

**MAIDSTONE BOROUGH COUNCIL**

**CORPORATE LEADERSHIP TEAM**

**FRIDAY 14 NOVEMBER 2014**

**REPORT OF DIRECTOR OF REGENERATION AND  
COMMUNITIES**

**Report prepared by Marcus Lawler**

**1. REVIEW OF BUSINESS CASES**

1.1 Issue for Consideration

- 1.1.1 The Committee is requested to scrutinise four draft business cases and provide feedback on their development. A summary of the business cases is as follows:

A Sustainable Future for Mote Park Due to a large rise in visits to Mote Park since 2009 the budgets to maintain it are under severe pressure. The business case considers a range of revenue generating measures to help fund all the borough's open spaces.

Brunswick Street Regeneration: Potentially develop part of the Council's car park in Brunswick Street with residential units. The business case considers the positive impact this will have on the borough's housing situation and aims to deliver an improved public realm for this part of the town and its residents.

Investment in Local Business: The draft Economic Development Strategy calls for the promotion of certain business sectors and locations to achieve its aims and support growth. The business case considers an opportunity to invest in one of the identified sectors with a view to achieving the strategic aims of the Economic Development Strategy.

Animal Crematorium: The business case examines why Bereavement Services could offer a more complete service to residents by handling animal cremation services.

1.2 Recommendation of Director of Regeneration and Communities

- 1.2.1 That the Committee considers the business cases contained in the exempt appendices and make recommendations as appropriate for

Cabinet consideration.

1.3 Background

1.3.1 At the previous Committee the development of the Commercialisation Strategy was discussed, with particular reference to the list of potential projects under development. The annexes to this report contain the four most advanced businesses cases under development..

1.4 Reasons for Recommendation

1.4.1 To ensure the Committee has the opportunity to consider and review the draft business cases in the exempt appendices whilst they are still in development.

1.5 Alternative Action and why not Recommended

1.5.1 The Committee could choose not to consider the business cases in the exempt appendices but this is not recommended as the Committee's views should be taken into account.

1.6 Impact on Corporate Objectives

1.6.1 The business cases set out in the exempt appendices will contribute to the Council's corporate objectives in relation to:

- Maidstone having a growing economy;
- Maidstone being a decent place to live; and
- Corporate and Customer Excellence

1.6.2

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

9. Asset Management



- 1.6.3 Financial - The business cases outlined in the exempt appendices will require funding and will contribute to the Council's Medium Term Financial Strategy through the Commercialisation Strategy.
- 1.6.4 Staffing – The business cases outlined in the exempt appendices will have staffing implications that will need to be addressed as part of the implementation if approved.
- 1.6.5 Legal – Mid Kent Legal Services will need to provide advice and input to the development and implementation of the business cases.
- 1.6.6 Environmental – The implications are contained in the body of the report.
- 1.6.7 Procurement – The business cases will be subject to the relevant procurement rules if approved.
- 1.6.8 Asset Management – The business case for Brunswick Street car park will have asset management implications that will be addressed as part of the project implementation if approved..

1.7 Relevant Documents

1.7.1 Appendices

Business cases as follows:

- A Sustainable Future for Mote Park.
- Brunswick Street Regeneration.
- Investment in Local Business.
- Animal Cremation.

<b><u>IS THIS A KEY DECISION REPORT?</u></b>		<b><u>THIS BOX MUST BE COMPLETED</u></b>	
Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
If yes, this is a Key Decision because: .....			
.....			
Wards/Parishes affected: .....			
.....			