

ST EDMUNDSBURY BOROUGH COUNCIL

HAVERHILL AREA WORKING PARTY

**Minutes of a meeting held on Thursday 29 July 2010 at 4.15 pm
in the Function Room, Haverhill Community Sports Association,
Chalkstone Way, Haverhill**

PRESENT: Councillor A Whittaker (Chairman)
Councillors Ager, Aitkens, Mrs Gower, Marks, Redhead,
Mrs Richardson and Mrs Rushbrook

BY INVITATION: Councillor Mrs Alexander, Portfolio Holder for Culture and Sport
Ms Tina Hanks, Haverhill Town Centre Manager
Mr Tom Harrison, Chairman of the Haverhill Community Sports
Association (for Minute 17 below only)
Mr G Mussett, Clerk to Haverhill Town Council
Mr Krys Zasada, representative of the National Association of British
Markets Authorities (NABMA) (for Minute 19 below only)

13. Substitutes

No substitutions were declared.

14. Apologies for Absence

Apologies for absence were received from Borough Councillor McManus and Haverhill Town Councillor Mrs McManus.

15. Minutes

The minutes of the meeting held on 10 June 2010 were confirmed as a correct record and signed by the Chairman.

16. Declaration of Interests

Members' declarations of interests are recorded under the item to which the declaration relates.

17. Haverhill Community Football Project: Update

The Working Party received and noted Report B147 (previously circulated), which was the Project Status Report (PSR) for the Haverhill Community Football Project as at 14 July 2010.

Immediately prior to the consideration of the PSR, Mr Tom Harrison, Chairman of the Haverhill Community Sports Association, welcomed Members to the venue. He informed the Working Party that the official opening of the facility would be held on 7 August 2010 and all Members were invited to attend. He expressed his thanks to the Borough Council, as one of the major funding partners for the scheme, and also commended Howard Cook, Leisure Development Officer, for his excellent work in progressing the project to completion.

(At this point, Mr Harrison left the meeting.)

The Leisure Development Officer drew relevant issues to the attention of the Working Party, including that discussions had been held with neighbouring residents to address potential concerns, and community groups had been provided with a tour of the facility. No issues of concern had been expressed and it was considered that the majority of nearby residents were in support of the scheme. In addition, following the successful receipt of grant funding from the local Suffolk County Councillor's locality budget, an irrigation kit had been purchased to maintain the condition of the main pitch, together with equipment for the facility's physiotherapy room.

In response to a question, the Working Party was informed that following occupation of the building, vandalism to the site had subsided and the additional security measures were no longer required.

The Working Party also acknowledged the tremendous work of the Leisure Development Officer, in enabling the project to come to fruition.

(Councillor Mrs Rushbrook arrived during the consideration of this item.)

18. Haverhill Player Development Centre

The Working Party considered Report B148 (previously circulated), which sought approval for the establishment of the Haverhill Player Development Centre and for an element of the Borough Council's annual management fee to Abbeycroft Leisure be allocated towards the operation of this facility.

The establishment of the Haverhill Player Development Centre at Haverhill Community Sports Association, Chalkstone Way was proposed to help achieve development targets contained in the funding agreement with the Football Foundation (FF) for the Haverhill Community Football Project. The Project was handed over to Haverhill Community Sports Association in June 2010 and would officially open on 7 August 2010.

The Player Development Centre would provide coaching for under 18s, under 16s, women and girls, disabled players and train future coaches by offering the opportunities for players and coaches of all abilities to improve their skills by implementing the Football Association's skills programme. The principal objectives of the programme were detailed in Section 4.4.2 of the report. Participation and performance of the Centre would be reported to the new Haverhill Community Sports Partnership, the monitoring body for the Haverhill Community Sports Association.

The Borough Council made an annual contribution towards the cost of the existing football school in Haverhill via the management fee allocated to Abbeycroft Leisure. Abbeycroft Leisure currently awarded a £17,000 grant to the football school, which presently funded one youth team and coach. It was proposed that this funding would instead be allocated to the new Player Development Centre and Suffolk County Football Association would be contracted directly by Abbeycroft Leisure to manage the programme. The funding arrangement would be kept under annual review.

Councillor Mrs Alexander, Portfolio Holder for Culture and Sport, stated that given the current economic climate, the completion of the Project was a tremendous achievement for Haverhill, which would benefit the whole community. The success of the Development Centre was paramount to achieve the development targets contained in the funding agreement with the FF, and participation should be encouraged from as wide a spectrum of the community as possible. The Working Party supported Councillor Mrs Alexander's comments and it was delighted that this facility would promote participation by other community groups such as the disabled, women and girls. In addition, any support and assistance provided for unpaid coaches was welcomed, as volunteers were quite often difficult to recruit and sustain.



