

**ST EDMUNDSBURY BOROUGH COUNCIL**

**HAVERHILL AREA WORKING PARTY**

**Minutes of a meeting held on Thursday 26 January 2012 at 4.15 pm  
in the Conference Room, Samuel Ward Academy, Chalkstone Way, Haverhill**

PRESENT: Councillor Mrs K D Richardson (Chairman)  
Councillors Ager, Ms Byrne, French, Mrs Gower, Marks, McManus,  
Redhead and Mrs Rushbrook.

BY INVITATION: Peter Betts, Football Development Officer for Haverhill  
(for Minute 41 below only)  
Councillor Pat Hanlon, Haverhill Town Council  
Nick Keeble, Haverhill Town Council (Observer)  
Neil Williams, Head of Art, Samuel Ward Academy  
(for Minute 42 below only)

**34. Substitutes**

No substitutions were declared.

**35. Apologies for Absence**

Apologies for absence were received from Mr Will Austin, Clerk to Haverhill Town Council Designate, and Mr Gordon Mussett, existing Clerk to Haverhill Town Council.

**36. Record of Meeting**

The record of the meeting held on 27 October 2011 was confirmed as a correct record.

**37. Declaration of Interests**

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

*(With the agreement of the Chairman, the following items of business were considered in a different order to that published in the agenda.)*

**38. Haverhill Shopper Project: Update**

The Working Party considered Report C308 (previously circulated) which provided an update regarding the Haverhill Shopper Survey Project since it was last reported on 9 June 2011.

In summer 2010, work began to bring the independent shop owners in Haverhill together with Professor Andrew Fearne from the Kent Business School (KBS). Professor Fearne was an expert in retail related research and was interested in how small independent traders could learn lessons from the larger retail chains. Subsequently, work had been undertaken to progress the project, which had begun with an initial shopper survey held in September 2010, with an additional survey launched in November 2011.

The Borough Council had committed a total allocation of £10,000 towards the project and Suffolk County Council had committed a further £10,000. In October 2011, the Borough Council received confirmation that the application to the University of Kent

for matched funding had been successful and as a result, the total amount for the project had increased to £40,000.

The following appendices were attached to the Report:-

Appendix A: Terms of Reference;

Appendix B: Project Timetable;

Appendix C: "*Destination Haverhill*" which was the name for the project to be used in conjunction with the existing 'CB9' logo and to give the project a recognisable identity; and

Appendix D: a copy of the questionnaire for the second shopper survey.

Members noted that as part of Phase One, KBS were in the process of analysing the findings from the data collected from the first and second shoppers' surveys. Once this had been completed, a further report would be brought to the Working Party for consideration. As part of Phase Two, focus groups would be organised and face-to-face interviews held with relevant groups to gather more information about the town centre experience, in addition to that achieved by the questionnaires. Information ascertained from the surveys and issues raised would be addressed and gaps identified. Phase Three would include repeating the data gathering exercise in Phase One to evaluate the success of the project.

The Working Party considered the report in detail and in response to questions, the Working Party was informed that:-

- (a) Parish Councils located in close proximity to Haverhill were asked to distribute the questionnaires by email and 'ballot' boxes were placed in Sturmer and Great Wratting to deposit hard copies of the survey;
- (b) a breakdown of how the £40,000 budget had been allocated to each phase was not available at the meeting; however, Members noted that KBS had clear instructions not to exceed the total budget, particularly as no further funding would be forthcoming from the Borough Council; and
- (c) KBS was satisfied with the return rate for the second questionnaire of 481, which had been received within the deadline of 2 December 2011. KBS had also considered the content and demographic range of the responses received provided sufficient evidence to undertake a detailed analysis.

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

### **39. BT/Openreach Installation of Superfast Broadband in Haverhill**

The Working Party received and noted Report C309 (previously circulated) which provided an update on the installation of fibre broadband infrastructure in Haverhill.

BT/Openreach was currently installing fibre broadband infrastructure in a large proportion of Haverhill. The fibre broadband installation programme would offer up to 40 mega-bytes per second download speed to those areas that were capable of receiving it.

