamber was focused on entrepreneurship and provided mentoring and developing. The programme that was in place as part of this scheme gave students the ability to fundraise to the annual sum of approximately £3,000 to £5,000. It was designed to prepare young people for the business world. It was focused on skills and conduct and was not designed to channel young people towards a particular route.

Members attended the Kent Choices Live at Kent County Showground. Described as 'an inspirational event that will help you explore employment, training and vocational opportunities'^{xi} - the event is aimed at those actively seeking employment, deciding on your future after school, college or university, planning a return to work or considering a career change.

They found the experience extremely inspiring. The industries they spoke to, from the construction industry to the British racing and a stained glass company, informed them of the broad range of careers available within their industries. The scope of employment opportunities was phenomenal.

Understanding the earning potential of a career was highlighted to the Committee throughout this inquiry. Young people in today's society were mindful of money and it was important to them to understand the earning potential. Careers guidance has a further challenge – to inspire the next generation of entrepreneurs.

In statutory government guidance published in April 2014, the following statement was made and responsibility was placed on schools, "schools should offer pupils the opportunity to develop entrepreneurial skills for self-employment – and make it clear to them that working for themselves is a viable option (in fact it will be necessary for many). Pupils should receive the advice and support necessary to build and develop their own jobs, and have a clear understanding of potential barriers – whether real or perceived."^{xii}

The Committee engaged in depth with Maplesden Noakes School on this review and the school was considered to be an example of good practice for careers, guidance and the breadth of its offer from apprenticeships, developing entrepreneurial skills and working with the business community to establish good relationships with businesses and being part of the young chamber. However it was reported that Schools in Maidstone, outside the Grammar school system had difficulty engaging local businesses in providing work experience opportunities.

(DRAFT) Recommendations:

The Committee found that there is a lot of information available locally. What was missing was a 'vehicle' to ensure that there could be easy access and signposting to the array of National, local, public, private charity and voluntary sector opportunities available in careers guidance and training. (statement to be reworded by the Committee)

That Kent County Council and Maidstone Borough Council work with schools in Maidstone to explore the inclusion of the 'Young Chamber' or a similar external entrepreneurial programme at every school in the district. The County and District could consider 'seed' funding the programme with the proviso that the scheme pays for itself through its fundraising outcomes.

Careers advice should not be not focused on academic routes only; vocational offers and apprenticeships should be given equal standing.

Missing soft skills?

Young people are in possession of a variety of skills; from their studies to their own personal interests. With careers guidance often being looked at in isolation rather than considered in relation to the subject areas taught it is difficult for young people to imagine firstly the wide scope of careers available to them and secondly to appreciate the transferrable skills set they are already in possession of. They should see their academic studies as transferable skills, already arming them for the jobs market.

Businesses, those delivering careers advice, work experience and established employability schemes such as the Barclays LifeSkills placed a

distinct focus on soft skills and the need to develop social, interpersonal skills. It was found that this was fundamental and lacking. Being in possession of these types of skills and with a focus on this area; careers guidance would be less narrow and by default would help deliver the inspiration agenda.

(DRAFT) Recommendations:

Careers should be considered alongside national curriculum subjects. The transferable 'soft skills' that are being learned and developed should be realised by students as part of their careers guidance in Maidstone schools.

Funding fears

It was felt that University remained a 'gold standard' for parents and young people. If the focus was on this from an early age, other options would be explored less such as vocational routes and apprenticeships. Conversely the Committee identified that a fear of debt could influence those who aspired to go to University.

In the document 'Higher Education: the fair access challenge' the following recommendations were made:

"The Commission on Social Mobility and Child Poverty should monitor the evidence on the EMA replacement closely as it becomes available, and in the meantime the Government should increase the funding level and refine the targeting. And, as recommended earlier, universities should consider providing EMA-style financial incentives for young people to stay on and succeed in schools.