RECOMMENDED:- That

- (1) the Haverhill Player Development Centre be established and commence in the 2010/2011 football season as a means of delivering the development targets contained in the funding agreement for the Haverhill Community Football Project;**
- (2) Abbeycroft Leisure contract Suffolk County Football Association to carry out the Development Centre work; and**
- (3) (a) an element of the management fee from the Borough Council to Abbeycroft Leisure that was formerly used to fund the Haverhill Football School, as detailed in Section 4.6 of Report B148, now be used to fund the Player Development Centre; and**
(b) this position be kept under annual review.

(Councillor Aitkens arrived during the consideration of this item.)

19. Markets Review

The Working Party considered Report B144 (previously circulated) which sought approval for the recommendations emanating from the Markets Review, as the basis for future action.

In order to facilitate future growth and development of the provisions markets in St Edmundsbury, the Cabinet had resolved that a review of the markets service be undertaken and appointed consultants, the National Association of British Markets Authorities (NABMA), to undertake this review. For the review to be successful it was recognised that extensive consultation should be undertaken with various stakeholders including market traders, users and non-users of the service, Chambers of Commerce, retailers, Town Centre Management, Town Councils, Members and officers.

NABMA had now undertaken a full review of the service and together with collating feedback gained through workshops and written representations, it had completed a report which was attached as Appendix A to the Report, and incorporated recommendations for future service improvements.

Mr Krys Zasada, a representative of NABMA, undertook a presentation and comprehensively explained the findings which were detailed in the Markets Review report.

The review had concluded that St Edmundsbury's market operation was very efficient, with a 'lean' structure delivering a significant trading profit. Bury St Edmunds' market was thriving and popular with a good range and quality of products. The response of stakeholders to the Markets Review was also excellent, both in terms of participation and support for the markets. However, the review had concluded that Haverhill market was struggling, particularly on Fridays, and had a very different demographic base to that of Bury St Edmunds. In order to ensure that the markets were able to thrive and be sustainable, the review had recommended a number of changes which could be introduced to improve the markets at both locations.

With particular reference to the Haverhill market, the following conclusions had been made:-

- (a) the Friday market would benefit from repositioning along the High Street to improve its prospects;
- (b) the relationship between the stalls and the shops on the High Street could be improved;
- (c) Haverhill Town Council had developed considerable experience in respect of delivering specialist markets and closer working relationships could benefit operations; and
- (d) there appeared to be a lack of data in relation to footfall, in respect of where shoppers came from and the pedestrian flow between the town centre and the new Tesco store/leisure complex.

In addition to the recommendations made by NABMA to help improve both markets, the consultants had recommended the following specifically for the Haverhill market:-

- (a) the stall layout of its Saturday market should be reviewed to ensure that accessibility and permeability was improved as well as access to surrounding shops. The review should also consider the offer that first greeted the customer in terms of the visual attractiveness of the commodity and stall layout;
- (b) its plan to relocate the Friday market from Market Square to the High Street, should be continued, whilst having regard to the detail contained in (a) above; and
- (c) closer working arrangements should be sought with Haverhill Town Council and the Town Centre Manager to better integrate the market with specialist markets provided by the Town Council.

Members were also informed of the feedback from the stakeholders' consultation meeting held immediately prior to the Working Party meeting. The recommendations had been fully supported although concern had been expressed by three attendees regarding the effect of the proposed relocation of the market to the High Street on Fridays, with particular reference to access for blue badge holders, the width of the road and disabled access generally.

Mr Zasada comprehensively responded to questions raised by the Working Party, who made specific reference to the following:-

- (a) advice on the process by which the marketing of the market could be improved;
- (b) that specialist advice would be required to implement a marketing package;
- (c) the involvement of market traders in any changes should be paramount to ensure effective communication and encourage the participation in any suggested improvements;
- (d) NABMA's recommended adoption of a policy in respect of market rights;
- (e) the option to move the Friday market to an alternative day; however this was not recommended at this stage as traders often attended different markets in the region throughout the week, which could result in traders not being available in Haverhill on an alternative day to a Friday; and

- (f) whether incentives should be introduced to encourage new traders.

Expressions of thanks were given to Mr Zasada for his comprehensive report and to Cameron Findlay, Parking Services Manager, for his work on assisting with the review.



RECOMMENDED:-

That the recommendations as detailed in Section 4 of the Markets Review, attached as Appendix A to Report B144, be adopted as the basis for future action.

