



Cabinet 19 January 2011

Recommendations from Haverhill Area Working Party: 13 January 2011 (Feb11/05)

Cabinet Member: Cllr Anne Gower

Chairman of the Working Party:

Cllr Adam Whittaker

1. Haverhill Town Centre Management: Use of New Haverhill Photographic Resource (Report B403)

RECOMMENDED:- That

- (1) 1,000 glossy postcards be produced by Suffolk County Council Design and Print at a cost of £240 allocated from the previously approved budget of £3,500 for the Haverhill Photographic Resource, as outlined in Section 2.6 of Report B403; and***
- (2) a selection of high resolution images from the Resource be provided to the printers to produce postcards for an additional cost of £195, which will also be met from within the existing budget, as outlined in Section 2.7(f) of Report B403;***

On 1 December 2010 Cabinet approved the portfolio of photographic images selected to be used to promote Haverhill (minute 89 refers). The Working Party considered it appropriate to produce promotional postcards using images from the collection to be offered for retail sale from various outlets in the town.

Report B403 outlined potential uses for the Photographic Resource, which had been granted copyright to the Borough Council, and provided details of possible partners that may wish to have access to the images to promote Haverhill to visitors, new residents, investment etc.

At the meeting the Haverhill Town Centre Manager tabled at the meeting examples of montages of selected images for the postcards, which received positive feedback from the Working Party. Members also considered that a programme for the use of this new Haverhill Photographic Resource should be developed by the Town Centre Manager, with support from the Communications Unit.

2. North West Haverhill Masterplan: Proposed Amendment (Agenda Item 11)

RECOMMENDED:-

That, subject to the approval of full Council, the following amendment to the previously adopted North-West Haverhill Masterplan be adopted as non-statutory planning guidance:-

the density and maximum height of any development located in one area at the eastern side of the site, which is currently designated for a density of 35 to 45 houses per hectare and a maximum height of two to three and a half storeys, be amended to a density of below 35 houses per hectare and a maximum height of between one and a half and two storeys.

On 29 June 2009, the Council adopted a Masterplan for the development of land identified for development by Policy HAV2 of the Replacement St Edmundsbury Borough Local Plan 2016 at North-West Haverhill (Full Council Minute 30 (B)(1) refers). The Masterplan was prepared by Bidwells Property Consultants on behalf of the consortium of landowners and was the subject of extensive consultation.

Following adoption, representations have been made by various interested parties to change the designation of one area at the eastern side of the site to lower the density and maximum height of any development. As the Masterplan has already been adopted, the Council is unable to require the landowners to make these changes, nor can it unilaterally agree to such a change. However, Bidwells have agreed to make the changes requested, but are required first, to undertake consultation in respect of the proposed changes, as detailed in the recommendation above.

Consultation commenced on 29 November 2010 and concluded on 31 December 2010, and no issues of concern have been raised.

(This item will also be considered by the Sustainable Development Working Party on 18 January 2011 (Report B425 refers) and the recommendations emanating from that Working Party are detailed in Report B414 contained elsewhere on this Cabinet Agenda.)

3. Haverhill Masterplan (Agenda Item 12)

(The recommendations emanating from the narrative item contained under Agenda Item 12 and presentation at the meeting, in connection with the development of a detailed town Masterplan for Haverhill, are included in a separate composite report from the Sustainable Development Working Party for consideration by the Cabinet, together with the recommendations emanating from the Bury St Edmunds and Rural Area Working Parties.)