



**MEETING** : EXECUTIVE  
**VENUE** : COUNCIL CHAMBER, WALLFIELDS, HERTFORD  
**DATE** : TUESDAY 19 JUNE 2012  
**TIME** : 6.00 PM

## **PLEASE NOTE TIME**

### **MEMBERS OF THE EXECUTIVE**

- |                              |   |
|------------------------------|---|
| Councillor Tony Jackson      | - Leader of the Council   |
| Councillor Malcolm Alexander | - Deputy Leader and Executive Member for Community Safety and Environment |
| Councillor Mike Carver       | - Executive Member for Strategic Planning and Transport                   |
| Councillor Linda Haysey      | - Executive Member for Health, Housing and Community Support              |
| Councillor Paul Phillips     | - Executive Member for Economic Development                               |
| Councillor Michael Tindale   | - Executive Member for Finance  |

**CONTACT OFFICER: Martin Ibrahim**  
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## PERSONAL AND PREJUDICIAL INTERESTS

1. A Member with a personal interest in any business of the Council who attends a meeting of the Authority at which the business is considered must, with certain specified exemptions (see section 5 below), disclose to that meeting the existence and nature of that interest prior to the commencement of it being considered or when the interest becomes apparent.
2. Members should decide whether or not they have a personal interest in any matter under discussion at a meeting. If a Member decides they have a personal interest then they must also consider whether that personal interest is also prejudicial.
3. A personal interest is either an interest, as prescribed, that you must register under relevant regulations or it is an interest that is not registrable but where the well-being or financial position of you, members of your family, or people with whom you have a close association, is likely to be affected by the business of the Council more than it would affect the majority of inhabitants of the ward(s) affected by the decision.
4. Members with personal interests, having declared the nature of that personal interest, can remain in the meeting, speak and vote on the matter unless the personal interest is also a prejudicial interest.
5. An exemption to declaring a personal interest applies when the interest arises solely from a Member's membership of or position of general control or management on:
  - any other body to which they have been appointed or nominated by the authority
  - any other body exercising functions of a public nature (e.g another local authority)

In these exceptional cases, provided a Member does not have a prejudicial interest, they only need to declare their interest if they speak. If a Member does not want to speak to the meeting, they may still vote on the matter without making a declaration.

6. A personal interest will also be a prejudicial interest in a matter if all of the following conditions are met:
  - the matter does not fall within one of the exempt categories of decisions
  - the matter affects your financial interests or relates to a licensing or regulatory matter
  - a member of the public, who knows the relevant facts, would reasonably think your personal interest is so significant that it is likely to prejudice your judgement of the public interest.
  
7. Exempt categories of decisions are:
  - setting council tax
  - any ceremonial honour given to Members
  - an allowance, payment or indemnity for Members
  - statutory sick pay
  - school meals or school transport and travelling expenses: if you are a parent or guardian of a child in full-time education or you are a parent governor, unless it relates particularly to the school your child attends
  - housing; if you hold a tenancy or lease with the Council, as long as the matter does not relate to your particular tenancy or lease.
  
8. If you have a prejudicial interest in a matter being discussed at a meeting, you must declare that interest and its nature as soon as the interest becomes apparent to you.
  
9. If you have declared a personal and prejudicial interest, you must leave the room, unless members of the public are allowed to make representations, give evidence or answer questions about the matter, by statutory right or otherwise. If that is the case, you can also attend the meeting for that purpose. However, you must immediately leave the room once you have finished or when the meeting decides that you have finished (if that is earlier). You cannot remain in the public gallery to observe proceedings.