(Councillor Mrs Alexander left the meeting during the consideration of this item. Mr Zasada left the meeting at the conclusion of this item.)

20. Haverhill Town Centre Management: Update on Work Programme to December 2010

The Working Party received and noted Report B149 (previously circulated), which provided an update on progress on the Haverhill Town Centre Management Work Programme.

The Haverhill Town Centre Manager provided additional information on the Town Centre Management activities outlined in Table 1 of the report, and an update on progress in respect of the initiatives and activities undertaken since the approval of the original Work Programme in July 2009.

Additional information included:-

- (a) the event arranged to animate Queen Street on 30 July 2010 which was designed to encourage children to participate in making various crafts. On 27 August 2010, a 'Teacup' fairground ride would be installed and on 24 September 2010, the event would encourage participants how to perform magic tricks; and
- (c) the Town Centre Manager had responded positively to feedback that had emanated from her newspaper column published in the Haverhill Echo on the last Friday of each month.

In response to a question, the Working Party was informed that it had not yet been determined when the Purple Flag accreditation requirements, as detailed in Item A of Table 1, would progress, as discussions were yet to be held with Suffolk County Council (SCC). SCC was the agency required to progress a number of the issues identified in the scheme. However, initial indications had shown that the Police had been in favour of the scheme.

21. Haverhill Town Centre Management: Update on the Haverhill Residential Welcome Pack

The Working Party considered Report B150 (previously circulated) which sought a decision on whether to continue progressing the compilation of the Haverhill Residential Welcome Pack, as previously approved in the Town Centre Management Work Programme.

It had been agreed that a working group of three Members, assisted by officers would be established to help develop the Haverhill Residential Welcome Pack, subject to a representative of Haverhill Town Council being one of the three Members on this

group (Minute 78 (ii)(b) of the minutes of the Working Party meeting held on 14 January 2010 referred). Borough Councillors Ager and Mrs Rushbrook and Haverhill Town Councillor Mrs Marks volunteered and the group had met on three occasions between February and May 2010.

The objectives of the Welcome Pack were to:-

- (a) assist newcomers to Haverhill by providing details of those trades and services typically being sought by newcomers;
- (b) list the range of shops and service providers, including those on the industrial and commercial estates/business parks; and
- (c) include contacts for schools, doctors, health and leisure facilities, and other similar amenities.

The report outlined how the Pack would benefit newcomers to the town and a list of suggested contents of the Pack was attached as Appendix A to the report. The report also detailed how the Pack would be distributed and addressed the issue of keeping the material up to date and current. The cost of the Pack to produce an initial distribution of 500 packs was estimated at £945 which equated to £1.89 per pack.

The working group had a divergence of views on the merits of producing the Packs, and principally whether the cost to produce the Packs represented good value for money, particularly as material could become out of date relatively quickly.

The Town Centre Manager presented a sample of the Welcome Pack, which was a transparent, Haverhill-branded, plastic wallet, containing examples of the possible content. A detailed discussion was held on the merits of pursuing the production of the Packs, but the following concerns were expressed:-

- (a) that the majority of the information contained in the Pack could be accessed via the Internet, which was easily maintained and kept up to date;
- (b) the estimated cost of £945 for 500 Packs appeared unjustifiable;
- (c) whether 500 Packs would sufficiently meet initial demand;
- (d) the Packs did not encourage community spirit between neighbours to welcome newcomers;
- (e) the Packs were not environmentally-friendly with the production of excessive paper-based material;
- (f) should the decision be taken to post the Packs to newcomers, this could amount to over £2.00 per pack, which also appeared excessive; and
- (g) the Pack was duplicating information that was already available, such as the Haverhill Business Directory, which was proposed to be contained in the Pack. The majority of Members considered that the existing Directory was an excellent resource, which would adequately provide enough information to direct people to services in Haverhill and could be accessed from the Borough Council's offices located in Lower Downs Slade.

Some Members considered the Packs were beneficial, particularly as many residents did not have access to the Internet. A suggestion was made that Estate/Letting Agents in the town should be approached to distribute the Packs to newcomers to eliminate postal costs, but the majority of Members considered this

suggestion should only be pursued if asking for the existing Haverhill Business Directory to be distributed, rather than the Pack.

The majority of Members concluded that the production of the Welcome Pack was not necessary or value for money and should not be pursued.

RESOLVED:- That

- (1) the production and distribution of the Haverhill Residential Welcome Pack be not pursued; and
- (2) Estate/Letting Agents located in Haverhill be approached to distribute the Haverhill Business Directory to new residents to the town.

