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# Council



*St Edmundsbury*  
BOROUGH COUNCIL

<b>Title of Report:</b>	<b>Report by Cllr Pugh Portfolio Holder for Economic Growth</b>	
<b>Report No:</b>	<b>COU/SE/15/008</b> [to be completed by Democratic Services]	
<b>Report to and date/s:</b>	<b>Council</b>	<b>24 February 2015</b>
<b>Portfolio includes:</b>	<ul style="list-style-type: none"><li>• Economic Development</li><li>• Town Centre Management</li><li>• Markets</li></ul>	<ul style="list-style-type: none"><li>• Tourism</li><li>• Car Parking</li><li>• Transport</li></ul>

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## 1. Inward Investment Packs

- 1.1 A key part of the Economic Development and Growth Team's Six Point Plan for Jobs and Growth is to encourage inward investment. With this in mind, I am delighted to announce that a West Suffolk inward investment pack has now been produced. The pack, titled "West Suffolk business fact pack; promoting growth, relocation and start-ups", includes invaluable information on lifestyle, education, housing, infrastructure, together with town profiles and business case studies – all to show potential investors that choosing West Suffolk is a sound business decision. The pack will be a 'living' document that will be updated regularly, with the opportunity for more business case studies to be added.
- 1.2 The pack will be officially launched on 26 February 2015 at a Hong Kong trade council business event at the Athenaeum – what better occasion to launch this than at this key event designed to forge international trade links between prosperous West Suffolk and the financial powerhouse that is Hong Kong. The pack will then be launched later in the day to members of the West Suffolk Business Forum.

## 2. Strategic Tourism

- 2.1 Work is well underway towards developing a long term strategy for tourism in Bury St Edmunds. A core group has been set up to oversee this project and representatives on the group include the Angel Hotel, Bury Tourism Group, Bury St Edmunds Town Council, Our Bury St Edmunds, St Edmundsbury Borough Council; Visit Suffolk.

- 2.2 The first meeting of the group was a success, and it is evident that there is a real desire for better coordination and working in partnership for the good of the town. The consultants appointed to eventually produce a Destination Management Plan are currently carrying out research to develop a baseline data report (this is essentially an audit of what the current tourism offer is in and around Bury St Edmunds). Several consultation workshops with stakeholders are being delivered throughout the day on 24 February 2015 at Moyses Hall.

### **3. Haverhill Masterplan**

- 3.1 Good progress continues to be made on the Haverhill Masterplan, which is being overseen by the masterplanning core group of ONE Haverhill that I chair.
- 3.2 Experts in masterplanning, David Lock Associates (DLA) were appointed in late December 2014. A productive inception meeting with DLA, ONE Haverhill masterplanning core group members and officers took place in early January 2015; DLA explained how impressed they were to see such a coordinated approach at an inception meeting, with so many representatives of Haverhill speaking of their desire to work together for the good of Haverhill.
- 3.3 DLA are currently working on the baseline data, and this will be followed by Issues and Options consultation starting in March.

### **4. Markets – NABMA Award**

- 4.1 In the run up to Christmas, Bury market on Wednesday and Saturday and Haverhill's Saturday market were full and many stalls have continued throughout January. Bury market now has an alcohol licence which has enabled the market to have regular stalls selling local beer and European wine to take away.
- 4.2 Haverhill market has won the 'Best Love Your Local Market Event' for their Youth Market at the recent NABMA awards. The judges praised the community support and the commitment from the local authority to involve young people in their markets.

### **5. Car Parking**

- 5.1 The Borough Council has commissioned Alpha Car Parking consultancy to identify and project future demands on car parking capacity in Bury St Edmunds. This information will not only inform us on future car parking provision over the medium and long term, but will also make recommendations on the car parking management tools at our disposal. The study will be completed by the end of May and will include a full business case setting out the full financial implications arising from the possible introduction of Pay on Exit and ANPR management systems.

5.2 I am pleased to confirm that following an inspection by the Police and a parking specialist on Parkway, St Andrews and School Yard West in Bury St Edmunds, each car park was awarded 'Park Mark' for levels of safety, cleanliness, quality of signage, frequency of patrols and overall maintenance.

## **6. West Suffolk Business Forum**

6.1 I was really pleased to attend the latest West Suffolk Business Forum to present to the group the newly launched West Suffolk Inward Investment pack. The pack was one of the items on a broad agenda which also included presentations from Ourburystedmunds, the New Anglia Growth Hub and Suffolk Chamber of Commerce. Developing links with Hong Kong, the Bury St Edmunds Destination Management Order, The Home of Horseracing Project, Haverhill Masterplan and this year's Business Festival were amongst the items discussed.