

MINUTES OF A MEETING OF THE  
EXECUTIVE HELD IN THE COUNCIL  
CHAMBER, WALLFIELDS, HERTFORD ON  
TUESDAY 10 JULY 2012, AT 7.00 PM

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

ALSO PRESENT:

Councillors D Andrews, E Buckmaster,  
S Bull, Mrs R Cheswright, G Jones,  
M McMullen, T Page, N Poulton, J Ranger,  
C Rowley, P Ruffles and S Rutland-Barsby.

OFFICERS IN ATTENDANCE:

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

142 APOLOGIES

An apology for absence was submitted on behalf of Councillor P Phillips.

143 **BISHOP'S STORTFORD TOWN CENTRE BOUNDARY**

The Leader of the Council submitted a report seeking support for agreement of a Town Centre Boundary for Bishop's Stortford Town Centre as one of the mechanisms that would help direct improvement in the town in the short, medium and longer term.

Councillor G Jones referred to the original Chase and Partners Study as relating to retail uses only and sought clarification on the implications of the proposals for non-retail uses. He also asked how this related to the ongoing District Plan process. Finally, he expressed concern that these boundaries, which had been defined for retail purposes, could be used for other purposes, such as the Conservation Area.

The Leader responded by stating that adoption of the proposals would assist as part of the evidence base supporting the evolving District Plan. He referred to the many discussions of the 20 20 group.

The Executive Member for Strategic Planning and Transport added that adoption of these proposals would provide the flexibility for the principles of sustainable mixed uses, in line with the National Planning Policy Framework. He also confirmed that the Conservation Area had a separate boundary.

The Executive supported the proposals as now detailed.

**RECOMMENDED** – that (A) the town centre boundary as defined by the Chase and Partners Retail and Town Centres Study 2008 and attached to this report be agreed;

(B) the boundary as described be adopted by East Herts Council for the purposes of informing the East Herts District Plan and be given the status of material consideration in any planning matters relating to the area described; and

(C) in describing the town boundary, emphasis is given to sustainable mixed uses, retail led / services activities in line with the Central Government guidance as set out in the National Planning Policy Framework.

144 **EAST HERTS COMMUNICATION STRATEGY 2012**

The Leader of the Council submitted a report proposing the adoption of a new Communication Strategy and Action Plan together with a set of social media principles.

The Corporate Business Scrutiny Committee, at its meeting held on 29 May 2012, has considered and supported the adoption of the Strategy as now submitted.

Councillor E Buckmaster referred to the need to emphasise community engagement. In respect of social media tools, it was important for users to be clear as to whether they were expressing policy or opinion. Finally, he suggested the need to measure response rates as a key influencer.

The Leader accepted these comments and suggested that the Strategy could be tweaked to take account of these points.

The Executive Member for Health, Housing and Community Support advised Members that training on social media had been arranged for September 2012 and encouraged them to attend. She also reminded Members that community grants were available to them to arrange community engagement meetings in their area.

The Executive supported the proposed Strategy, subject to the amendments now detailed.

**RECOMMENDED** - that (A) that the comments of the Corporate Business Scrutiny Committee be received; and

(B) the 2012 Communication Strategy as now amended, be approved.

145 **PEDESTRIANISED/SHARED SPACE PROPOSALS FOR AN AREA OF BISHOP'S STORTFORD TOWN CENTRE**

The Leader of the Council submitted a report seeking support for exploration of a combined scheme for time limited pedestrianisation of South Street/Potter Street in Bishop's Stortford and creation of Shared Space focused around the South Street/ Station Approach as one of the mechanisms that would help direct improvement in the town in the short, medium and longer term.

In response to a question by Councillor E Buckmaster, the Chief Executive and Director of Customer and Community Services advised that the Urban Transport Study had been delayed and was not expected to be concluded before the Autumn 2012.

Various Members referred to the impact of Shared Space on people with visual and sensory impairment and the need to consult widely on any proposals. The Leader agreed that it would be important for Hertfordshire Highways to take this on board.

The Executive Member for Finance reminded Members that these proposals did not commit any funds and that any scheme that did come forward would need to be considered on its merits.

The Executive supported the proposals as now detailed.

**RECOMMENDED** – that (A) exploration of a combined scheme for time limited pedestrianisation of South Street/Potter Street and creation of Shared Space focused around the South Street/ Station Approach, be endorsed;

(B) Hertfordshire Highways be requested to

prepare a programme which sets out the options for a time limited pedestrianisation scheme by carrying out a technical assessment of through traffic, servicing requirements for local traders, public transport facilities and access arrangements from the surrounding catchment area; and

(C) Hertfordshire Highways be requested to prepare design details of Shared Space for the area around the junction of South Street and Station Road they as part of their current work programme of traffic improvements schemes for Bishop's Stortford.

