

# **REGENERATION AND PLANNING SERVICES SCRUTINY FORUM AGENDA**



**Friday, 6 March 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 20 February 2009 (to follow)

**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**

6.1 Corporate Plan Update For 2009/10: Proposed Outcomes And Actions –  
*Scrutiny Support Officer / Director of Regeneration and Planning Services*

**7. ITEMS FOR DISCUSSION**

**Scrutiny Investigation into the Marketing of Hartlepool**

**7.1 Feedback from Site Visit**

- (a) Covering Report – *Scrutiny Support Officer*
- (b) Verbal Feedback from the site visit to South Tyneside Council held on 5 March 2009

**8. ISSUES IDENTIFIED FROM FORWARD PLAN**

**9. ANY OTHER ITEMS WHICH THE CHAIRMAN CONSIDERS ARE URGENT**

**ITEMS FOR INFORMATION**

- i) **Date of Next Meeting:- Thursday, 9 April 2009, commencing at 2.00 pm in the Council Chamber, Civic Centre, Hartlepool**

# **REGENERATION AND PLANNING SERVICES SCRUTINY FORUM**

## **MINUTES**

**20 February 2009**

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

### **Present:**

Councillor: Councillor Shaun Cook (In the Chair)

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

Resident Representatives:

John Lynch and Iris Ryder

### **Also Present:**

Krimo Bouabda, Managing Director, Cream Restaurants Ltd  
Bryn Hughes, General Manager, HMS Trincomalee Trust  
John Leer, Tees Valley Regeneration  
Daniel Raudin, York Hotel  
Mark Rycraft, Centre Manager, Middleton Grange Shopping Centre

### **Officers:**

Stuart Green, Assistant Director, Planning and Economic Development  
Jo Cole, Principal Economic Development Officer (Tourism)  
Joan Wilkins, Scrutiny Support Officer  
Denise Wimpenny, Principal Democratic Services Officer

Prior to the commencement of the main business, the Chairman referred in terms of regret to the recent death of Councillor Michael Johnson. Members paid tribute to his qualities as a Councillor and as a friend and stood in silence as a mark of respect.

## **85. Apologies for Absence**

Apologies for absence were submitted on behalf of Councillor Edna Wright and Resident Representative Brian McBean.

## **86. Declarations of interest by Members**

None.

**87. Minutes of the meeting held on 16 January 2009**

Confirmed.

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

None.

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

None.

**90. Consideration of progress reports/budget and policy framework documents**

None.

**91. Matters Arising from the Minutes of the meeting held on 16 January 2009**

Minute 81 – Regeneration and Planning Services Department: Budget and Policy Framework Consultation Proposals 2009/10

In response to a request for clarification as to whether a jobs freeze was still ongoing, the Assistant Director outlined the redeployment process and suggested that confirmation be obtained from Human Resources. The Chair agreed to follow this up with Human Resources and obtain written confirmation of the current position / process.

**92. Scrutiny Investigation into the Marketing of Hartlepool – Evidence from Key Partners involved in the Promotion and Marketing of Hartlepool** (*Scrutiny Support Officer*)

As part of the Forum's investigation into the marketing of Hartlepool, representatives from Tees Valley Regeneration, Cream Restaurants, Middleton Grange Shopping Centre, York House and HMS Trincomalee Trust had been invited to the meeting to provide evidence in relation to their views as key partners on the Marketing of Hartlepool.

A representative from Tees Valley Regeneration referred to the types of

marketing material produced on behalf of the five local authorities, a copy of which was circulated at the meeting. The two key areas of marketing activity were research and promotion of marketing material. Details on the approach to marketing, how applications were submitted to the Regional Development Agency together with the difficulties of determining the market audience were outlined. The importance of delivering marketing in partnership with local authorities and strategic partners was highlighted. Reference was made to the recent announcement regarding the loss of links between Durham Tees Valley Airport and Heathrow and the work that was currently ongoing to address this issue. Details of wider promotional activity and recent successful campaigns were provided.