Openreach had advised that the Haverhill installation programme was likely to be completed by the end of January 2012. Whilst 28 new cabinets would be installed, there remained 11 areas served by copper cabinets that would not be upgraded within the current programme. This figure of 11 included one cabinet at Little Wratting and one located in Sturmer. Effectively, this meant that parts of Haverhill and area would not be able to receive fibre broadband products at this time and there was no information currently available regarding which properties would be able to upgrade

their broadband packages. In addition, the information provided by Openreach indicated that there were no new fibre cabinets being installed near the commercial areas of Haverhill; however, separate commercial products were available to the larger businesses.

The Working Party also noted that one of the aims of the 'Suffolk Better Broadband' initiative was to comprehensively offer Superfast Broadband to towns and some rural areas of Suffolk by 2015. Haverhill would benefit from this scheme.

In response to a question, the Working Party was informed that installation of the cabinets was almost complete; however, it was likely that the final cabinet would now be installed in early February 2012.

#### **41. Haverhill Community Football Project**

*(Councillor Ager declared a personal interest as a member of the Haverhill Community Sports Association Board and remained in the meeting for the consideration of this item.)*

The Working Party received and noted a presentation from Mr Peter Betts, Football Development Officer for Haverhill, and Howard Cook, Leisure Development Officer in respect of the progress made since the opening of the Haverhill Community Football Project in June 2011.

Members noted items of interest emanating from the presentation, including:-

- (a) a brief history and background to the project;
- (b) the original aims of the project, namely to:-
  - (i) increase participation in football through developing links with local schools and clubs;
  - (ii) establish Saturday morning coaching sessions;
  - (iii) establish a Player Development Centre (in partnership with Abbeycroft Leisure) and Football School (in partnership with Samuel Ward Academy);
  - (iv) establish social inclusion/disability football projects;
  - (v) establish a Players and Parents Volunteer Group; and
  - (vi) identify and train future coaches;
- (c) that the aims identified in (b) above had been achieved, including that the establishment of 28 teams in Year One had by far exceeded the target of 19;
- (d) the erection of a closely-boarded fence around the second pitch, which had help to prevent anti-social behaviour and dog fouling;
- (e) the requirement for additional car parking, which had been resolved; and
- (f) future aims and objectives for the facility.

The Working Party was pleased to note the progress of the facility and commended its success in its first year of operation.

*(Mr Betts left the meeting at the conclusion of this item.)*

#### **40. St Edmundsbury Local Development Framework: Draft Haverhill Vision 2031: Consultation**

The Working Party considered Report C307 (previously circulated) which sought approval for the draft Haverhill Vision 2031 documents for public consultation.

The Borough Council had made a commitment to prepare a holistic vision document for Haverhill to cover the period to 2031. The vision would cover both planning and corporate priorities for the town and would form part of the Local Development Framework. Ultimately it would supersede the Replacement St Edmundsbury Borough Local Plan 2016 that was adopted in 2006. The observations received during the initial Issues and Options consultation held between February and April 2011 had assisted in the preparation of the first draft Haverhill Vision 2031 document.

A comprehensive update of the Issues and Options consultation responses, together with officer responses would be published as part of the consultation. In addition, sites which had been submitted to the Borough Council by landowners and developers for inclusion in the Vision 2031 document, including those in Bury St Edmunds and the Rural Areas, but had not been included in the draft consultation documents, were set out in one separate report that would be published alongside the consultation document (Cabinet Report C330 referred). A full Sustainability Appraisal of the draft had also been undertaken, as required by the regulations for the preparation of planning policy documents, and this would also be published at the time of consultation. Consultation would commence on 1 March 2012 and last until 30 April 2012.

The Working Party considered the draft in detail and made appropriate comments. Whilst no substantive changes were suggested, Members wished to make the following a minor factual amendment:-

*'the temporary drop-in health centre at Lower Downs Slade' detailed on page 63 of the draft document be amended to read, 'the temporary drop-in Crown Health Centre at Withersfield Road'.*

In response to a suggestion made by officers, Members agreed that as part of the consultation on the draft Haverhill Vision 2031 document, a detailed workshop on this matter would take place immediately following the formal public meeting of the Working Party on 15 March 2012.



***RECOMMENDED:- That***

- (1) the draft Haverhill Vision 2031 document, as contained in Appendix A to Report C307, be approved for public consultation; and***
- (2) delegated authority be given to the Director of Economy and Environment, in consultation with the Portfolio Holder for Planning and Transport, to make any necessary minor typographical, grammatical or similar textual changes to the draft prior to publication for consultation purposes.***

RESOLVED:- That,

- (1) the minor factual amendment to page 63 of the draft Haverhill Vision 2031 document, as detailed in Minute 40 above, be amended prior to the commencement of the public consultation in March 2012; and
- (2) as part of the consultation on the draft document, a detailed workshop on this matter would take place immediately following the formal public meeting of the Working Party on 15 March 2012.

