

Growth and Prosperity Overview and Scrutiny Panel

Monday 17 October 2011

PRESENT:

Councillor Nicholson, in the Chair.

Councillor Coker, Vice Chair.

Councillors Mrs Aspinall (substitute for Councillor Williams), Berrow, Mrs Bragg (substitute for Councillor Dr Salter), Martin Leaves, Murphy, Mrs Nelder, Mrs Nicholson (substitute for Councillor K. Foster), Penberthy (substitute for Councillor Wheeler) and Wright.

Apologies for absence: Councillors Churchill, Ken Foster, Dr Salter, Wheeler and Williams.

Also in attendance: Gill Peele – Business Manager for Development and Regeneration, David Draffan – Assistant Director for Economic Development, Patrick Knight – Business Improvement District Manager, Clive Perkin – Assistant Director for Transport.

The meeting started at 3.00 pm and finished at 5.30 pm.

Note: At a future meeting, the committee will consider the accuracy of these draft minutes, so they may be subject to change. Please check the minutes of that meeting to confirm whether these minutes have been amended.

38. DECLARATIONS OF INTEREST

The following declarations of interest were made by Councillors in accordance with the Code of Conduct.

Name	Minute No. and Subject	Reason	Interest
Councillor Penberthy	43. Government Office for the South West (GOSW) and SouthWest Regional Development Agency (SWRDA)	Co-optee to Friends of Devonport Park and Royal William Yard Residents Association.	Personal
Councillor Mrs Bragg	46. Visitor Plan	Committee Member of Mount Edgumbe	Personal
Councillor Penberthy	46. Visitor Plan	Committee Member for Mount Edgumbe	Personal
Councillor Martin Leaves	51. Work Programme – (inclusion of Tamar Bridge on work programme)	Joint Chair of the Tamar Bridge and Torpoint Ferry Joint Committee	Personal

39. **MINUTES**

Agreed that the minutes of the meeting held on 5 September 2011 are approved as a correct record subject to the following amendment:

(The Democratic Support Officer informed the panel that minute 29 (e) 'Subsidised Bus Services Briefing' should include the figure £120,000 at the end of the sentence after the word 'approximately'.)

The minute should therefore read:

- (e) community transport, subsidised bus services, aspects of the park and ride service and the taxi bus service all came out of the public transport budget which was approximately £120,000.

40. **CHAIR'S URGENT BUSINESS**

There were no items of Chair's urgent business.

41. **TRACKING RESOLUTIONS AND FEEDBACK FROM THE OVERVIEW AND SCRUTINY MANAGEMENT BOARD**

The Chair informed the panel that previous tracking resolutions had been completed and were therefore greyed out on the document ready to be removed.

With regards to feedback from the Overview and Scrutiny Management Board the Chair informed the panel that he was unable to attend the 21 September 2011 meeting however had been informed that the issue of Article 4 HMO (Houses in Multiple Occupation) had been placed on the Growth and Prosperity OSP work programme for scrutiny.

42. **UPDATE ON GOVERNMENT POLICY CHANGES**

The panel was provided with an update on Government policy changes with regards to Localism.

Members considered that the issue of Localism was discussed at several different scrutiny panel meetings but a more concise update was required to bring all the different wide ranging aspects together.

The Chair informed the panel that an all-member briefing was due to take place on Localism however considered it would be beneficial for Localism to be included in the panel's work programme again for more information.

Agreed that aspects of Localism linking to the Growth and Prosperity panel's terms of reference would be scheduled into the panel's work programme.

43. **GOVERNMENT OFFICE FOR THE SOUTH WEST (GOSW) AND SOUTHWEST REGIONAL DEVELOPMENT AGENCY (SWRDA) EXIT STRATEGY**

The panel noted the exit strategy report for the GOSW and SWRDA however questioned the possible liabilities involved with the transfer of South West Regional Development Agency land to Council ownership.

Agreed that a written response would be provided to panel members on the possible liabilities linked with the transfer of South West Regional Development Agency land to council ownership.