The Government should provide this information [to provide guidance to schools to help them understand their careers advice duties] and support to schools as a matter of urgency and in particular it should emphasise the importance of face-to-face careers guidance delivered by impartial accredited professionals." ^{xiii}

The Maidstone Careers Education, Information and Guidance network, attended by the Committee had invited external careers guidance providers to inform it on their offer. Committee members were privy to a presentation from a company called Push (www.push.co.uk) who offered high octane, impartial careers guidance. It was clear to the Committee that one of the main concerns to the Careers advisors was funding, which was limited. The representative from Kent County Council's Skills and Employment team offered the advisors guidance in how to 'unlock' the available funding but it was clear that there was some way to go in exploiting all avenues available. Careers guidance providers from various sectors could also provide free places or reduce the cost if disadvantaged students were considered. The qualifying criteria was claiming free school meals.

The Maidstone Careers Education, Information and Guidance network was considered by the Committee to be the perfect forum for innovation, with all the key players meeting on a regular basis there could be opportunities to combine their resources to a greater effect achieving more substantial outcomes for all involved. Chris Hare from KAFEC informed the Committee on the Careers Coach. Careers Coach was an online service used by colleges in Kent. It could tell the user what skills and qualifications you need for a chosen profession, along with the earning potential (noted as being of particular importance and relevance to young people today). It also looks at the current job availability as well as providing a forecast, whether jobs would increase or decrease in this area. It could also shows sideward progression and common, transferable skills.

Schools were not thought to use this tool. There was a cost of £25,000 per year but it was available to use on the college website, although the reports would need further access.

EU funding is available via Local Enterprise Partnership (LEP). This funding stream was identified by Chris Hare from Kent Association of FE Colleges (KAFEC) to the Committee, available specifically for the Careers agenda. He explained that projects were being looked into by Kent County Council.

In terms of best practice the Committee have looked towards the North East Local Enterprise Partnership and its projects surrounding 'Creating a skilled Workforce.' In particular the Enterprise Advisors project, "this new project will help create a network of enterprise advisors across the North East to facilitate closer links between schools and the business and enterprise community. They will focus on creating strategic connections with school leadership and offering access to mentoring, careers advice, training opportunities and placements."^{xiv}

(Draft) Recommendations:

That the Maidstone Careers Education, Information and Guidance network utilise 'free' tools such as the Careers Coach (via Kent colleges) and as a body focus on ways to combine their financial resources to greater effect to achieve improved outcomes.

That schools in Maidstone engage nationally (with Government departments and agencies) and locally (with Kent County Council and Maidstone Borough Council) to understand how to best to 'unlock' funding for careers guidance.

That Maidstone Borough Council work/lead with Kent County Council and partners to assist schools in finding a suitable project that would assist the careers guidance agenda in Maidstone that brings benefit to all schools in the district.

Maidstone Borough Council's role

In a press release from the Department for Education on 10 December 2014 the Education Secretary Nicky Morgan announced the creation of a new careers and enterprise company for schools. **It stated that there was a need for greater support and brokerage in this area** has emerged following extensive discussions with teacher representatives, employers and business organisations involved in careers advice and inspiration.^{xv}

The Committee carefully considered Maidstone Borough Council's role. As part of its Economic Development Strategy and its Skills and Employability agenda there was clearly a deep commitment to employability and meeting the skills need for future employment in the borough.

The Committee asked all those involved in its inquiry what they considered Maidstone Borough Council's role to be. The conclusion was that Maidstone Borough Council should be supportive and visible. In terms of its offer it was confirmed that it should be one of a 'broker' in this area.

