



Haverhill Area Working Party 29 July 2010

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

1. Purpose of the Report

- 1.1 The purpose of the report is for the Working Party to receive an update on the progress of the Member/officer working group that has been set up to develop the Haverhill Residential Welcome Pack. Members will recall that this was agreed on 22 April 2010 (Report A646, Table 2, Item 7 refers). The Working Party is asked to consider the recommendations set out in Section 4 of this report.

2. Proposal

- 2.1 It was previously agreed that a working group of three Members, assisted by officers would be established to help develop the Haverhill Welcome Pack, subject to a representative of Haverhill Town Council being one of the three Members on this group. (Minute 78(2)(b) of the minutes of the Working Party meeting held on 14 January 2010 refers).
- 2.2 Borough Councillors Ager and Mrs Rushbrook and Haverhill Town Councillor Mrs Margaret Marks volunteered and the group met on three occasions between February and May 2010.

3. Progress made by the working group to date:

- 3.1 The aim of the Residential Welcome Pack was agreed as:-
- (a) to assist newcomers to Haverhill by providing details of those trades and services typically being sought by newcomers;
 - (b) to list the array of such shops and service providers including those on the industrial and commercial estates/business park; and
 - (c) to also include contacts for schools, doctors, dentists, health and leisure facilities, vets, waste facility, library and other similar amenities.
- 3.1.1 The Pack would potentially:-
- (a) benefit in movers to quickly source what they need;
 - (b) signpost potential new business to existing businesses and service in Haverhill; and
 - (c) thus help improve the economy of the town.

3.2 Target recipients would be:-

- (a) initially: in movers to Haverhill and visitors; and
- (b) later: those who moved in perhaps a year or so ago, depending on the cost of this.

3.3 **Content of the Welcome Pack**

3.3.1 The list of contents agreed to date are as follows:-

- (a) contained within a transparent wallet, with the CB9 and St Edmundsbury Borough Council (SEBC) logos on the front, with a colour copy of the illuminated image of St Mary's Church as the back page;
- (b) a collection of directories, lists, leaflets, magazines, designed to provide someone new to the area with all the customary contacts which they require;
- (c) coupons/vouchers to be used in businesses that provided them; and
- (d) a copy of a questionnaire, designed by the working group, with quarterly prize draws.

3.3.2 Attached as Appendix A to the report is a further list outlining the proposed content of the Pack. The Town Centre Manager will present a mock-up sample of the Pack at the meeting.

3.4 **Distribution channels**

3.4.1 The Pack would be distributed via:-

- (a) six estate agents located within the town;
- (b) the library;
- (c) the Borough Council Offices;
- (d) the Haverhill Arts Centre;
- (e) by post from the Revenues and Benefits Section (Council Tax Issuing);
- (f) Havebury Housing Partnership; and
- (g) other Registered Social Landlords.

Members will remember that local estate agents had previously declined to stock these packs. However, the Town Centre Manager has met with them and explained how they could benefit (their details/coupons could be included) and so has obtained their support to be involved with this initiative.

3.5 **Translations into other languages**

3.5.1 The group concluded that the Pack was aimed at those coming to live here, for example, owner/occupiers and renters, and that they are likely to have a fair command of the English language. But with the links/contacts provided in the material, anyone who required this service, would be able to access it.

3.6 Extended Map of Haverhill

- 3.6.1 Copies of the existing larger maps of Haverhill, produced by Suffolk County Council (SCC) would be used in order to avoid spending money on drawing up one, especially for this Pack. There were sufficient copies to include in the first 100 packs, which the group decided that should be made up initially.
- 3.6.2 It is expected that Codair, the business which produced the map for SCC, would be producing updates within the next year or so and that copies of those could be used in future.

3.7 Keeping the material up to date

- 3.7.1 The group was divided on this issue; one Member was very concerned that the material/contacts would quickly be out of date and also time would need to be expended to maintain the material, fill and produce the packs etc.
- 3.7.2 It was agreed however, that with the Economic Development Section's contact details; the SEBC website printed on the wallet; and with the web links of many of the statutory agencies printed on the computer generated lists, the reader would have sufficient contacts to obtain updates.
- 3.7.3 Others were of the opinion that the majority of the contacts and links would remain unchanged and that once the newcomer had been living here for a short while, that person would be able to quickly find their own way to keep up to date.

