

**ST EDMUNDSBURY BOROUGH COUNCIL**

**HAVERHILL AREA WORKING PARTY**

**Minutes of a meeting held on Thursday 24 March 2011 at 4.15 pm  
in the Meeting Room, Castle Manor Business and Enterprise College,  
Eastern Avenue, Haverhill**

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

BY INVITATION: Ms Tina Hanks, Haverhill Town Centre Manager  
Ms Clair Harvey, Business Development Specialist, Suffolk County  
Council (for Minute 55 below only)  
Ms Suzanne Buck, Representative of Suffolk County Council's  
Highways Section (for Minute 59 below only)

**51. Substitutes**

No substitutions were declared.

**52. Apologies for Absence**

Apologies for absence were received from Borough Councillors Ager and  
Mrs Gower, and also from Haverhill Town Councillor Mrs E McManus.

**53. Minutes**

The minutes of the meeting held on 13 January 2011 were confirmed as a  
correct record and signed by the Chairman.

**54. Declaration of Interests**

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

**55. ONE Haverhill: Update**

The Working Party considered Report B524 (previously circulated) which sought  
approval for three Members of the Borough Council to be nominated to sit on the ONE  
Haverhill Board following the forthcoming Borough Council elections in May 2011.

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 referred). Since that time, all parties affected by the changes to the  
existing Haverhill Partnership structure had been involved in the development and detail  
of the new ONE Haverhill Board, which had held its first meeting on 15 March 2011.  
The principal objective of ONE Haverhill was to provide an opportunity to influence  
others and be a single, coherent voice for the town. It had a strong democratic core, as  
officers could not vote, and an inclusive approach to working in partnership.

Recruitment to the 19 places on the Board was currently underway with some  
transitional arrangements necessary to accommodate forthcoming elections and self  
nominations to the dedicated voluntary and community places. Three dedicated places  
had been allocated on the Board for St Edmundsbury Borough Councillors and in time  
ONE Haverhill would have a number of task and finish groups/forums which would

require input from Members who had local knowledge, experience and influence in their communities.

The Chief Executive also reported that the development of the ONE Haverhill Board would enable organisations to pool resources to provide enhanced services for the community, such as in respect of planning matters, health issues, support currently offered by the voluntary sector etc. The objectives of the Board were also consistent with Suffolk County Council's New Strategic Direction, which promoted stronger community involvement and localism.

Having acknowledged that the Borough 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. Members were particularly encouraged that the Board would support task and finish groups as this had been an area that the Working Party had shown particular strength.



**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.**

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

*(Clair Harvey left the meeting at the conclusion of this item.)*

#### **56. Haverhill Town Centre Management: Town Centre Management Activities to June 2011**

The Working Party received and noted Report B525 (previously circulated) which provided an update on the Haverhill Town Centre Management Work Programme.

The Haverhill Town Centre Manager provided an update on the following items:-

- (a) Item D(e): 'Job Centre Plus (JCP) bus initiative', was due to continue operating until May 2011;
- (b) Item D(f): 'Job Centre Plus (JCP)/Suffolk County Council (SCC)': the Working Party noted that *'Backing Young Haverhill'* was a working title at the current time and had not formally been approved for publicity purposes in respect of the Not in Employment, Education or Training (NEETS) Project. Matthew Hancock MP had confirmed that he would formally launch the NEETS Programme on 20 May 2011; and
- (c) Appendix A attached to Report B525, Animating the Plaza: Confirmation had been given that on Saturday 16 April 2011, a children's entertainer would be located at the Plaza, providing face painting activities. In addition, on 9 July 2011, as part of its Arts Week, Castle Manor Business and Enterprise College wished to provide an activity on the Plaza based on this theme.

Councillor Marks reported that the Safer Neighbourhood Team meetings had been held four times a year and these had been particularly successful in engaging the community.

#### **57. Haverhill Town Centre Management: Use of New Haverhill Photographic Resource**

The Working Party considered Report B526 (previously circulated) which provided an update regarding the new Haverhill Photographic Resource.

The Haverhill Photographic Resource was now available to be accessed via: [www.cb9haverhill.co.uk](http://www.cb9haverhill.co.uk). Each image was branded with the CB9 logo and copyright had been granted to the Borough Council.

1,000 postcards had also been produced incorporating nine images selected from the Resource, which had been approved at the last meeting of the Working Party on 13 January 2011 (Minute 43 referred). Section 5 of the Report detailed how these postcards would be distributed to promote Haverhill as a quality place to live, work, visit, etc.

Invitations had been sent to Borough Council officers asking them to use the images when promoting Haverhill and to offer this resource to other agencies and partners, as appropriate. Section 6.2 of the Report provided a list of partners that had already been sent the website link to encourage them to use the images to promote Haverhill. The Haverhill Town Centre Manager asked Members to provide her with additional details of those that may wish to be added to this list. No further organisations were suggested at the meeting, therefore, the Working Party was advised to forward their suggestions directly to the Town Centre Manager by email.

The Working Party provided supportive feedback on the quality of the postcards and stated that they had received positive comments from those that been sent the postcards. In response to a question, the Town Centre Manager informed the Working Party that she would provide an additional six postcards to each Member of the Working Party to enable further distribution of the postcard.

RESOLVED:- That,

- (1) any group, agency or partner that wished to be added to those already listed in Section 6.2 of Report B526 be provided to the Haverhill Town Centre Manager;
- (2) the link to the website containing the Haverhill Photographic Resource be forwarded to them, as appropriate; and
- (3) six additional postcards be forwarded to each Member of the Haverhill Area Working Party by the Haverhill Town Centre Manager.