It was identified there could be a skills mismatch rather than a shortage, as stated in the National Career's Council's document 'an aspiration nation': "we face a significant economic challenge. We have high levels of unemployment (especially for young people) whilst at the same time employers are struggling to recruit people with the skills they need." Youth unemployment in Maidstone has fallen, as reported to the Committee on 25 November 2014 in a report from Head of Economic Commercial Development: "Total unemployment across all age groups in Maidstone continues to fall month on month, with numbers in September 2014 at 1,257 (1.3%), equalling the average unemployment rate in the South East. However, proportionately unemployment rates of 18-24 year olds within the borough remain higher than the South East average (2.2%), measuring 2.5%."^{xvi}

The Maidstone Data Pack^{xvii} states that public sector employment remains one of the biggest sources of employment in Maidstone (it accounts for over 26% of employment in the district). Kent County Council and Maidstone Borough Council as well as the NHS have a duty to themselves as well as to young people in Maidstone to ensure the business need is fulfilled. Their engagement will shape Maidstone's future.

The skills mismatch is clearly a priority in Maidstone and it is being addressed. There are mechanisms in place. Maidstone Borough Council is engaging with businesses. The Council continues to be represented on the MidKent College Advisory Committee, ensuring that information relating to skills and Qualifications, demanded by industry, are translated into the College's Curriculum offer. The Economic Development team will be increasing communication with other local education providers to ensure that courses and careers advice and guidance delivered at Secondary, Further and Higher Education levels of local need. It has two pieces of work underway; a survey to understand the skills needs of businesses and a survey of

training companies and courses to identify gaps and duplication in provision. "These projects will inform and facilitate conversations between education providers and business".^{xviii}

(DRAFT) Recommendations:

The Committee supports the Council's continued involvement in helping drive the skills and employability agenda forward in Maidstone.

That Maidstone Borough Council assists schools in Maidstone by addressing the preconceptions that it is only Grammar Schools who produce students with employability skills suitable for the workplace and therefore work experience placements.

As a caveat to all the recommendations made in the report the Committee sees Maidstone Borough Council having a 'brokerage' role and the ability to offer professional guidance...

Going forward

The Committee were impressed by the Nottingham Ambassador Programme.^{xix} This along with the Government's Big Society agenda and the Council's own adoption of this by offering staff two days a year for volunteering led the Committee to consider the following:

That Maidstone Borough Council encourages staff to use their volunteering days as part of a wider school mentoring scheme.

That Maidstone Borough Council leads locally on inspiring young people on the wide career choices that exist in the public sector (such as the arts, museum curating, town planning, recycling, policy development, ICT, project management etc.) as well as other Maidstone based industries. That Jubilee square be utilised for a careers day for this purpose.

Witnesses

Evidence was gathered in the following ways:

Committee meetings

- Paul Barron, Director of Kent Foundation for Young Entrepreneurs (KFYE)
- Alison King, Red Rocket Associates
- Simon Harris, Team Leader, CXK
- John Taylor, Invicta Chamber of Commerce and Young Chamber of Commerce.
- Abigail Lewis, Economic Development Officer, Maidstone Borough Council

Informal interview sessions

- Fay Jordan, Barclays LifeSkills
- Chris Hare, Director of Development, Kent Association of FE Colleges (KAFEC)

Site visits

- The Committee visited Mid Maidstone Careers Education, Information and Guidance network, held at Mid Kent College on 11 March 2015
- Careers officers from each school in Maidstone are invited to attend.
- Maplesden Noakes School, Careers Guidance department to meet with Su Mortley, Careers and Higher Education Officer and Sharon Forghani, Head of Careers.
- Kent Choices Live, Kent County Showground