A discussion ensued which included the following issues:-

- In response to a query regarding distribution of marketing material, the representative from Tees Valley Regeneration stated that marketing material was distributed to a range of audiences and by a variety of means, including targeted campaigns and tailored responses to individual enquiries.
- Concerns were expressed in relation to Hartlepool's peripheral position in comparison with many other parts of the Tees Valley and the importance of marketing Hartlepool individually to assist with such economic issues was highlighted. It was reported that the focus of Tees Valley Regeneration was to promote the area as a whole and to encourage businesses to set up in the area.
- With regard to how foreign investment was encouraged and the role of One North East in promoting this issue, a Member queried why this was not promoted direct. The Assistant Director commented on the difficulties of accessing worldwide markets and that the costs involved in this process to the local authority were beyond the current budget provision. Members were advised that the current arrangements worked well.
- In response to a query regarding the types of skills data available for the area, the Forum was advised that skills data was available to national and international markets on a sectoral basis ie process and chemical industry employees. The role of One North East in promoting the area to overseas companies was further outlined.
- During discussions on the role of regional development agencies a query was raised on how Hartlepool's needs in terms of marketing were factored into the needs of the whole of Tees Valley. The Tees Valley Regeneration representative stated that information for the Tees Valley as a whole was provided to potential developers and there was no emphasis on any particular location. The aim was to attract investment to the Tees Valley in the first instance and then offer the best property option(s) in light of the needs of the particular enquiry.

- A resident representative emphasised the need to encourage investment in the town centre area. The Forum was advised that the aim was to bring forward opportunities for different sectors in various parts of the borough. The need for additional accommodation for new businesses was recognised.
- In response to a request for information, details of the number of occupied/unoccupied units at the Queens were provided.

A representative from Cream Restaurants Ltd who was in attendance at the meeting reported that as a visit Tees Valley Board Member he was fully aware of the marketing activities in the town and throughout the Tees Valley. The efforts by the Economic Development Team (Tourism) to promote the Passport Group and Hartlepool were widely recognised. The improvements in the town were something to be proud of and the value of these improvements in terms of marketing were emphasised. However, it was acknowledged that there were further improvements that could be made.

The representative was of the view that tourists visiting family or friends were an invaluable form of marketing and were likely to promote and share their experiences of the town. The issue of public perception was a major factor in terms of marketing the town. It was also recognised that the businesses played a part in the visitor experience and it was important that they provided the right quality of experience in order to encourage repeat and new visitors. An increase in visitor numbers could not be left solely to the role of marketing activity.

The comments in relation to the efforts of the Council's Economic Development (Tourism) Team were endorsed by the Town Centre Manager. It was considered that the marketing material was good and pointed out that marketing was very much about peoples' experiences when visiting the town. Details of how the town centre was marketed outside the town and the importance of a good transport interchange were highlighted. It was suggested that the provision of a theatre, conference and sporting facilities should be explored to assist with marketing the town.

A representation from HMS Trincomalee Trust added that as a Board Member of the visit Tees Valley there were some issues in relation to marketing that were as a result of funding. The advantages of the Passport Group and the valid contribution of the local authority which enabled contributors from the business, voluntary and public sectors to come together were invaluable. The importance of promoting the right image for visitors with good signage and no litter problems was highlighted as well as the need to promote localised awareness of what the town has to offer.

The General Manager from the York Hotel commented on the excellent amenities the town had to offer and the importance of promoting localised awareness to encourage residents to explore their local environment rather than travel to other areas.

The Principal Economic Development Officer (Tourism) thanked the business representatives for their contribution and suggestions and reinforced the efforts of the businesses to work with the Council in delivering marketing activity. The importance of improving signage and public perception was noted and would be further explored. One of the key issues was to encourage visitors to the town, however, it was recognised that one of the key problems was that due to its location people always needed to have a purpose to visit the town, they did not simply drive through it. Therefore it was often difficult to encourage people into the town who still had old and unrealistic perceptions of the town and its visitor offer. The Tall Ships Races event was an ideal opportunity to encourage visitors to return as their main focus would be to attend the event and perceptions were not a factor in their reasoning. It emphasised the scale and importance of the event and its opportunities for Hartlepool.

