

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM AGENDA



Friday, 20 February 2009

at 2.00 pm

in the Council Chamber, Civic Centre, Hartlepool

MEMBERS: REGENERATION AND PLANNING SERVICES SCRUTINY FORUM:

Councillors R W Cook, S Cook, Gibbon, London, A Marshall, Morris, Richardson, Wright and Young.

Resident Representatives:

John Lynch, Brian McBean and Iris Ryder

1. APOLOGIES FOR ABSENCE

2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS

3. MINUTES

3.1 To confirm the minutes of the meeting held on 16 January 2009.

4. RESPONSES FROM THE COUNCIL, THE EXECUTIVE OR COMMITTEES OF THE COUNCIL TO FINAL REPORTS OF THIS FORUM

No items

5. CONSIDERATION OF REQUEST FOR SCRUTINY REVIEWS REFERRED VIA SCRUTINY CO-ORDINATING COMMITTEE

No items

6. CONSIDERATION OF PROGRESS REPORTS / BUDGET AND POLICY FRAMEWORK DOCUMENTS

No items

7. ITEMS FOR DISCUSSION

Scrutiny Investigation into the Marketing of Hartlepool

7.1 Evidence from Key Partners Involved in the Promotion and Marketing of Hartlepool

(a) Covering Report – *Scrutiny Support Officer*;

(b) Verbal Evidence from Key Partners

8. ISSUES IDENTIFIED FROM FORWARD PLAN

9. ANY OTHER ITEMS WHICH THE CHAIRMAN CONSIDERS ARE URGENT

ITEMS FOR INFORMATION

- i) **Site Visit – 5 March 2009 to South Tyneside Council, commencing at 9.00 am, from rear of the Civic Centre, Hartlepool and concluding at 1.00 pm**
- ii) **Date of Next Meeting – 6 March 2009, commencing at 2.00 pm in the Council Chamber, Civic Centre, Hartlepool**

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

MINUTES

16 January 2009

The meeting commenced at 2.00 pm in the Civic Centre, Hartlepool

Present:

Councillor: Shaun Cook (In the Chair)

Councillors: Rob Cook, Steve Gibbon, Frances London, Ann Marshall, Dr Morris and Carl Richardson

Officers: Peter Scott, Director of Regeneration and Planning Services
Stuart Green, Assistant Director, Planning and Economic Development
Alison Mawson, Head of Community Safety and Prevention
Catherine Frank, Principal Community Strategy Officer
James Walsh, Scrutiny Support Officer
Denise Wimpenny, Principal Democratic Services Officer

75. Apologies for Absence

Apologies for absence were submitted on behalf of Councillor Edna Wright and Resident Representatives, John Lynch, Brian McBean and Iris Ryder.

76. Declarations of interest by Members

None.

77. Minutes of the meetings held on 31 October and 13 November 2008

Confirmed with the addition of Councillor Carl Richardson's apologies.

78. Matters arising from the Minutes of the meeting held on 13 November 2008

Minute 72 – Grant Terminations

In response to a request for clarification the Head of Community Safety and Prevention advised that a proportion of funding related to a particular project was utilised to fund staffing posts.

79. Responses from the Council, the Executive or Committees of the Council to Final Reports of this Forum

None

80. Consideration of request for scrutiny reviews referred via Scrutiny Co-ordinating Committee

None

81. Regeneration and Planning Services Department: Budget and Policy Framework Consultation Proposals 2009/10 *(Scrutiny Support Officer)*

The Director of Regeneration and Planning Services presented the report which included the Executive's finalised budget proposals for 2009/10. The Forum's views were requested to be fed back to Scrutiny Co-ordinating Committee to enable a response to be formulated and presented to Cabinet on 9 February 2009. Attached as appendices to the report were details of departmental terminating grants, proposed 3% efficiencies, proposed additional 1% efficiencies/savings and Area Based Grant allocations.

Members were advised that the budget priorities discussed at the last meeting had not been taken on board due to the current budget situation. Members were disappointed that a previous priority relating to financial assistance for residents in conservation areas to replace windows with high quality UPVC windows was no longer being considered. Members were of the view that funding be sourced in the 2009/10 budget to support this initiative.

In response to queries in relation to the risk of potential redundancies and the effects on service delivery, it was reported that the Council had introduced a jobs freeze to assist with redeployment opportunities for those members of staff "at risk". Members noted that the 3% proposed efficiency savings had no direct impact on departmental staffing levels. In answer to a Member's question, the impact any reduction in staffing levels would have on service delivery and securing grants was highlighted.

Discussion ensued in relation to Area Based Grant Allocations - Proposed Working Neighbourhood Fund Allocations a Member asked about the increase in allocation to support existing businesses. In response, the Director advised that this allocation had increased as a result of the government's requirement to address the economic development needs of the

area and reflecting current economic circumstances. Each individual funding application was supported by a business plan/business case and was vetted accordingly.