References

i

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/413171/Going_in_the_right_direction.pdf

ii <http://www.theguardian.com/careers/careers-blog/career-advice-schools-failing-pupils-ofsted>

iii https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/238841/bis-13-1176-inspiration-vision-statement-R2.pdf

iv

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/238791/Careers_Guidance_Action_Plan.pdf

v <http://www.oecd.org/economy/united-kingdom-economic-forecast-summary.htm>

vi

<http://services.maidstone.gov.uk/meetings/documents/s39364/Skills%20and%20Employability%20Update.pdf>

vii

<http://services.maidstone.gov.uk/meetings/documents/s39364/Skills%20and%20Employability%20Update.pdf>

viii <http://cxk.org/>

ix <http://www.parliament.uk/business/publications/research/briefing-papers/SN06705/neet-young-people-not-in-education-employment-or-training>

x <https://nationalcareersservice.direct.gov.uk/aboutus/newsarticles/Pages/Spotlight-SoftSkills.aspx>

xi <http://www.kentonline.co.uk/whats-on/km-exhibitions/choices-4u-live/>

xii https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417219/Archived-Careers_Statutory_Guidance_-_9_April_2014.pdf

xiii

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/206994/FINAL_Higher_Education_-_The_Fair_Access_Challenge.pdf

xiv <http://nelep.co.uk/skills/projects/>

xv <https://www.gov.uk/government/news/new-careers-and-enterprise-company-for-schools>

xvi

<http://services.maidstone.gov.uk/meetings/documents/s39364/Skills%20and%20Employability%20Update.pdf>

xvii https://shareweb.kent.gov.uk/Documents/kent-choices/Docs/Datapacks%202013/Maidstone_Data_Pack_2013.pdf

xviii

<http://services.maidstone.gov.uk/meetings/documents/s39364/Skills%20and%20Employability%20Update.pdf>

xix <http://events.experiencenottinghamshire.com/ambassadors/>

Maidstone Borough Council

Economic and Commercial Development Overview and Scrutiny Committee

Tuesday 28 April 2015

Scrutiny Committee Recommendation Action and Implementation Plan (SCRAIP) end of year report.

Report of: Orla Sweeney, Overview and Scrutiny Officer

1. Introduction

- 1.1 The Committee have made a number of recommendations throughout the 2014-15 municipal year via the SCRAIP process. Recommendations are managed using the Council's performance management system, Covalent. Each recommendation is assigned to an officer to respond to via this means.

2. Recommendation

- 2.1 That the Committee reviews the recommendations it has made in the report at Appendix A.
- 2.2 The Committee considers the responses made to the recommendations and whether or not any further action is required. If further action is required the Committee should make this recommendation to the appropriate Committee within the new Committee system. This will take effect at the start of the 2015-16 municipal year.

3. Scrutiny Committee Recommendation Action and Implementation Plan (SCRAIP) Responses

- 3.1 The issue of making, and monitoring, recommendations is an important part of the scrutiny process. SCRAIPs set out recommendations following scrutiny meetings and reviews. Recommendations are assigned to officers or the executive via Covalent. This system tracks whether or not a recommendation has been accepted and the action, if any, required to implement it.
- 3.2 Maidstone Borough Council will move from the current Executive function, a system of governance that includes a Leader and Cabinet and Overview and Scrutiny function, to a Committee system (pursuant to Section 9KC Local Government Act 2000). This decision was taken on 10 December 2014 at the Council meeting.

4. Impact on Corporate Objectives

4.1 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.

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

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

5. Relevant Documents

5.1 Appendix A – SCRAIP report

6. Background Documents

6.1 None

Economic and Commercial and Development Overview and Scrutiny Committee - SCRAIPs issued 2014-15

A report showing all the SCRAIPs made by the Committee during the municipal year 2014-15



Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
ECD.140729.20b 28	That the Commercial Projects Manager be recommended to give priority to carry out a commissioning exercise for the planning and planning enforcement services.		Rejected	<p>The inclusion of 'Commissioning' in the draft Commercialisation Strategy is for two reasons:</p> <ul style="list-style-type: none"> -To ensure that a unit or service is delivering outcomes that are required by statute and that the Council wishes those organisations to deliver; and to ensure that services and outputs in support of those outcomes are being delivered at the standard the Council requires. -To analyse commercial options in response to the definition of those outcomes as part of a STOP, MAKE, BUY, DIVEST decision process. <p>Planning services are a statutory service and are being delivered in a model which Council already approves. The recommendation is therefore rejected. The committee's concerns about the standards of delivery are noted and are referred to the Planning, Transport and Development OSC.</p>	Dawn Hudd
ECD.140826.30a	<p>The Cabinet Member for Economic and Commercial Development be recommended to adopt the Festivals and Events Policy, subject to:</p> <ul style="list-style-type: none"> i. Due consideration being given to rural communities in the final policy; ii. Advanced warning about traffic 	Cabinet Member for Economic & Commercial Development		<ul style="list-style-type: none"> i. Agreed the policy will be adapted to reflect this. ii. Partially agreed. Event organisers will be required to provide appropriate warnings relative to the size of the event. Traffic Management is a major part of the any event plan and is assessed as part of the SAG process if appropriate. iii. Agreed 	Laura Case; Dawn Hudd

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
	management being given to residents before events, specifically in the form of mobile road signs on the highway system, as well as traffic management advice being given on the day of an event; iii. Work being undertaken to develop a signature event for Maidstone.				
ECD.140826.30b	Consideration be given by officers on how to feed back good news stories from events to the committee		Agreed	We will feed back via email through performance officer on large scale or council run events.	Laura Case; Dawn Hudd
ECD.140826.30c	Further information be provided, by the Cabinet Member for Economic and Commercial Development, to explain why recommendation k in the Events Review SCRAIP was rejected	Cabinet Member for Economic & Commercial Development		For most events the timescale for inclusion in Council Tax mail outs would be too tight and the cost too high. For larger and in advance events this will be taken into consideration and assessed as part of the possible marketing mix.	Laura Case; Dawn Hudd
ECD.140929.42.1	The Cabinet Member for Economic and Commercial Development be recommended to consider the Maidstone East site as a possible location for the Enterprise Hub, prior to the decision being taken, as this may help to encourage development in this area.	Cabinet Member for Economic & Commercial Development	Rejected	The need for an Enterprise Hub is immediate. Any redevelopment of the Maidstone East site would take several years. Further, an outline planning application is currently under consideration for a 10,000m2 mixed development. Any development of the site is reliant on securing a major anchor store. The site is allocated for retail (not employment).	Karen Franek
ECD.140929.42.2	The Cabinet Member for Economic and Commercial Development be recommended to consider the following options: a. starting off with a smaller scale Enterprise Hub located on council premises; and b. a short term leasehold property	Cabinet Member for Economic & Commercial Development	Agreed in principle - further work required	Officers are continuing to look at a smaller scale business centre as part of the overall office accommodation project and future use of the gateway. A report will be brought forward before the end of the financial year with proposals.	Karen Franek

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
	for the Enterprise Hub; As the committee recognises the urgent need for such a facility to support business start-ups in the borough.				
ECD.140929.42.3	The Cabinet Member for Economic and Commercial Development bring the full Cabinet Member Decision to the Committee before the decision is taken.	Cabinet Member for Economic & Commercial Development	Agreed	It is planned to take the report to the 12th November meeting. As agreed by the Chairman of O&S the report will be circulated to members of O&S for them to ask questions either prior to the Cabinet meeting on 12th November and/or to attend the meeting.	Karen Franek
30 ECD.141021.53.1	The committee supports development for employment use at Junction 8 of the M20 subject to the development of a planning policy by the Cabinet Member for Planning, Transport and Development to mitigate damage and to ensure appropriate constraints. This policy should be considered by the Planning, Transport and Development Overview and Scrutiny Committee in January 2015.		Agreed	Agreed. A draft allocation policy for Junction 8 will be presented for PTD OSC's consideration at its meeting on 20th January 2015. The Cabinet Member for Planning Transport and Development will liaise with the Chairman of the Planning Transport and Development Overview and Scrutiny Committee to consider the content of the draft allocations policy with Members of the Committee in advance of the January meeting.	Sarah Anderton; Cheryl Parks; Sue Whiteside
ECD.141021.53.2	The Cabinet Member for Planning, Transport and Development be recommended to acknowledge the importance of retaining the employment sites outside of the town centre detailed in Appendix B of the report (list of existing industrial sites/estates for inclusion in Policy DM18).		Agreed	Agreed. Policy DM18 of the draft Local Plan (Reg 18) identifies key existing employment sites to be retained in employment use. A revised version of this policy will be presented for PTD OSC's consideration at its meeting on 16th December 2014.	Sarah Anderton; Cheryl Parks; Sue Whiteside
ECD.141021.54.1	That subject to point XII regarding the Draft Economic Development		Agreed in principle -	Recommendation: Some concern was raised regarding the wording and strength of the delivery	Dawn Hudd

