



## Cabinet 27 April 2011

### Recommendations from Haverhill Area Working Party: 24 March 2011 (May11/03)

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

#### 1. ONE Haverhill: Update (Report B524)

***RECOMMENDED:- That***

- (1) three Members be nominated to sit on the ONE Haverhill Board following the forthcoming Borough Council elections in May 2011, as detailed in Section 2.4 of Report B524; and***
- (2) the Cabinet reviews how the Haverhill Area Working Party and ONE Haverhill might work together in the future.***

On 11 November 2010, the Working Party had noted a proposal to create a ONE Haverhill Board, which aimed to rationalise existing partnership structures in Haverhill (Report B283 refers). Since that time, all parties affected by the changes to the existing Haverhill Partnership structure have been involved in the development and detail of the new ONE Haverhill Board, which held its first meeting on 15 March 2011.

The principal objective of ONE Haverhill is to provide an opportunity to influence others and be a single, coherent voice for the town. It has a strong democratic core (officers cannot vote) and an inclusive approach to working in partnership.

Recruitment to the 19 places on the Board is currently underway with some transitional arrangements necessary to accommodate forthcoming elections and self nominations to the dedicated voluntary and community places. Three dedicated places have been allocated on the Board for Borough Councillors and in time ONE Haverhill will have a number of task and finish groups/forums which will require input from Members who have local knowledge, experience and influence in their communities.

Having acknowledged that the Council's recent capital investment in Haverhill was expected to decline in future years, and therefore the role and functions of the Working Party were likely to evolve in another direction, including working in partnership with other organisations, the Working Party supported the proposals.

**2. Haverhill Town Centre Management: Update on Haverhill Shopper Survey 2010 (Report B527)**

***RECOMMENDED:- That***

- (1) (a) the offer of a student placement from Kent Business School (KBS) to undertake a professionally designed and conducted survey in Haverhill Town Centre by a specifically selected student proposed by KBS, as detailed in Section 3.13 of Report B527, be accepted; and***

***(b) any expenses incurred by the student be reclaimable up to a maximum of £1,000 and funded from the original previously approved Haverhill Town Centre Management budget; and***
- (2) the Haverhill Town Centre Manager be authorised, in consultation with the Chairman and Vice Chairman of the Haverhill Area Working Party, to establish a programme of actions from the information emanating from the Haverhill Shopper Survey 2010, such as, regular shopper consultation; training programmes; collective marketing initiatives etc.***

On 22 April 2010, the Working Party approved an initiative to develop a programme of 'Marketing Master Classes' for independent shop owners in Haverhill, with the help of Professor Andrew Fearn, Professor of Value Chain Research at Kent Business School, the initiator of Tesco's Clubcard loyalty programme (Haverhill Area Working Party Minute 106 refers).

The first meeting of the small and medium sized businesses to develop the 'Marketing Master Classes' Project was held in July 2010. The partners included ten independent businesses and eight other organisations, with guidance provided by Professor Fearn. Initially, the partners decided they wished to better understand the behaviour and opinions of existing customers and devised its own Haverhill Shopper Survey. The survey was formally launched at 'TheBestofHaverhill' business networking event on 16 September 2010 and the results of the 1,095 responses were contained in Section 3 of Report B527, together with an analysis of the survey data and suggestions for meeting the respondents' collective retail needs.

The Working Party acknowledged that the conducting of this survey was an initial stage for making Haverhill a more attractive place for people to visit and shop. The analysis had proposed that *'serious consideration should be given to the development of a process that will provide stakeholders (that are willing and able to be more proactive in responding to consumer needs and wants), to capture the necessary information that will enable them to adapt their products and services'*.

Consequently, KBS has offered the time of a supervised student on placement in Haverhill for two or three months in summer 2011, to conduct another detailed shopper survey in the High Street. The Working Party noted that there will be no charge for the design of the survey, which will be devised in consultation with the

ten Haverhill business partners and others listed in Section 2.2 of Report B527; the student's time; or for the analysis of the survey results afterwards. Commercial rates for such a professional service would normally cost in excess of £3,500. The fees involved in this stage of the process will only be for the student's expenses, which are estimated to cost no more than £1,000. This cost can be met from the Haverhill Town Centre Management budget originally approved for the 'Marketing Master Classes' Project.

The Working Party also considered it appropriate for the Town Centre Manager to establish a programme of actions from the information emanating from the Haverhill Shopper Survey 2010, in consultation with the Chairman and Vice Chairman of the Working Party.

### **3. Environmental Enhancements: High Street, Haverhill (Report B528)**

#### ***RECOMMENDED:-***

***That, the terms of reference for the Environmental Enhancement Scheme for High Street, Haverhill, as detailed in Appendix A to Report B528, be approved.***

High Street, Haverhill last received public realm investment in the 1990s. On 1 December 2010, the Cabinet approved a £750,000 allocation of Growth Area funding for implementation of an environmental enhancement scheme for the High Street following consideration of a recommendation from the St Edmundsbury Growth Area Partnership Board (Minute 90(f): Cabinet 1 December 2010 refers).

The main intention is to undertake works to an area between the Market Square and Quakers Lane. This was not included in the works carried out in the 1990s. However, there are a number of other issues relating to the current layout of the High Street and management of traffic in this area and a long held desire to introduce full pedestrianisation to the street during the main part of the day. The Order proposing the pedestrianisation of the High Street and moving the Friday provisions market to the High Street, was advertised in 2010 and received several objections. Due to the proposed restrictions to loading and unloading, these objections need to be considered and determined by a Public Inquiry. The proposed date for this Inquiry is during September 2011, with an anticipated completion date in October 2011. The outcomes from this Inquiry will be incorporated within the scheme design, together with the outcomes of the public consultation on the scheme due to commence following the Borough Council's elections in May 2011.

Members supported the recommendations for the project to be overviewed by the Haverhill Area Working Party, which includes being the delegated budget holders for the scheme and approving the final design. However, the Working Party noted that as the works are on the highway, Suffolk County Council will need to be assured that the scheme meets its requirements. The terms of reference for the scheme are attached as Appendix A to Report B528.