(Mr Mussett, Clerk to Haverhill Town Council, left the meeting during the discussion of this item.)

22. Haverhill Street Shop Front Grant Scheme: Update

The Working Party considered a narrative item which provided an update on the current position of the Queen Street Shop Front Grant Scheme.

On 10 December 2009, the Working Party approved nine applications for grants under the criteria of the Queen Street Shop Front Grant Scheme (Minute 64 referred). The Working Party noted that the current position was as follows:-

- (a) of the nine successful applicants, three needed to obtain planning permission, four were required to obtain advertisement consent, one had to supply further details and one could begin the works immediately;
- (b) of the seven applicants that were required to obtain one or other forms of consent, one had already obtained advertisement consent and one had submitted a planning application, which was currently being considered. The remainder had had difficulties with the process of submitting an application; and
- (c) of those that had obtained consent or was not required to do so, a number had struggled to find contractors to undertake the work.

Following investigation, the successful recipients of grants were reporting that in the current economic climate, it had been difficult to focus on enhancing their shop fronts, as they were concentrating on ensuring their businesses remained afloat. The officers would continue to provide support to encourage the improvements to be undertaken and were hopeful that following the completion of enhancing the initial shop fronts, the scheme would gain momentum.

The Working Party considered that whilst this information was disappointing, it was realistic that the improvements to shop fronts were not necessarily a priority for traders. However, it also acknowledged that officers of the Planning and Economic Development Section had encouraged progression of this scheme.

It was proposed that a detailed report be presented to a future meeting of the Working Party to provide the following:-

- (1) whether the Local Authority Business Growth Incentive (LABGI) scheme allocation was required to be used by a specific deadline or could be allocated to another project in Queen Street or elsewhere in the town, if appropriate;

- (2) whether the Borough Council needed to enforce a deadline in which successful applicants were required to begin obtaining the necessary consents; and
- (3) the extent in which successful applicants that did not require necessary consents, had struggled to source appropriate contractors to undertake the work.

RESOLVED:-

That, a comprehensive report detailing options to progress the Queen Street Shop Front Grant Scheme, including addressing the issues highlighted in (1) to (3) above, be presented to a future meeting of the Working Party.

23. Queen Street Gates: Launch Update

(Councillor Mrs Richardson declared a personal interest as an employee of Haldo Developments Limited, which had supplied equipment to enable the 'Gates to Inspire' located in Queen Street, to be illuminated at night and remained in the meeting for the consideration of this item.)

The Working Party received and noted an oral update on the 'Gates to Inspire' launch event held on 16 July 2010 in Queen Street, Haverhill.

Councillor Mrs Richardson, Chairman of the Public Art for the Town Centre of Haverhill (PATCH), provided an oral report in respect of this item, together with a presentation of photographs depicting scenes the launch event.

Councillor Mrs Richardson then provided a brief synopsis on the background to the launch, including how the gates had largely been designed by the students of Samuel Ward Arts and Technology College and Castle Manor Business and Enterprise College. She explained that the launch event was extremely successful with positive feedback received and she wished to record her personal thanks to the following people, for enabling the project to be completed:-

- (a) Carol Rowntree, Economic Development Officer;
- (b) Jeff Horner, Senior Engineer;
- (c) the appointed manufacturer of the gates, Metcraft Engineering Limited;
- (d) school children of both the primary and upper schools in Haverhill that were involved in the design and attended the launch event. Particular recognition was given to Tom Bailey, a student, who provided a speech at the launch event;
- (e) Tina Hanks, Town Centre Manager, who had organised additional events to be held in conjunction with the launch event; and
- (f) Neil Williams, Head of Art at Samuel Ward Arts and Technology College, who Councillor Mrs Richardson considered had provided an outstanding contribution to the project.

The Working Party acknowledged the success of the launch event and was extremely pleased that the project had been successfully completed. Thanks were also expressed to Councillor Mrs Richardson for her valuable contribution to the scheme.

24. Dates of Future Meetings

The Working Party confirmed that the next meeting would be held on 9 September 2010 at 4.15 pm; however, at the request of the Chairman, the meetings already arranged for 21 October and 9 December 2010 would need to be rearranged.

The Chief Executive reported that it was anticipated that immediately prior to the meeting originally scheduled for 21 October 2010, a tour would have been undertaken of the former Gurteens Factory Site. This tour would now be rearranged to an alternative date to coincide with the rescheduled meeting. The Committee Administrator would circulate the dates of future meetings in due course.

The meeting concluded at 6.58 pm.

**A WHITTAKER
CHAIRMAN**