146 **GENERAL FUND REVENUE AND CAPITAL OUTTURN  
2011/12 (1)**

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The Executive Member for Finance submitted a report seeking approval for the establishment of new Reserves in respect of Environmental Pollution and Preventing Repossessions.

The Executive supported the proposals as now detailed.

**RECOMMENDED** – that the establishment of new Reserves in respect of Environmental Pollution - £62k and Preventing Repossessions - £30k, be approved.

(see also Minute 150 below)

147 **MINUTES**

**RESOLVED** - that the Minutes of the meetings held on 22 May and 19 June 2012, be approved as correct records and signed by the Leader.

148 **ISSUES ARISING FROM SCRUTINY**

The Executive received a report detailing those issues referred to it by the Scrutiny Committees. Issues relating to

specific reports for the Executive were considered and detailed at the relevant report of the Executive Member.

RESOLVED – that the report be received.

149 2011/12 OUT-TURNS AND 2012/13 TARGETS

The Leader of the Council submitted a report setting out the performance indicators that the Council was required to monitor and publish annually in the Annual Report. He advised the Executive of the performance outturns for 2011/12 and any changes to targets.

The Corporate Business Scrutiny Committee, at its meeting held on 29 May 2012, supported the actions taken in respect of improving data quality. The Committee also recommended that Officers be authorised to re-evaluate EHPI 16a – the percentage of staff with disabilities and EHPI 16b – the percentage of top 10% earners with a disability. The Executive accepted this recommendation.

In response to a question from Councillor E Buckmaster, the Chief Executive and Director of Customer and Community Services explained the leisure contract subsidy arrangements.

The Executive approved the proposals as now detailed.

RESOLVED – that (A) the Outturns for 2011/12 as set out in Essential Reference Paper ‘B’ of the report submitted, be endorsed;

(B) the 2013/14 target of 65% for EHPI 3 – Overall satisfaction with the Authority be approved;

(C) the revised target from 2013/14 onwards of 91% for EHPI 156 - Buildings accessible to people with a disability be approved;

(D) the revised targets of £0.02 for 2012/13, £0.16 for 2013/14 and £0.47 for 2014/15 for EHPI 2 – Net cost/subsidy per visit (Swims and Gym) be approved;

(E) the revised targets to maintain performance achieved in 2011/12 for the next three years for EHPI 3a to 3c – Usage: number of Swims and EHPI 4a to 4b – Usage: Gyms; be approved;

(F) the revised target from 2013/14 onwards of 80% for EHPI 2.15 – Health and Safety Inspections be approved;

(G) the 2013/14 target of 75% for EHPI 90b – Satisfaction with waste recycling, be approved;

(H) the proposed deletion of EHPI 14 – retirements be approved; and

(I) in line with the recommendation of the Corporate Business Scrutiny Committee, Officers be authorised to re-evaluate EHPI 16a – the percentage of staff with disabilities and EHPI 16b – the percentage of top 10% of earners with a disability.

150 GENERAL FUND REVENUE AND CAPITAL OUTTURN  
2011/12 (2)

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The Executive Member for Finance submitted a report advising of the General Fund Revenue Outturn for 2011/12 and the significant variances against the approved Estimates. He also advised of the financing arrangements for the Capital Outturn for 2011/12 and the planned funding of the updated 2012/13 capital programme.

The Executive approved the proposals as now detailed.

RESOLVED – that (A) the General Fund Revenue Outturn for 2011/12 be approved; and

(B) the level of fund Balances at 31 March 2012 as set out within the report, be noted.

(see also Minute 146 above)

151 MONTHLY CORPORATE HEALTHCHECK - APRIL AND MAY 2012

The Leader of the Council submitted an exception report on finance, performance and risk monitoring for April – May 2012.

The Executive approved the proposals as now detailed.

RESOLVED – that (A) the budgetary variances set out in paragraph 2.1 of the report submitted, be noted;

(B) the allocation of £25,000 of earmarked funds by East Herts Local Strategic Partnership as stated at paragraph 2.4 of the report submitted, be noted;

(C) in accordance with Financial Regulation 4.5.5, the virement of £10,000 from the New Homes Bonus Grant Priority Spend 2012/13 to Revenue Grants, be noted;

(D) the carry forward requests of £10,100 and £4,000 as outlined in paragraphs 2.17 and 2.18 of the report submitted; be approved; and

(E) the action taken to mitigate and control strategic risks in paragraph 2.19 of the report submitted, be approved.

The meeting closed at 8.12 pm

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