(Councillor Penberthy declared a personal interest in this item)

44. **ECONOMY AND GROWTH BOARD UPDATE**

The Chair introduced this item and reminded panel members that this update was discussed at the previous panel meeting on 5 September 2011 however due to the size of the report and the scale of the issues involved it was agreed that further discussions would take place at this panel meeting.

Under this item the Chair put forward the proposal to form a task and finish group to scrutinise apprenticeships focused towards young people between the ages of 16-24. The intention of this review was to focus on the effects of the current economic climate on opportunities for young people and the resulting high figures of unemployment

The panel was advised that the Children and Young People OSP were currently setting up a task and finish group on apprenticeships. It was considered that they would focus on a different age range and this panel intended to focus on the role of the Council as an employer.

Agreed that the Chair and Vice Chair will nominate two Councillors each, resulting in a total of four members. The task and finish group review would be held over a three month period.

Recommended to the Overview and Scrutiny Management Board that approval is given to the Growth and Prosperity OSP to set up a three month review task and finish group of four members to scrutinise apprenticeships available to young people between the age of 16-24, specifically focusing on the Council as an employer and the effects of the current economic climate on opportunities for young people. The panel requested that representatives from the Chamber of Commerce, Federation of Small Businesses, Working Links and Job Centre Plus would be involved in the task and finish group.

45. **PLYMOUTH WATERFRONT PARTNERSHIP**

David Draffan, Assistant Director for Economic Development, and Patrick Knight, Business Improvement District Manager, provided the panel with an update on the Plymouth Waterfront Partnership.

The panel was informed that –

- (a) Plymouth Waterfront Partnership (PWP), an independent not for profit company, was leading on the BID;
- (b) more than 800 Waterfront businesses had been contacted regarding the BID since October 2010;
- (c) the BID would enable local businesses within the specified BID area to influence a £6.2 million budget for the Hoe, Barbican and Waterfront if the BID was successful;
- (d) objectives for the BID included increasing visitor numbers and increasing customer spend;
- (e) businesses within the BID boundary had opted for the following projects to be priorities if the BID was successful:
 - Permanent and Dedicated Management
 - Improve Marketing
 - Visitor Welcome, Access, Signage and Information
 - A Safer Waterfront
 - A Cleaner Waterfront
 - Inward Investment and Regeneration
- (f) the following timetable of events was applicable to the BID:
 - October: Complete business consultation
 - November: finalise the Waterfront Business Plan
 - 27 January: circulate BID Ballot papers
 - February: Postal BID Ballot
 - Friday 2 March, 5pm: Ballot closes
 - April 2012: BID Commences if successful

In response to questions raised it was reported that –

- (g) the £3,148,000 match funding budget was realistic and it was considered that it could be secured;
- (h) officers would delete the word ‘the’ on the ‘Lobbying and Influence’ section of the report in the agenda pack on page 21 and would replace it with the word ‘a’ – the sentence should therefore read:

‘PWP will also be a primary consultee for City Council strategies and major applications within the Waterfront area’.

- (i) it was considered that the current boundary for the Waterfront BID was large enough and did not need to expand into Mount Edgcumbe, Mount Batten or Mount Wise however it was for the business community to decide;
- (j) the focus for the Waterfront BID was on the visitor economy however officers considered good suggestions were put forward as to where the boundary for the BID should expand;
- (k) it was for the business community to lead on their BID and not the city council;
- (l) the business community was keen to work with local residents living in the area that might be affected by the BID;

The Chair thanked David Draffan and Patrick Knight for their attendance.

46. **VISITOR PLAN**

David Draffan, Assistant Director for Economic Development, and Patrick Knight, Business Improvement District Manager, provided the panel with an update on the Visitor Plan.

