



Cabinet 1 December 2010

Recommendations from Haverhill Area Working Party: 11 November 2010 (Dec10/02)

Cabinet Member: Cllr Anne Gower *Chairman of the Working Party:*
Cllr Adam Whittaker

1. Queen Street Shop Front Grant Scheme (Report B284)

RECOMMENDED:- That

- (1) a time limit to March 2011 be given for the submission of planning/advertisement applications, as detailed in Section 4.1 of Report B284, and this limit be added to the Queen Street Shop Front Grant Scheme;***
- (2) the business located at 11 Queen Street, which had already obtained the necessary advertisement consent but had not undertaken the works within the specified six month timeframe, as detailed in Section 3.4 of Report B284, be granted an extension until March 2011 to carry out the works; and***
- (3) all successful applicants to the Scheme be advised of the timescales that will now apply.***

The award of the grants under the Queen Street Shop Front Scheme was subject to specific time restrictions for implementation, requiring the work to be carried out within six months from the notification of the award of the grant, or six months from the grant of planning permission or advertisement consent, where applicable.

To date, none of the schemes which were successful in their grant applications have been implemented. Although time limits were imposed between the award of the grant and implementation, or between obtaining the necessary consents and implementation, it was not thought necessary to impose a time limit between the award of the grant and the submission of the application for the necessary consent. However, experience has proved that this is where significant delays appear to be occurring.

Consideration was given to introducing a time limit for the submission of necessary applications for planning permission or advertisement consent and for undertaking the work that is to be grant assisted. It is suggested that applicants should be given up to March 2011 to prepare the necessary submissions with a period no greater than six months to be allowed for the approved works to be implemented.

In addition, a successful applicant to the Scheme located at 11 Queen Street, had already obtained the necessary advertisement consent but had not undertaken the works within the specified six month timeframe due to problems experienced with the chosen supplier. The Working Party therefore, considered it appropriate to enable this business further time to carry out the works and grant an extension until March 2011.

2. Review of Car Parking in Haverhill (Report B285)

(The recommendations emanating from Report B285 in connection with the review of car parking charges, will be included in a composite report for consideration by the Cabinet on 19 January 2011, together with the recommendations emanating from the Bury St Edmunds and Rural Area Working Parties in respect of this issue.)

3. Haverhill Town Centre Management: Update on New Photographic Images of Haverhill (Report B287)

RECOMMENDED:- That

- (1) the selected portfolio of photographic images for future marketing and promotion of Haverhill, as detailed in Section 2 of Report B287, be approved; and***
- (2) subject to (1) above, the portfolio of images, which would have copyright granted to the Borough Council, as outlined in Section 4.2 of Report B287, be available for use by the media, partners, businesses and residents in print and electronic forms, upon request.***

As part of the Haverhill Town Centre Management Work Programme and following a procurement process, 'The Design Office' was commissioned to capture new images of Haverhill within the previously approved budget of £3,500. The specification for the portfolio set out themes to be met, with several images contained within each theme, and these were detailed in Section 3.1 of Report B287.

Upon approval and settling of the invoice, the Borough Council will be granted copyright of the images and these photographs can be used for the purpose of promoting Haverhill to visitors and investors. The Working Party considered it appropriate that the portfolio should be available for use by media, partners, businesses and residents in print and electronic forms.

Members received a presentation of the images, some of which will also be used for the production of promotional postcards. The images to be used for the postcards are yet to be finalised and shortlisted suggestions of the Working Party will be considered in further detail at its next meeting on 16 December 2010. The Working Party expressed a preference to producing 1,000 units at a cost of £125; however, as this matter requires further consideration, which may result in an increase in costs, the budget required for the project will be recommended to Cabinet at its next meeting on 19 January 2011.

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