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
	Strategy, under minute number 51, being considered by the Cabinet Member for Economic and Commercial Development, the Committee recommend the Draft Economic Development Strategy be approved by Cabinet for consultation.		further work required	mechanisms for the action plan for the draft Economic Development Strategy. It was agreed there was a need for a higher priority and profile for tourism, leisure and the visitor economy and renewable and green energy in the strategy and it was felt the action plan needed to be written in more positive language. Response: The comments from the Economic and Commercial Development Overview and Scrutiny Committee are noted and will be responded to as part of the public consultation. When the consultation process is completed and the draft strategy has been finalised, the action plan will be updated accordingly.	
ECD.141028.65.2	The Head of Economic and Commercial Development be recommended to refine the language in the Maidstone Culture and Leisure Business Plan to make it clear that the formation of Maidstone Culture and Leisure is not purely a profit making exercise;		Agreed	The document will be reviewed and amended to reflect the recommendation.	Dawn Hudd
ECD.141028.65.3	The Head of Economic and Commercial Development, at the earliest opportunity, be asked to give all councillors access to the full list of commercial projects for their positive input.		Agreed	Commercial projects in development taken to E&CD O&S 25 November 14 for early input from councillors.	Dawn Hudd
ECD.141125.78.1	The Cabinet Member for Economic and Commercial Development be recommended to give further consideration to job opportunities and training needs in the wider public sector when developing the skills and employability work	Cabinet Member for Economic & Commercial Development	Rejected	In line with the Council's draft Economic Development Strategy, it is proposed that the council's limited financial and staffing resources should remain focused on the generation of growth opportunities in the private sector.	Dawn Hudd

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
	programme.				
ECD.141125.78.2	Miss Lewis be requested to provide an update on the Skills and Employability work programme to the appropriate committee in six months' time.				
ECD.141125.80.3	Cabinet be recommended to pay particular attention to staffing needs due to the likelihood of high usage of the hub, and also in relation to the existing workloads of the department.	Cabinet	Agreed		Karen Franek
ECD.141125.81.1 32	That the Head of Economic and Commercial Development be recommended to further develops the business case for animal cremation at the current Crematorium site, having regard to the committee's reservations about the current proposed location of the facility within the site.		Agreed	The lead officer for this project is the Bereavement Service Manager, and her Head of Service is the Shared Head of Service for Environment and Street Scene; Commercial and Economic Development is providing advice and capacity to the development of this proposed project. The Project Sponsor will be the Shared Head of Environment and Street Scene. When deciding on the final location and access arrangements for the proposed extension to Bereavement Services the concerns of the committee will be considered and final siting options will be analysed as part of the final design phase of the delivery project. The views of Kent Highways and MBC planning have been sought in terms of getting the project to this stage and further detailed consultation will be undertaken during the project.	Dawn Hudd
ECD.141125.81.2	The Head of Economic and Commercial Development be recommended to arrange a visit for officers involved in bringing the cafe; back in house to visit Victoria Park in Hackney to get an		Agreed	Officers will investigate and if necessary visit other parks and venues during the development of the business case for the cafe provision in Mote Park.	Dawn Hudd