## AGENDA

1. Apologies

*To receive apologies for absence.*

2. Minutes (Pages 5 - 8)

*To approve the Minutes of the meeting held on 22 May 2012.*

3. Leader's Announcements

4. Declarations of Interest

*To receive any Member(s) declaration(s) of interest.*

5. Parking and Transport Strategy (Pages 9 - 14)

6. Economic Development Strategy Revisions (Pages 15 - 24)

7. Urgent Business

*To consider such other business as, in the opinion of the Chairman of the meeting, is of sufficient urgency to warrant consideration and is not likely to involve the disclosure of exempt information.*

MINUTES OF A MEETING OF THE  
EXECUTIVE HELD IN THE COUNCIL  
CHAMBER, WALLFIELDS, HERTFORD ON  
TUESDAY 22 MAY 2012, AT 7.00 PM

PRESENT: Councillor A Jackson (Chairman/Leader)  
Councillors M Alexander, M Carver,  
L Haysey, P Phillips and M Tindale

ALSO PRESENT:

Councillors W Ashley, E Buckmaster,  
Mrs R Cheswright, G McAndrew, N Poulton,  
C Rowley, P Ruffles and J Wing

OFFICERS IN ATTENDANCE:

Simon Drinkwater	- Director of Neighbourhood Services
Martin Ibrahim	- Democratic Services Team Leader
George A Robertson	- Chief Executive and Director of Customer and Community Services

28 LEADER'S ANNOUNCEMENTS

The Leader welcomed the press to the meeting and Councillor P Phillips to his first meeting as an Executive Member.

29 DECLARATIONS OF INTEREST

Councillor N Poulton declared a personal interest in the matter referred to at Minute 32 – Parking and Transport Strategy, in that his wife was a blue badge holder.

30 **MONTHLY CORPORATE HEALTHCHECK - FEBRUARY  
AND MARCH 2012 (1)**

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The Leader submitted an exception report on finance and performance monitoring for February and March 2012.

The Executive recommended the carry forward of various budgets, as now detailed.

**RECOMMENDED** – that (A) the underspending of £44k on property budgets be set aside and carried forward to 2012/13 to be applied to a programme of refurbishment of toilets at Wallfields, as detailed at paragraph 2.9 of the report submitted;

(B) £9k of the £50k funding for business improvement be set aside and carried forward to 2012/13 to be applied to the following projects:

- (1) Self service
- (2) Voice recognition phone service
- (3) Freedom of information request

as detailed at paragraph 2.10 of the report submitted;

(C) £50k of the £107k underspend on ICT licences be set aside and carried forward to 2012/13 to be applied to improvements to ICT resilience and business continuity and roll out of the new telephone system, as detailed at paragraph 2.11 of the report submitted; and

(D) in accordance with Financial Regulation 4.7.3, the carry forward of the capital budgets not spent in 2011/12, as set out in Essential Reference Paper 'D' and summarised at paragraph 2.27 of the report submitted, be approved, and that these sums be added to the 2012/13 capital estimates.

(see also Minute 33 below)

31 MINUTES

RESOLVED – that the Minutes of the Executive meetings held on 6 March and 4 April 2012 be approved as correct records and signed by the Leader.

32 PARKING AND TRANSPORT STRATEGY

The Executive Member for Strategic Planning and Transport submitted a report proposing the adoption of a Parking and Transport Strategy. He commented that the proposed Strategy was intended to provide a position statement and a strategic framework for more specific proposals to come forward later.

The Executive Member thanked the Environment Scrutiny Committee, Task and Finish group Members and Officers for their work in developing the Strategy. He also thanked residents and community and business representatives for their contribution and input.

Various Members commented on the need to strengthen the economic vitality of towns and for this not to be compromised by certain parking options, such as on-street parking charges. The need for consultation with disabled people on blue badge policies were also acknowledged. Reference was also made to the need for realistic aspirations particularly for rural communities.

The Leader acknowledged the comments made and stated that the proposed Strategy did not commit to any specific measures. The Executive Member for Economic Development also commented on the need for parking policies to support the economic vitality of town centres. With this in mind, he proposed an alternative recommendation that would seek to achieve specific policy recommendations being submitted for consideration at the next Council meeting.