With regard to neighbourhood policing, a Member sought clarification on the increase in funding allocation for 2009/10 and 2010/11. The Head of Community Safety and Prevention reported that a funding contribution for Community Support Officers for the period 08/09 had been made by the Council in the previous year and was therefore not reflected in the figures. A Member considered that the Council's financial contribution was not recognised and it was suggested that any publicity relating to the Neighbourhood Policing Service should reflect the Council's financial contribution towards the funding of this important service.

Members supported the Regeneration and Planning Services department budget for 2009/10 subject to the comments detailed above being noted.

Recommendation

- (i) That the Regeneration and Planning Services departmental pressures, priorities and efficiencies as part of the Budget and Policy Framework consultation proposals for 2009/10, be noted.
- (iii) That the comments made by the Forum as detailed above, be forwarded to the Scrutiny Coordinating Committee on 23 January 2009.

82. Six Month Monthly Monitoring of Agreed Regeneration and Planning Services Scrutiny Forum's Recommendations (Scrutiny Support Officer)

The Scrutiny Support Officer provided details of progress made on the delivery of the agreed scrutiny recommendations against investigations undertaken by the Forum since the 2005/06 municipal year. A summary report, attached at Appendix A, provided a break down on progress by investigation and Appendix B provided a detailed explanation of each recommendation that was either expected to achieve target or not expected to achieve target. It was noted that since the 2005/06 municipal year, 74% of the Forum's recommendations had been achieved, 25% were expected to be achieved and 2% were not expected to be achieved. Overall the progress made was considered to be very positive

In response to a Member's request for clarification the Assistant Director provided an update on progress made to date on the two targets that had not been achieved as set out in Appendix B in relation to the scrutiny investigation into Seaton Carew's regeneration needs and opportunities.

Recommendation

That progress against the Regeneration and Planning Services Scrutiny Forum's agreed recommendations since the 2005/06 municipal year, be welcomed and noted.

83. Issues Identified from Forward Plan

None

84. Date and Time of Next Meeting

It was reported that the next meeting would be held at 2.00 pm on 20 February 2009.

The meeting concluded at 2.50 pm.

CHAIRMAN

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

20 February 2009



Report of: Scrutiny Support Officer

Subject: SCRUTINY INVESTIGATION INTO THE
MARKETING OF HARTLEPOOL – EVIDENCE FROM
KEY PARTNERS – COVERING REPORT

1. PURPOSE OF REPORT

- 1.1 To inform Members of the Forum that representatives from Middleton Grange Shopping Centre, Cream Restaurants, York House Hotel, Tees Valley Regeneration and the HMS Trincomalee Trust have been invited to attend this meeting to provide evidence in relation to the ongoing investigation into The Marketing of Hartlepool.

2. BACKGROUND INFORMATION

- 2.1 Members will recall that at the meeting of this Forum on 4 September 2008, the Terms of Reference and Potential Areas of Inquiry / Sources of Evidence were approved by the Forum for this scrutiny investigation into The Marketing of Hartlepool.
- 2.2 Consequently, representatives from Middleton Grange Shopping Centre, Cream Restaurants, York House Hotel, Tees Valley Regeneration and the HMS Trincomalee Trust have been invited to this meeting to provide evidence to the Forum in relation to their views as key partners on 'The Marketing of Hartlepool'.
- 2.3 During this evidence gathering session with these key partners, it is suggested that responses should be sought to the following key questions:-
- (a) Taking into consideration the limited budget identified to market Hartlepool; do you feel that the Authority is providing best value in relation to the promotion of the assets that the Town has?

- (b) How effective is the collaborative marketing through visitTeesvalley, Tees Valley Regeneration and One North East, which we engage with for the promotion of Hartlepool as a business destination, and is there scope for more to be done?
- (c) Does the Authority sufficiently and effectively keep you informed of marketing potentials external to Hartlepool? e.g. Desti.ne database managementsystem for North East England.
- (d) How supportive are the Council's Economic Development Team in ensuring that your businesses / sectors achieve their marketing goals?
- (e) In the current economic climate, what do you believe are the most effective and efficient ways of targeting marketing Hartlepool to:-
 - (i) Encourage businesses to settle and grow here?
 - (ii) Encourage 'new' tourists to visit Hartlepool?
 - (iii) Ensure that tourists re-visit Hartlepool?
- (f) Do you have any other views / information which you feel maybe useful to Members in forming their recommendations?

3. RECOMMENDATIONS

- 3.1 That Members of the Forum consider the views of the representatives from Middleton Grange Shopping Centre, Cream Restaurants, York House Hotel, Tees Valley Regeneration and the HMS Trincomalee Trust in relation to the questions outlined in section 2.3.

Contact Officer:- James Walsh – Scrutiny Support Officer
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BACKGROUND PAPERS

The following background papers were used in the preparation of this report:-

- (i) Report of the Scrutiny Support Officer titled 'Scrutiny Investigation into The Marketing of Hartlepool – Scoping Report,' presented at the meeting of the Regeneration and Planning Services Scrutiny Forum of 4 September 2008.