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
	idea of café; provision in this park.				
ECD.141125.81.4	The committee supports the further development of the options for charging for parking in Mote Park.		Agreed	An options report for charging for car parking at Mote Parr will be brought to Cabinet in early 2015.	Dawn Hudd
ECD.141125.81.5	That the Cabinet Member for Economic and Commercial Development be recommended to further investigate the proposal for regenerating Brunswick Street Car Park, provided that a piece of work on the wider regeneration of the area takes place at the same time.		Agreed	<i>The Cabinet Member for Environment and Housing is the Cabinet Member leading on the development of options for the regeneration of the Brunswick Street car park. A working group, including the High Street Ward Councillors, is to be formed to discuss options for the regeneration of this asset, prior to a report being brought forward to the Council . There is a firm aspiration to regenerate this part of the town and concurrently officers are working to identify other sites; and to monitor and facilitate KCC proposals for Wren's Cross.</i>	Dawn Hudd
ECD.150127.107.1	The Head of Planning, Transport and Development develop policies to ensure that new residential buildings, and conversions, in the town centre have appropriate acoustic protection to prevent noise complaints about the night time economy;			Emerging Local Plan Development Management policies, as amended and agreed by the Cabinet on 14 January 2014, already make provision for protection of residential amenity in town centre locations. Policy DM4 Principles of Good Design, at criterion v) states that developments must "respect the amenities of occupiers of neighbouring properties and uses and provide adequate residential amenities for future occupiers of the development by ensuring that development does not result in excessive noise, vibration, odour, air pollution, activity or vehicular movements, overlooking or visual intrusion, and that the built form would not result in an unacceptable loss of privacy or light enjoyed by the occupiers of nearby properties;" Furthermore Policy DM29 Leisure and Community Uses in the Town Centre, at criterion i) states that	Rob Jarman; Cheryl Parks; Sue Whiteside

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
				<p><i>"the development, including in combination with any similar uses in the locality, will not have an adverse impact on local amenity, including as a result of noise and hours of operation."</i></p> <p>Newly constructed residential dwellings, and those formed by a material change of use will also be governed by the provisions of Part E of the Building Regulations (Resistance to the Passage of Sound.) Whilst these policies do steer design towards mitigation of such issues it is inevitable and indeed a characteristic of town centre living that a vibrant night time economy will be inherently boisterous for residents.</p>	
ECD.150127.107.2 34	The Head of Economic and Commercial Development considers the interaction between the night time economy and town centre residents during the town centre visioning process.		Agreed	This will be considered during the development of the Town Centre Vision.	Dawn Hudd
ECD.150127.107.3	The Head of Environment and Public Realm reviews the process for reporting major noise disturbances that happen out of hours				Gary Stevenson
ECD.150127.107.4	The Head of Environment and Public Realm circulates a guidance note to members regarding procedures for reporting major noise disturbances.				Gary Stevenson
ECD.150311.160.1	That the Cabinet Member for Economic and Commercial Development be recommended to negotiate a deal with Kent County Council to ensure broken streetlights in the town centre are fixed at a faster timescale than 28 days.	Cabinet Member for Economic & Commercial Development	Agreed	We will speak to KCC to establish the current reporting mechanism and response times and investigate to see if there is any potential to reduce the time taken to fix street lights in the town centre	John Foster; Dawn Hudd