#### **58. Haverhill Town Centre Management: Update on Haverhill Shopper Survey**

The Working Party considered Report B527 (previously circulated) which provided an update regarding the findings of the Haverhill Shopper Survey launched in September 2010. Approval was also sought for the acceptance of a student placement from Kent Business School (KBS) to undertake a detailed, professionally compiled survey to be conducted in Haverhill Town Centre in summer 2011.

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 Fearne, Professor of Value Chain Research at Kent Business School (KBS), the expert leader of Tesco's Clubcard loyalty programme (Minute 106 referred).

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 Fearne. 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, together with an analysis of the survey data and suggestions for meeting the respondents' collective retail needs.

Together with the partners, 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 had 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 would be no charge for the design of the survey, which would be devised in consultation with the ten Haverhill business partners and others listed in Section 2.2 of the Report, 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 would only be for the student's expenses, which were estimated to cost no more than £1,000. This cost could be met from the Haverhill Town Centre Management budget originally approved for the 'Marketing Master Classes' Project.

The Working Party noted the results of the survey with interest and considered the offer of the student placement would be beneficial for the town. Members were particularly encouraged to learn that expenses that may be incurred by the student would be funded from the original Haverhill Town Centre Management budget and approval was not sought for additional funding. The Working Party also agreed with the Town Centre Manager's proposals for a programme of actions to be established from the information emanating from the Haverhill Shopper Survey 2010, such as, regular shopper consultation; training programmes; collective marketing initiatives etc. This action plan was to be completed in consultation with the Chairman and Vice-Chairman of the Haverhill Area Working Party.

The Working Party acknowledged that this was the last meeting attended by the Haverhill Town Centre Manager and the Chairman commended her hard work and commitment to Haverhill since her appointment in June 2008.



**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.*

*(The Haverhill Town Centre Manager left the meeting at the conclusion of this item.)*

### **59. Environmental Enhancements: High Street, Haverhill**

The Working Party considered Report B528 (previously circulated) which sought approval for the programme for delivery of the High Street Environmental Enhancement Project in Haverhill.

There had been significant public realm investment in the centre of Haverhill in recent years, including the creation of the Town Hall Annexe car park, Jubilee Walk Enhancements, changes to the bus station and most recently the enhancement of Queen Street. The High Street 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 referred).

The main intention was 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 were 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 needed to be considered and determined by a Public Inquiry. The proposed date for this Inquiry was during September 2011, with an anticipated completion date in October 2011. The outcomes from this Inquiry would be incorporated within the scheme design, together with the outcomes of the public consultation on the scheme to commence following the Borough Council's elections in May 2011.

Attached as Appendix A were the terms of reference for the proposed scheme, which included proposals for the Haverhill Area Working Party to be the delegated budget holders for the scheme and approving the final design. However, Members noted that as the works were on the highway, Suffolk County Council would need to be assured that the scheme met its requirements. Appendix B contained a preliminary programme for the works which indicated the scheme would be completed by the end of July 2012.

The Head of Property and Engineering Services introduced Suzanne Buck of Suffolk County Council's Highways Section, who would be co-ordinating the design for the scheme now that the Borough Council's Highway Agency Agreement with Suffolk

County Council had expired. A discussion was held on the proposed design of the scheme including proposed signage and the possibility of implementing shared space between vehicles and pedestrians.

In response to a question, the Working Party was informed that regardless of the outcomes of the Public Inquiry, enhancements would still be undertaken in the High Street. Proposals for the scheme would be brought back to a future meeting of the Working Party for consideration following the outcome of the Inquiry. Members also emphasised that as part of the consultation exercise, the secondary schools located in Haverhill should be consulted to ensure the views of young people were taken into account.



**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.***

**60. Conservation Area Partnership Scheme, Haverhill: Update**

The Working Party considered a narrative item in respect of the proposed Conservation Area Partnership Scheme in Haverhill.

On 13 January 2011 the Working Party had noted there was a possibility of obtaining grant funding from English Heritage for making improvements to the Victorian houses at the north end of Hamlet Road (Report B404 referred). Since then, an embargo had been put in place on English Heritage offering any grant aid for area schemes. The loss of this potential matched funding meant that it was no longer viable to proceed with the Conservation Area Partnership Scheme.

The Working Party was disappointed to learn this information and asked whether the scheme could be pursued in another format. In response, the Working Party was informed that should the opportunity arise whereby match funding could be obtained to the same level as previously offered by English Heritage, then this could be readdressed.

The discussion continued and the Working Party made reference to the Queen Street Shop Front Grant Scheme and whether progress had been made in respect of enhancements to shop fronts in Queen Street. Particular attention was given to the deteriorating appearance of the Queen's Head Public House, which had not been eligible for the scheme as it was not a retail premises; however, Members considered that should monies be available to support the refurbishment of this Public House, this possibility should be investigated. In response, the Working Party was informed that as the Public House was a listed building and located in a Conservation Area, investigations would be undertaken with the Borough Council's Conservation Area Officers to seek advice and support to potentially enable improvements to be made to the building.

**RESOLVED:-**

That, investigations be undertaken with the Borough Council's Conservation Officers to seek advice and support to potentially enable improvements to be made to the Queen's Head Public House, Queen Street, Haverhill.

## **61. Dates of Future Meetings**

The Working Party confirmed the following dates for future meetings in 2011:-

9 June;  
21 July;  
8 September;  
27 October; and  
15 December.

All dates were Thursdays and the meetings would commence at 4.15 pm.

The meeting concluded at 5.36 pm.

**CHAIRMAN**