The Executive approved the revised recommendations as now detailed.

RESOLVED – that (A) the work undertaken on the development of East Herts Council’s first Parking and Transport Strategy, be noted;

(B) Officers be requested, in consultation with the Executive Member for Economic Development, to bring forward specific policy recommendations for consideration and adoption by Council at its next meeting; and

(C) in the event that the recommendations in (B) above are approved, Officers be requested to identify key potential projects and an outline action plan in line with these policies, to be submitted to the next Executive meeting.

33 MONTHLY CORPORATE HEALTHCHECK - FEBRUARY AND MARCH 2012 (2)

The Leader submitted an exception report on finance and performance monitoring for February and March 2012.

RESOLVED – that the budgetary variances set out in paragraph 2.1 of the report submitted, be noted.

(see also Minute 30 above)

The meeting closed at 7.35 pm

Chairman	.....
Date	.....



## EAST HERTS COUNCIL

EXECUTIVE – 19 JUNE 2012

REPORT BY EXECUTIVE MEMBER FOR ECONOMIC DEVELOPMENT

## EAST HERTS PARKING AND TRANSPORT STRATEGY

WARD(S) AFFECTED: ALL

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### **Purpose/Summary of Report**

- In accordance with a decision of the East Herts Executive on 22 May, to invite the Executive to adopt a number of policy statements drawn from the East Herts Parking and Transport Strategy.

<b><u>RECOMMENDATIONS FOR COUNCIL:</u> That:</b>	
<b>(A)</b>	<b>the policy statements set out in Essential Reference Paper 'B' of the report submitted, be approved.</b>

### 1.0 Background

1.1 A Parking and Transport Strategy for East Herts was received at a meeting of the Council's Executive on 22 May 2012. At this meeting, Officers were instructed to formulate a number of specific policy statements for consideration and adoption at a subsequent meeting of the Executive.

### 2.0 Report

2.1 The proposed policy statements in '**Essential Reference Paper B**' are a distillation of recommendations contained in the East Herts Parking and Transport Strategy. If adopted they will shape the development of the Council's parking service and the Council's approach to the wider transportation issues affecting the District.

### 3.0 Implications/Consultations

- 3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

#### Background Papers

East Herts Parking and Transport Strategy

Minutes of the meeting of the East Herts Executive 22 May 2012

Contact Member: Councillor P Phillips – Executive Member for Economic Development

Contact Officer: George A Robertson – Chief Executive and Director of Customer and Community Services, ext 1410  
[george.a.robertson@eastherts.gov.uk](mailto:george.a.robertson@eastherts.gov.uk)

Report Author: Andrew Pulham – Parking Manager  
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## ESSENTIAL REFERENCE PAPER 'A'

### IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives	<p><b>People</b> This priority focuses on enhancing the quality of life, health and wellbeing of individuals, families and communities, particularly those who are vulnerable.</p> <p><b>Place</b> This priority focuses on the standard of the built environment and our neighbourhoods and ensuring our towns and villages are safe and clean.</p> <p><b>Prosperity</b> This priority focuses on safeguarding and enhancing our unique mix of rural and urban communities, promoting sustainable, economic and social opportunities.</p>
Consultation:	The East Herts Parking and Transport Strategy was developed following an exhaustive programme of consultation as outlined in the relevant report to the 22 May Executive.
Legal:	N/A
Financial:	There are no financial implications arising directly from the adoption of these policy statements.
Human Resource:	N/A
Risk Management:	Failure to adopt clear policy statements in respect of recommendations made in the Parking and Transport Strategy would risk injecting inertia into the development of the parking service.

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## **ESSENTIAL REFERENCE PAPER 'B'**

Proposed policy statements arising from the East Herts Council Parking and Transport Strategy received by the East Herts Executive on 22 May 2012.