#### **42. Public Art in the Town Centre of Haverhill (PATCH): Update**

The Working Party considered a presentation from Neil Williams, Head of Art at Samuel Ward Academy and member of PATCH regarding progress on developing a piece of artwork for the High Street Improvement Scheme in Haverhill.

Members were firstly presented with a computer-generated image of the artwork, which had been designed to scale and would:-

- (a) be a reflective steel and wire-framed 'head' using recycled materials where possible, modelled on a young person incorporating 'headphones' and 'glasses/shades', with adjacent seating;
- (b) be termed as a 'Public Service Monitor' (PSM), with waterproof monitors incorporated into the 'glasses' with the aim of showing advertisements of local businesses for a yet to be decided fee; and
- (c) possibly include other interactive technological proposals such as sound emanating from the PSM and a High Definition projector for projecting images. Touch sensory adaptations could possibly be incorporated at a later date.

The Working Party was then shown progress made on the life-size timber-frame of the 'head', which would provide a hard base for the steel and wire frame. The timber would be removed once the structure was completed.

Members were informed that they were only considering the size and scale of the artwork at this meeting and issues connected with responsibilities for maintenance and content of the monitors would be considered at a future meeting.

RESOLVED:-

That progress continues on the piece of artwork for the High Street, Haverhill based on the design, materials, proportions and dimensions shown to the Working Party on 26 January 2012.

*(Mr Williams arrived at the beginning of this item and left the meeting at its conclusion.)*

#### **43. High Street Improvement Scheme, Haverhill: Update**

The Working Party received and noted Report C310 (previously circulated) which was the Project Status Report in connection with the High Street Improvement Scheme, Haverhill.

The Head of Property and Engineering Services informed Members that public consultation on the proposed scheme would commence on 27 January 2012 until 17 February 2012. Following the consultation exercise, the Working Party would be

presented with a full detailed proposal for approval at its next meeting on 15 March 2012.

In response to questions, the Working Party was informed that:-

- (a) the estimated final cost of the proposed scheme currently slightly exceeded the approved budget of £750,000; therefore 'value engineering' measures would need to be incorporated to ensure the scheme was completed within budget; and
- (b) should objections to the proposed Traffic Regulation Order mean that this part of the scheme would need to be considered at a Public Inquiry (PI), Suffolk County Council would meet this cost.

Concern was expressed that dates for PIs were booked up very quickly and as it was likely that this matter would be heard at a PI, appropriate dates should be arranged as soon as possible. In response, the Head of Property and Engineering Services informed Members that this matter would be raised with the relevant officers at Suffolk County Council.

#### **44. Naming of the Public Plaza**

The Working Party considered Report C311 (previously circulated) which sought approval for the naming of the Public Plaza adjacent to Ehringshausen Way, Haverhill and associated works.

The restaurant and cinema development on Ehringshausen Way, Haverhill formed a significant part of meeting the overall masterplan vision for the investment into Haverhill. Together with the investment in Haverhill Leisure Centre, this whole area had been dramatically transformed and improved. The creation of a plaza had aesthetically improved the appearance of the development as vehicles were not permitted to park in this location.

The introduction of a flag pole would form a centrepiece to the development and the flying of the 'CB9' logo would act as an advertisement for the town.

Naming the plaza the Jubilee Plaza to commemorate the Queen's Diamond Jubilee in 2012 would form a celebration for the town and the installation of a low level plaque would suitably record the event. It was anticipated that Lord Risby of Haverhill would officially unveil the plaque on 2 June 2012.

It was estimated that the works would cost £3,500, including fees and obtaining planning permission. It was anticipated that these costs would be funded from contributions from appropriate Suffolk County Councillors utilising their Locality Budgets and any shortfall being funded through the underspend on the original Plaza works.

The Working Party fully supported the proposal and commended Councillor Cox, one of the Ward Members for Haverhill East, for this suggestion and to Councillor Mrs Gower, as Portfolio Holder with the responsibility for Haverhill, for her assistance in bringing the matter forward for approval. Recognition was also given to the relevant Suffolk County Councillors for providing funding from their Locality budgets.