The panel was informed that –

- (a) the visitor economy in Plymouth accommodated 30,000 existing jobs, 3.5 million day visitors, 2.4 million staying visitors and achieved £252 million visitor spend each year;
- (b) the Visitor Plan had been prepared in order to increase visitor numbers by 20 per cent, increase visitor spend by 25 per cent and aim to create 4,000 new jobs within the visitor economy by 2026;
- (c) the aim of the Visitor Plan was to raise Plymouth's national and regional profile, to promote marine credentials and create partnerships for delivery;
- (d) marketing was an important factor in the success of the aims of the Visitor Plan; a first class website was required to attract people to Plymouth to showcase what was on offer;

In response to questions raised it was reported that –

- (e) visitors were separated into different categories such as day visitors and overnight stay visitors and had different expectations and requirements from their visit such as shopping, heritage and sightseeing;
- (f) officers took on board the importance of including people with disabilities in the plan;
- (g) public and private sector contributions were necessary to support the Visitor Plan;

- (h) it was important that a dialogue took place with council officers and tour organisers to ensure that those visiting Plymouth via coaches did not simply go to the Hoe only; it was considered that there was a lot to see and do around Plymouth as a whole and several visitors were missing out on this experience;
- (i) the Destination Plymouth group was the lead on the Visitor Plan and had used the workshop approach to consult; Councillors would be consulted in due course;

The Chair thanked David Draffan and Patrick Knight for their attendance and encouraged Members to support the Visitor Plan.

(Councillors Mrs Bragg and Penberthy declared personal interests in this item)

47. **HIGHWAYS MAINTENANCE REVIEW UPDATE**

The panel noted the Highways Maintenance Review Update.

48. **WINTER MAINTENANCE REVIEW UPDATE**

The panel noted the Winter Maintenance Review Update.

49. **COMMUNITY EVENTS AND ROAD CLOSURE POLICY UPDATE**

The panel noted the update on the Community Events and Road Closure Policy and highlighted their concern for the policy to be progressed in order to inform local residents of the timings and costs involved in the process for requesting a road closure.

Under this item the panel also discussed the Invest to Save Bid for Footway Maintenance. It was considered that this was a very important issue and needed to be monitored; panel members agreed a further update was required in January 2012.

Agreed that –

1. an update on the Community Events and Road Closure Policy is added to the panel's work programme for 14 November 2011 together with the original recommendations from the Task and Finish Group;
2. a further update on the Invest to Save Bid for Footway Maintenance is added to the panel's work programme for January 2012

50. **ON STREET PARKING REVIEW**

Clive Perkin, Assistant Director for Transport, provided the panel with an update on the On Street Parking Review.

The panel was informed that –

- (a) this was a very complex area of work and the review was taking longer than originally anticipated;

- (b) the review was introduced on the basis of officers having received several requests for changes to residential parking and the increasing pressure on road space available;
- (c) there were 53 different types of resident parking zones across Plymouth;
- (d) in some areas across Plymouth there were more properties than parking spaces available;
- (e) officers had sought comments from resident groups on the parking areas;
- (f) displacement of parking from one street to another was an important issue that needed to be analysed;
- (g) some residents considered that there was a lack of space on the roads as a result of too many permits being allocated to individual properties;
- (h) officers would undertake a benchmarking exercise with other authorities as part of the on street parking review;
- (i) officers would consider Article 4 HMO (Houses in Multiple Occupation) as part of this review;
- (j) parking on pavements had an impact on those with disabilities;
- (k) it was expected that this review would be pulled together over the next 12 months;

The panel thanked Clive Perkin for his attendance and welcomed the update on the On Street Parking Review.

51. **WORK PROGRAMME**

The panel discussed their work programme for 2011/12.

Agreed that the following items, as recommended by the Overview and Scrutiny Management Board, are included onto the panel's work programme:

- Monitor implementation of the Article 4 Direction for Houses in Multiple Occupation
- Tamar Bridge 5-week programme of works Task and Finish Group

With regards to the Tamar Bridge 5-week programme of works Task and Finish Group the panel considered a briefing report on this issue (to be submitted to the next panel meeting on 14 November 2011) would be more appropriate as the works on the Tamar Bridge had already been completed and were done so ahead of schedule.

Agreed to include an update on Joint Finance and Performance Monitoring and 'direct rail links from/to Plymouth' to the November 2011 agenda.

(Councillor Martin Leaves declared a personal interest under this item)

52. **EXEMPT BUSINESS**

There were no items of exempt business.