- We will seek to maintain car parking income at current levels in real terms.
- We will seek to ensure that users pay for the parking service rather than the council tax payer.
- We will promote existing and explore new technologies to improve the overall convenience of parking in East Herts.
- We will seek where possible and appropriate to match parking capacity with demand.
- We will seek to develop and implement parking solutions that reflect local needs.
- We will make the economic vitality of East Herts a core consideration when developing parking services.

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## EAST HERTS COUNCIL

EXECUTIVE – 19TH JUNE 2012

### REPORT BY EXECUTIVE MEMBER FOR ECONOMIC DEVELOPMENT

#### ECONOMIC DEVELOPMENT STRATEGY REVISION

WARD(S) AFFECTED: ALL

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#### **Purpose/Summary of Report**

- The report proposes four new strategic themes as a revision of the Council's Economic Development Strategy and identifies specific projects and project funding that will deliver these themes.

<b><u>RECOMMENDATIONS FOR COUNCIL:</u> that:</b>	
<b>(A)</b>	<b>a revision of the Economic Development Strategy to incorporate amended strategic themes that will extend the timeframe of the strategy for another five years, be approved;</b>
<b>(B)</b>	<b>the proposed key activities be noted; and</b>
<b>(C)</b>	<b>the projects to be supported be funded by priority spend from the New Homes Bonus.</b>

#### 1.0 Background and Summary of Key Activities

- 1.1 The principles of **East Herts Council's current Economic Development Strategy (2007 – 2012)** remain valid although the period covered by the strategy is coming to an end. An economic development action plan has been in place for some time and is informed and guided by the strategy. This represents the mainstream day to day work and contribution of the Council's economic development activities.

- 1.2 There is now an opportunity to adopt strategic themes that are a better reflection of the direction of the economic programme as well as more closely aligned programme with the Local Strategic Partnership Economic Well Being theme.
- 1.3 The Council's approach has been to provide the kinds of support that makes East Herts an environment where existing businesses might grow and new businesses helped through the early stages.
- 1.4 In addition to the business advice network that EHC has funded, it has also bid for, and won European funding which supports the districts wide rural economy by delivering grants intended to help businesses expand. It manages and administers that process for East Herts, North Herts and Uttlesford.
- 1.5 The Council also invests in supporting/running and developing the range of markets that contribute to the footfall and turnover for the retail sector in 3 of our 5 towns
- 1.6 Economic wellbeing was agreed as one of 3 headline priorities by both East Herts Council and East Herts LSP.
- 1.7 EHC has also made a commitment that a portion of New Homes Bonus, (25%) that the Council receives in 2012/13, could be made available for economic development initiatives. The portfolio holder has therefore asked officers to work up same.
- 1.8 East Herts LSP has considered a series of Economic development recommendations with the aim of getting 500 individuals into work placements. The programme is styled to 'Get East Herts Working' and led by Jobcentre Plus, with a commitment and support from all partners.
- 1.9 The work being led by the Leader around Bishop's Stortford 2020 and Hertford Futures also includes strong economic themes relating to support for retail led/leisure/service economy which are so important to the well being of those towns.
- 1.10 It is important that the Local Strategic Partnership and East Herts Council make an active contribution to the Hertfordshire Local Enterprise Partnership. The LEP is currently considering its objectives but has developed a partnership structure around



four programme boards. These are

- Investment and Advocacy
- Strategic Infrastructure
- Skills and Employment
- Enterprise and Innovation

1.11 Councillor Tony Jackson, the Leader of East Herts Council, is a LEP board member with a brief for representing the rural economies of Hertfordshire of which East Herts has a significant profile. Councillor Jackson is also chair of the Strategic Infrastructure Programme Board. Paul Pullin, Economic Development Manager for East Herts Council, is a member of the Enterprise and Innovation Programme Board.

1.12 The Council's connection to the LEP has recently been strengthened through the creation of a separate LEP portfolio responsibility within the Council's Executive that will look after the interests of East Herts. Councillor Mike Carver holds this responsibility as part of a wider strategic planning brief.

