



Bury St Edmunds Area Working Party

**Record of a Meeting held on 13 September 2011
at 5.00 pm in the Conference Room West (F1R09),
West Suffolk House, Western Way, Bury St Edmunds**

Present (please tick if present)

Cockle	<input checked="" type="checkbox"/>	Nettleton	<input checked="" type="checkbox"/>
Everitt (Chairman)	<input checked="" type="checkbox"/>	Oliver	<input type="checkbox"/>
Farmer	<input checked="" type="checkbox"/>	Rout	<input type="checkbox"/>
Hordern	<input checked="" type="checkbox"/>	Mrs Stamp	<input checked="" type="checkbox"/>
Mrs Mildmay-White	<input checked="" type="checkbox"/>	Mrs P A Warby	<input checked="" type="checkbox"/>

Substitutes

Beckwith	<input type="checkbox"/>	Mrs Hind	<input type="checkbox"/>
Buckle	<input type="checkbox"/>	F J Warby	<input type="checkbox"/>
Griffiths	<input checked="" type="checkbox"/>		<input type="checkbox"/>

Officers in attendance

Steve Boor (arrived at 5.45pm), Andrea Mayley, Ian Poole and Ivan Sams.

12. Substitutes

The following substitution was declared:-

Councillor Griffiths for Councillor Oliver.

13. Apologies for Absence

Apologies for absence were received from Councillor Oliver and Rout.

14. Minutes

The record of a meeting held on 19 July 2011 was confirmed.

Councillor Cockle raised concern that item (c) of the Working Party's Terms of Reference were in conflict to the proposals in the Parks Review currently being undertaken by an Overview & Scrutiny Task and Finish Group. The Working Party noted that this was a specific review, whereas the Terms of Reference covered a broader scale.

15. Declarations of Interests

Councillor Cockle declared a personal interest as a Member of Bury St Edmunds Town Council and remained in the meeting for all the items. No other declarations were declared.

16. Business Festival 2011

The Working Party received and noted Report C121 (previously circulated) which outlined the proposed programme for the Business Festival 2011.

The Economic Development team had been working with the Bury Free Press, Menta, Bury St Edmunds Chamber of Commerce and West Suffolk College and other partners to organise a business festival in 2011. The festival would start on 13 September 2011 and extend until 23 September 2011. Report C121 outlined the proposed programme for the festival.

The Working Party noted that the Business Festival had its own website which was www.businessfestival.org.

17. Bury St Edmunds Summit: 13 October 2011

The Working Party received and noted a narrative item which outlined the arrangements for the Bury St Edmunds Summit on 13 October 2011.

The Borough Council would be hosting a "summit" of organisations and individuals who had a relationship with the town of Bury St Edmunds on 13 October 2011 commencing at 6.00 pm. The aim was that all organisations, big and small, which had a relationship of some sorts with the town and were enthusiastic about making the town the best it could be, could come together in one place at one time.

18. Town Vitality/Viability Indicators and Benchmarking Progress

The Working Party received a presentation from the Economic Development Manager regarding the possible methods for collecting quantitative and qualitative data about Bury St Edmunds town centre.

The presentation included the benefits of collecting this monitoring information which included the ability to benchmark the town against similar towns or towns in our region; identifying strengths, weaknesses and opportunities and the provision of an evidence base to support applications for funding for town centre projects. Some information was collected already, for example car parking events, vacancy rates and the total number and type of units. The presentation showed that car parking events had risen in July 2011 by 9% and by 3% in August 2011 and that the current town centre vacancy rate was 8%, which was within the range considered to be healthy.

Finally, the Economic Development Manager advised the Working Party that officers were working with Bid4Bury to jointly procure regular monitoring information.

19. Development Pipeline Update

The Working Party received a presentation from the Planning Policy and Specialist Services Manager regarding six sites in and around Bury St Edmunds; namely Tayfen Road, Station Hill, Shire Hall, Vinefields Farm, Suffolk Business Park and West Suffolk College.

20. Great Town Award

The Working Party received an update from the Planning Policy and Specialist Services Manager regarding Bury St Edmunds' nomination and shortlisting by the Academy of Urbanism in their Great Town 2012 Awards. The judges had visited the town in August 2011 and the Awards Ceremony would be held in London in November.

21. Markets Business Plan

The Working Party received an update from the Head of Property Services and Engineering regarding the future launch of the Markets Business Case. The business case was due to be circulated to traders commencing 14 September 2011 and developed the recommendations made by the National Association of British Market Authorities. The aim was to improve the trading environment within the market areas and secure their long term future and viability. The business case was expected to be discussed at a future Market Traders' Forum meeting.

The Head of Property Services and Engineering agreed to circulate copies of the Markets Business Plan to all Members of the Working Party.

22. Engineering Update

The Working Party received an update from Suffolk County Council regarding the following engineering projects:-

- (a) changes to Suffolk County Council's Highways and Transport Service;
- (b) Risbygate Street and St Andrews Street Enhancement project;
- (c) National Grid works; and
- (d) maintenance programme.

(Councillor Cockle left the meeting during the consideration of the item. Councillor Hordern left the meeting at the conclusion of the item).

23. Advertising Consent/A Boards/Licensing Update

The Working Party received an update from the Head of Property Services and Engineering which advised that Suffolk County Council was preparing a policy and undertaking a review which St Edmundsbury could feed into.

24. Bid4Bury Marketing Initiative

The Working Party received a presentation from Mark Cordell, Chief Executive of Bid4Bury, regarding the work Bid4Bury had been doing to create a new brand for Bury St Edmunds. Bid4Bury had led a group of partners, including the Tourism Group, Choose Suffolk, Theatre Royal and the Borough Council, who had been

involved in the selection and direction of the design company, Cubiq Design. Cubiq Design had created the brand 'Our Bury St Edmunds' which has a website that would be the main location for people wanting information about the town, its shops/services, entertainment and opportunities. 'Our Bury St Edmunds' was to be launched at an event at The Angel Hotel on 27 October 2011.

The Working Party was supportive of this initiative and particularly pleased to see the partnership working to avoid the duplication of websites for the town.

25. Dates of Future Meeting

The Bury St Edmunds Area Working Party noted the dates for future meetings as listed on the agenda.

26. Conclusion of Meeting

The meeting concluded at 7.10 pm.

This record has been completed by Andrea Mayley.

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