**RECOMMENDED:- That**

- (1) *the public plaza located adjacent to the Haverhill Leisure Centre, be named Jubilee Plaza, as detailed in Section 3 of Report C311;***
- (2) *a flag pole be erected together with a flag depicting the 'CB9' logo;***
- (3) *a plaque be installed at ground level to commemorate the dedication to the Queen's Diamond Jubilee;***
- (4) *the estimated £3,500 required to provide (2) and (3) above be funded from contributions from Suffolk County Councillors utilising their Locality budgets and any shortfall being funded through the under spend on the original plaza works, as detailed in Section 5 of Report C311.***

**45. Welcome Signs for Haverhill**

The Working Party considered a narrative item which provided an update on progressing the installation of new Welcome Signs for Haverhill.

On 27 October 2011, the Working Party received a presentation about designs for new Welcome Signs. Members agreed that new signs should be placed at the three main entrances to Haverhill and asked that ONE Haverhill should be consulted about the design of the signs. Accordingly, officers made a presentation to ONE Haverhill on 14 December 2011 in which several possible designs were shown for the Welcome Signs. Subsequently, ONE Haverhill expressed a preference for the simplicity of the original design which showed the 'CB9' logo and the words 'Welcome to Haverhill'. The majority preferred black lettering on a white background, although some members had suggested the logo being provided in a different colour.

Members noted that a budget of £5,000 for this project had previously been approved by the Cabinet on 23 November 2011 (Minute 59 referred).

A copy of the proposed original design for the sign was tabled and this was supported. Members noted that the appropriate Parish Councils would be consulted as it was envisaged that the signs would be erected within the relevant parish boundaries outside of Haverhill itself.

RESOLVED:-

That,

- (1) new Welcome Signs produced in the design tabled at the meeting, depicting the 'CB9' logo and the words 'Welcome to Haverhill' in black lettering on a white background be erected at the three main entrances to Haverhill; and**
- (2) the signs be financed from within the previously approved budget limit of £5,000 allocated from the overall existing Haverhill Masterplan Feasibility Budget.**

#### **46. Terms of Reference**

The Working Party considered a narrative item which sought a review of the Terms of Reference for the Haverhill Area Working Party.

On 9 June 2011, the Working Party resolved:-

*'That the Terms of Reference of the Haverhill Area Working Party be placed on the agenda for review at its meeting on 15 December 2011'.*

This was because the Working Party wished to monitor how the functions of the Working Party related to the newly established ONE Haverhill Board, and that following this transition period it was considered appropriate that the Terms of Reference for the Haverhill Area Working Party should be reviewed again.

The meeting on 15 December 2011 was cancelled, therefore Members were asked to review the Terms of Reference at this meeting. The current Terms of Reference were:-

*'To maintain an overview of issues relating to the well-being and future development of Haverhill and make recommendations to Cabinet about actions required to promote the success of the town and its community'.*

A detailed discussion was held and Members considered that whilst duplication was to be avoided, the Haverhill Area Working Party had its own identity which provided an accountable 'voice' for Haverhill within the democratic structure of the Borough Council. Recommendations emanating from the Working Party were considered by the Borough Council's Cabinet and this was considered to be an important function of the Working Party. The majority of Members considered ONE Haverhill required further development before recommending any changes to the Terms of Reference for the Working Party, which should continue to function as a separate entity.

Some Members expressed reservations about the operation, functions and accountability of ONE Haverhill and in response Councillor Mrs Gower, Chairman of the ONE Haverhill Board, stated that ONE Haverhill was still very much in its infancy; however as the Department for Communities and Local Government (DCLG) had selected Haverhill as one of its Community Budget Pilots, which would be facilitated by ONE Haverhill, she considered this was a great endorsement of the Board's work. It was hoped a budget for ONE Haverhill would be forthcoming from the DCLG and issues emanating from the Board which may require consideration by the Cabinet would be put forward by Councillor Mrs Gower, as Portfolio Holder with the responsibility for Haverhill.

RESOLVED:-

That no recommendations be made to the Cabinet at the present time in respect of potential changes to the Terms of Reference for the Haverhill Area Working Party.



#### **47. Dates of Future Meetings**

The Working Party confirmed the following dates for future meetings in 2012:-

15 March;  
10 May;  
12 July;  
6 September; and  
15 November.

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

The meeting concluded at 6.22 pm

**MRS K D RICHARDSON  
CHAIRMAN**