1.13 This places the LSP and the Council in a strong position and will help to ensure that our strategy and actions have a close relationship with the wider priorities in the area.

## 2.0 Report

2.1 Examples of the existing East Herts Council economic development programme have been provided in the background to this report. The existing programme was developed prior to the current economic challenges and during its early stages. Four new strategic themes are proposed below which better reflect the new circumstances. The themes are intended to be flexible to enable projects to be completed and new ones delivered within the framework. Members are asked to approve the use of New Homes Bonus (NHB) funding to support the delivery of the projects proposed below. It is proposed that New Homes Bonus is allocated from the 2012/13 budget.

**2.2 Create a more business friendly environment in our towns and town centres and deliver targeted initiatives to support the viability of employment land in the district**

The introduction of an industrial estates modernisation programme targeting some of the key employment land in the district is proposed. The programme will include consultation with landlords, commercial agents and tenant businesses. A simple refresh of chapter six (quality of employment land) of the Employment Land Review (2008) would underpin the programme. Projects developing from this approach could include environmental enhancement, removal of barriers to access or resource efficiency initiatives.

The Hertford Futures Partnership will deliver its work through ideas generated from working groups. It is proposed that a business plan is commissioned that pulls the various partnership ambitions and actions together and provides costings for projects.

### **2.3 Contribute to the competitiveness and survival rates of local business**

2.4 The introduction of the My Incubator project at the Ware Campus will play a key role in delivering this theme by providing intensive support for pre start, start up and early stage business. It is expected that the incubator approach will plant the seeds necessary for growth in the local economy. It is proposed to explore the feasibility of exporting a similar model to Bishops Stortford to provide coverage in the east of the district.

2.5 The Council will also ensure that local business is in a position to take advantage of central government initiatives such as the Mentoring Programme and Business for Growth.

### **2.6 Encourage and support resilience and growth in the rural economy**

2.7 The Eastern Plateau Rural Development Programme (RDPE) has made a significant investment to business in rural areas. The programme will continue to deliver through 2013/14. The Council has acted as accountable body for this programme and has gained some valuable knowledge and experience as a result. This will place the Council in a strong position to make applications for new funding opportunities related to rural economic development.

2.8 The East Herts Economic Development team has successfully secured project funding from the RDPE programme to deliver a rural business advice project. The project will fill the gap left by the cessation of Business Link.

**2.9 Develop a coordinated and targeted approach to the “Get Britain Working” agenda and to skills, training and advice programmes**

2.10 This is a key priority for the East Herts Local Strategic Partnership. The LSP intend to fund a range of projects under this theme through Performance Reward Grant. Adopting this priority for the Council will ensure a key role for East Herts in providing leadership and coordination as well as a close alignment with our key partners.

**3.00 Proposed use of New Homes Bonus funding to support economic development initiatives**

3.1 The Council’s 25% priority spend (see 1.7 above) of NHB for 2012/13 is £200,000. Officers are now pleased to bring forward specific project proposals for approval but to also seek formal confirmation for projects that Members have already indicated support for.

3.2 The tables below set out the status of activities that are considered as appropriate for the New Homes Bonus priority spend.

3.3 Support for this project in table 1 has already been agreed. The project has commenced delivery.

<b>Table 1 - Agreed project</b>	<b>Costs</b>	<b>Comment</b>
My Incubator, Ware Campus of Hertford Regional College	£12,000	Funding already agreed at Executive of 11/10/11. Capital of £35,000 and revenue of £24,000 already spent for 2012/13. There remains spend of £12,000 for 2012/13 and £18,000 for 2013/14.

**3.4** The projects in table 2 are ready to commence. Members have already indicated informal support for the Rural Advice Project and the project application has been approved by the RDPE steering group and by Defra. Formal support is now requested to enable the project to spend and to deliver. A brief has been prepared inviting consultants to provide an estimate for a car parking demand analysis in Bishops Stortford.