In addition to the issues outlined above, the Forum suggested that the marketing of Hartlepool should focus on the following issues:-

- Encourage the people of Hartlepool to promote the positive aspects of the town as opposed to the negatives and negative press reports to be addressed.
- The Tall Ships' Races Workstreams to work together to promote Hartlepool.
- Signage to promote the area i.e. Tall Ships' Races Event. The Town Centre Manager highlighted the excessive charges for advertising on roundabouts which were being managed by an external company on behalf of the local authority. Members were exasperated at the logic of the Council in effect paying to advertise on its own roundabouts. Whilst Members were advised that the issue had already been brought to the attention of the Mayor, the Forum requested that a letter be sent to the Mayor and the Chief Executive seeking clarification of the situation in terms of the and cost / process for the placement of promotional / marketing signage on roundabouts in Hartlepool.
- Enhance the area and routes into the town – address the boarded up housing on Easington Road. Members were advised that initial discussions had taken place with Housing Hartlepool with a view to looking to address this problem for the Tall Ships' Races event.

A Resident Representative complimented the Economic Development Team on the Discover Hartlepool brochure.

During discussion Members also referred to a number of aspects of Hartlepool's product for visitors (as opposed to marketing issues) including:-

- Provision of transport interchange
- Provision of conference facilities
- An enhanced range of sporting facilities
- Re-use of Jacksons Landing (conference facilities and/or music entertainment venue or ice skating arena)
- A continued healthy main shopping centre – The Town Centre Manager

stated that whilst the take up of units could be better, 130 units were trading with a 10% vacancy reate which was comparable with other areas in the country

- Attractive approach routes to the town

The Chair thanked the representatives from the business community and Tees Valley Regeneration for their valid contribution to the meeting.

### **Recommendation**

That the information given, be noted and the comments of the Forum and evidence provided be used to assist with the scrutiny investigation.

## **93. Issues Identified from Forward Plan**

None

## **94. Date and Time of Next Meeting**

It was reported that the next meeting would be held at 2.00 pm on 6 March and a site visit to South Tyneside Council was scheduled for 5 March departing at 9.00 am.

The meeting concluded at 4.00 pm.

CHAIRMAN



## **REGENERATION AND PLANNING SERVICES SCRUTINY FORUM**

6 March 2009



**Report of:** Director of Regeneration and Planning Services

**Subject:** CORPORATE PLAN UPDATE FOR 2009/10:  
PROPOSED OUTCOMES AND ACTIONS

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### **1. PURPOSE OF REPORT**

- 1.1 To provide the opportunity for the Regeneration and Planning Services Scrutiny Forum to consider the proposed outcomes and actions for inclusion in the Corporate Plan 2009/10.

### **2. BACKGROUND INFORMATION**

- 2.1 The Corporate Plan is for the 2 years 2009/10 to 2010/11. This coincides with the Local Area Agreement and the Government's Comprehensive Spending Review and allocation of funding to local government which is reflected in the Council's own Medium Term Financial Strategy.
- 2.2 The Corporate Plan is the Council's top-level plan. It sets out the Council's top priorities and contributions for delivering the Community Strategy aims in 2009/10.
- 2.3 The Corporate Plan is an important document because it formally communicates the council's vision and priorities. The process for producing the plan has been designed to ensure the risk is minimised and that the Corporate Plan is fit for purpose.
- 2.4 The focus of the Corporate Plan for 2009/10 is on priority activities for improvement at a strategic level rather than day to day service delivery objectives. The operational service delivery objectives are picked up through Departmental service plans which are reported to individual portfolio holders.
- 2.5 As in previous years it is proposed that the Corporate Plan proposals should be considered by each of the Scrutiny Forums in early March. A report will be prepared for Scrutiny Coordinating Committee, for the meeting on 20 March 2009, detailing the comments/observations of each of the Scrutiny Forums to inform a response to Cabinet.