3.8 Using printed or computer based information and material

- 3.8.1 One Member was of the view that hard copies became very quickly out of date so most people would resort to the Internet, in which case the Pack would duplicate the work of a new business in town and that the cost was a concern.
- 3.8.2 Other views were that when moving in, often the telephone landline is not installed immediately and similarly with the Internet.
- 3.8.3 One Member conducted a straw poll among approximately 30 peers regarding the value they would place on the Pack and also, whether they would rely on the Internet to establish these contacts or whether a wallet with lists, directories and leaflets would be preferred. More than half of those consulted stated that if they were moving in to Haverhill, they would be grateful for a 'Welcome Pack' because they would really feel they were being welcomed to the town. Many said that they would not be able to initially use their computer or have time to head off to the library. Some in that group who have been living in Haverhill all their lives said that even now, they would welcome such a pack.
- 3.8.4 One of the key influencing businesses in Haverhill was approached about the validity of the Pack and about it being paper based. In their view, whilst they acknowledged that the move was definitely towards an Internet-based society, such a Pack would play a significant part in helping to make newcomers to Haverhill very welcome.

3.8.5 Another Member acknowledged that they were doubtful about the role of the Pack but over a period of time on the group, had come to see the validity and benefit of it; particularly since this was aiming to be Haverhill-centric and would promote the local businesses and services to incomers.

3.9 *'Thebestofhaverhill'*

3.9.1 As requested, the Town Centre Manager consulted with the organiser of *'Thebestofhaverhill'* to establish if their service was effectively duplicating the Welcome Pack. The organiser has confirmed that their work was very different. They supported the establishment of the pack.

3.10 **Timing of production**

3.10.1 September 2010 was seen as the next best time to have Welcome Packs available for distribution.

3.11 **Costs**

3.11.1 Supply and print in one colour, CB9 and SEBC logo,
500 Polyfiles (1.34 ea) = £670
Plus origination and artwork = £175

500 colour copies of St Mary's Church, original supplied free of charge by Haverhill Town Council and copied in house, say = £50
Cross charged to Revenues and Benefits Section (Council Tax issuing)
for postage of 25 packs say = £50

Total with existing map £945

This equates to £1.89 per Welcome pack

3.11.2 The cost of the Welcome Packs has given rise to some concerns and the Working Party is now asked to consider whether this represents good value for money and should be pursued. The delegated working group has a divergence of views on the merits of continuing with the packs.

4. **Recommendations**

4.1 It is **RECOMMENDED** that:-

- (1) the Working Party consider the update and findings from the delegated working group, as detailed in Section 3 of Report B150, and clarifies whether it wishes to continue with the Haverhill Residential Welcome Pack initiative; and
- (2) Given the decision at (1) above, the Town Centre Manager be instructed to continue or cease work on this initiative.

For further information, please contact:-
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APPENDIX A:

The list of contents of the proposed Haverhill Welcome Pack:

The town centre shops and services directory

A questionnaire with quarterly prize draws

Bus timetables

Arts Centre, Leisure Centre, Cineworld magazines and flyers

Community Spirit,

Haverhill Life

Waste service leaflet

Copies of local papers

History society leaflet,

Listings of:

- Crown health centre, doctors, dentists, health centres, hospitals, schools, colleges, academies, nurseries, child care centres, hotels and B&Bs, care homes, sheltered accommodation, CAB, CAP, CU, Police, garden centres, nurseries, Haverhill in Bloom
- plumbers, electricians, plumbing and electrical supplies, builders, builders merchants, decorators, gardeners, carpenters, carpet suppliers, vets, removal and storage firms, dry cleaners with alterations service, tailors, supermarkets, market days, details of car parks, garages, door step milk deliveries, location of civic amenity site – tip – and opening times; vouchers, and coupons from businesses,

with web links