<b>Table 2 - Projects ready to deliver</b>	<b>Estimated costs</b>	<b>Comment</b>
Rural Advice Project	£8,900	This is match funding for an RDPE approved project (North Herts Council has confirmed match of £8,900). The Defra grant is £41,600. The project will run for 18 months.
Car Parking demand analysis in Bishops Stortford	£5,000	This project recognises the vital link between car parking strategy and the economic well being of Bishops Stortford.

**3.5** As a necessary condition for the delivery of projects in table 4 it is proposed that an officer is brought in on a temporary basis. The projects will require research and the new role will provide advice and support that will help to establish how positive outcomes might be delivered. The costs for this work are all included within the project development line in the table below.

<b>Table 3 – Development brief</b>	<b>Estimated costs</b>	<b>Comment</b>
Project development officer supporting the whole of the district	£30,000	An external person will be recruited.

**3.6** If the above expenditure is approved then £144,100 of NHB will be available to spend on projects proposed in table 4. It is proposed that the development brief includes work on the three key areas below.

<b>Table 4 - Proposed projects</b>	<b>Estimated costs</b>	<b>Comment</b>
Bishops Stortford 2020 Projects	To be specified as part of the development brief	Specific projects to be identified by 2020 partnership.
Hertford Futures	As above	Specific projects to be identified by Hertford Futures Partnership but as part of the development brief a business plan will be produced.
Industrial Estates Modernisation Projects	As above	Specific projects to be identified by results of Land Review refresh and consultation with landlords and tenant businesses. This programme would the existing plan to remove the large bollard barrier between Caxton Hill Estate and Foxholes Business Park.
General support for the business environment	As above	Projects will be determined by engagement with local business.

<b>Total estimated expenditure/ costs from 2012/13 NHB budget</b>	<b>£200,000</b>	
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#### 4.0 Implications/Consultations

4.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

#### Background Papers

Local Strategic Partnership Board Report

Contact Member: Councillor Paul Phillips – Executive Member for Economic Development  
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Report Author: Paul Pullin– Economic Development Manager  
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## ESSENTIAL REFERENCE PAPER 'A'

### IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives <i>(delete as appropriate):</i>	<b>Prosperity</b> This priority focuses on safeguarding and enhancing our unique mix of rural and urban communities, promoting sustainable, economic and social opportunities.												
Consultation:	Consultation has been informal and internal to East Herts Council at this stage.												
Legal:	N/A												
Financial:	<p>The summary of New Homes Bonus expenditure proposals for 2012/13 is as follows:</p> <table><tr><td>My Incubator (already approved)</td><td style="text-align: right;">£12,000</td></tr><tr><td>Rural Advice Service</td><td style="text-align: right;">£8,900</td></tr><tr><td>Car Parking demand analysis</td><td style="text-align: right;">£5,000</td></tr><tr><td>Project Development</td><td style="text-align: right;">£30,000</td></tr><tr><td>Projects resulting from development brief</td><td style="text-align: right;">£144,100</td></tr><tr><td><b>Total</b></td><td style="text-align: right;"><b>£200,000</b></td></tr></table>	My Incubator (already approved)	£12,000	Rural Advice Service	£8,900	Car Parking demand analysis	£5,000	Project Development	£30,000	Projects resulting from development brief	£144,100	<b>Total</b>	<b>£200,000</b>
My Incubator (already approved)	£12,000												
Rural Advice Service	£8,900												
Car Parking demand analysis	£5,000												
Project Development	£30,000												
Projects resulting from development brief	£144,100												
<b>Total</b>	<b>£200,000</b>												
Human Resource:	There are no staff implications. It is proposed to bring in an external resource to provide a development brief.												
Risk Management:	The Rural Advice Service would be at risk if the funding is not agreed.												

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