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
ECD.150311.160.2	That the Cabinet Member for Planning, Transport and Development should ensure there is appropriate lighting for approaches to council owned town centre car parks.	Cabinet Member for Planning Transport and Development	Agreed	Approaches lit by highway authority managed land will be reviewed, with Kent County Council being advised accordingly. Lighting within council owned town centre car parks will also be reviewed with any defective lamps being replaced to improve lighting levels.	Jeff Kitson
ECD.150311.160.3	That the Cabinet Member for Economic and Commercial Development invest in, or encourage businesses to invest in, floodlighting of appropriate buildings in the town centre. Floodlighting of buildings could be included into existing regeneration plans and funded through section 106 money.	Cabinet Member for Economic & Commercial Development	Agreed	A lighting strategy for the town centre is something the Town Team is keep to pursue. We will discuss with the Local Plan Policy Team the possibility of amending Policy DN6 External Lighting to encourage developers of key town centre properties to floodlight their buildings with appropriate lighting.	John Foster; Dawn Hudd
ECD.150311.160.4	That the Cabinet Member of Economic and Commercial Development, as well as the Head of Commercial and Economic Development, be recommended to support the new Town Centre Manager, help them to engage with local businesses and if required support the BID process.	Cabinet Member for Economic & Commercial Development	Agreed	A new TCM hasn't yet been appointed, the potential for a BID will be raised with the new post holder and support provided if required to develop a BID.	John Foster; Dawn Hudd
ECD.150311.160.5	That the Cabinet Member for Economic and Commercial Development work with the business community in the town centre to find a 'champion' for the twilight economy. This person could be the new Town Centre Manager, or could be a separate representative of the businesses who operate in twilight hours.	Cabinet Member for Economic & Commercial Development	Agreed	Town Centre Management have an existing evening economy sub group. They will be asked to take on this role.	John Foster; Dawn Hudd

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
ECD.150311.160.6	That the Head of Commercial and Economic Development be recommended to investigate the costs and possibility of bringing the MyCanterbury app to Maidstone, with a particular focus on twilight economy businesses.		Rejected	There are already a number of Apps that fulfil this role and more emerging into the marketplace. The possibility for MBC to bring a version of the MyCanterbury App to Maidstone was investigated but the cost was prohibitive.	John Foster; Dawn Hudd
ECD.150311.160.7	That the Cabinet Member for Economic and Commercial Development make the proposed regeneration work in Week Street, Earl Street and Gabriel's Hill a priority.	Cabinet Member for Economic & Commercial Development	Rejected	These public realm improvements are part of a number of infrastructure projects identified in the infrastructure delivery plan to be funded from development contributions of which affordable housing and transport are the top priorities. Work is being undertaken to agree detailed designs for phase III in readiness for when funding becomes available.	John Foster; Dawn Hudd
ECD.150311.160.8	That the Cabinet Member for Planning, Transport and Development be recommended to negotiate that park and ride tickets be valid on local bus routes after park and ride services finish, and to keep the park and ride car parks unlocked in the evenings. This could be trialled at the London Road car park, as it has the best local bus services, and the passenger numbers be monitored. If successful, this could be expanded to all Park and Ride sites.	Cabinet Member for Planning Transport and Development	Agreed in principle - further work required	Negotiations complete / agreement reached to trial proposals on 71 service	Jeff Kitson
ECD.150311.160.9	That the interaction between Park and Ride sites and local bus services in the evening be considered by the Cabinet Member for Planning Transport and Development, as well as the Planning, Transport and	Cabinet Member for Planning Transport and Development	Agreed in principle - further work required	This action was discussed with the Cabinet Member 17/4 who agreed proposal to include as part of the ITS work	Jeff Kitson

Meeting, Date & Minute	Recommendation	Executive Decision Maker	Action Expected Outcome	Response	Lead Officer
	Development Overview and Scrutiny Committee, when considering the Integrated Transport Strategy.				
ECD.150324.132.1	<p>The Committee supports an option for a £1 car parking charge at Mote Park with the first hour free. It stipulates that the income from car parking charges at Mote Park be ringfenced to Mote Park. The option should include:</p> <ul style="list-style-type: none"> i. Provisions for a season ticket and a concessionary pass for volunteer workers. ii. A charging period that begins at 10am. 				Marcus Lawler