### 3 THE CORPORATE PLAN

- 3.1 As in previous years the plan will be produced in two parts. Part 1 describes the Council's overall aim, contributions to the Community Strategy aims and organisational development priorities.
- 3.2 Part 2 will continue to contain the detailed supporting information relating to performance statistics. The Council now has greater flexibility about what statistics it chooses to publish following the replacement of the Best Value Performance Indicators with the National Indicator set. Part 2 for 2009/10 will include performance statistics relevant to the Corporate Plan drawn from National and local indicators. Where available, the information provided will include 2007/08 and 2008/09 outturns and targets for 2009/10, 2010/11 and 2011/12,
- 3.3 The performance information cannot be collected until after 31 March, and is therefore not available at present. As with previous years this will be presented to Cabinet and Scrutiny Coordinating Committee in May/June for consideration.
- 3.4 At this stage the Scrutiny Forums are only being asked to consider the proposed Corporate Plan outcomes and actions. In line with previous years, Regeneration and Planning Services Scrutiny Forum is only being asked to consider the proposed outcomes and actions that fall within its remit - attached at **Appendix A**.
- 3.5 As in previous years the remaining proposed outcomes and actions will be considered by the other relevant service Scrutiny Forums in early March, and their comments will be considered by Scrutiny Coordinating Committee on 20 March 2009.
- 3.6 The proposed list of outcomes and actions for inclusion in the 2009/10 plan, at **Appendix A**, is not a final definitive list. Officers will continue to review the contents over the coming months and will amend, if deemed appropriate, and if changing priorities demand it. Any proposed changes to the list of outcomes and actions will be brought back to Cabinet and Scrutiny Coordinating Committee for consideration.

### 4 RECOMMENDATIONS

- 4.1 It is recommended that the Regeneration and Planning Services Scrutiny Forum:-
- (a) considers the proposed outcomes and actions for inclusion in the 2009/10 Corporate Plan as attached at **Appendix A**.
  - (b) formulates any comments and observations to be presented to the meeting of the Scrutiny Co-ordinating Committee to be held on 20 March

2009 to enable a formal response to be presented to the Cabinet in April 2009.

**Contact Officers:-** Peter Scott – Director of Regeneration and Planning Services  
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## **BACKGROUND PAPERS**

No background papers were used in the preparation of this report.

## Corporate Plan 2009/10 – proposed Outcomes and Actions

## Jobs and the Economy

Outcome: **Attract Investment** (Outcome Lead: Israr Hussain)

Code	Action	Lead Department / Division
CORP JE01	Continue to work with partners to provide key manufacturing and service sector infrastructure including appropriate sites and premises including the development of the Southern Business Zone	Regeneration and Planning Services Department
CORP JE02	Work with Tees Valley Regeneration and PD Ports for the redevelopment of Victoria Harbour within Hartlepool Quays	Regeneration and Planning Services Department

Outcome: **Be globally competitive** (Outcome Lead: Mick Emerson)

Code	Action	Lead Department / Division
CORP JE04	Continued development of Hartlepool's Business Incubation System and business support programme including the development of the visitor economy network	Regeneration and Planning Services Department
CORP JE05	Develop and facilitate entrepreneurial activities including working with young people to foster the enterprise culture in the town	Regeneration and Planning Services Department

Outcome: **Create more employment opportunities for local people** (Outcome Lead: Patrick Wilson)

Code	Action	Lead Department / Division
CORP JE06	Develop employment and training initiatives in partnership with key stakeholders for residents [ including targeting individuals from the most deprived wards] which meet the demands of the local labour market and the business community	Regeneration and Planning Services Department

Outcome: <b>Achieve economic wellbeing for all children and young people ensuring that they are prepared for working life</b> (Outcome Lead: Tom Argument)		
Code	Action	Lead Department / Division
CORP JE08b	Coordinate the implementation of the Council's Child Poverty Strategy and Action Plan in relation to economic participation	Regeneration and Planning Services Department

Outcome: <b>Promote Hartlepool's interests in economic regeneration policy making at the national, regional and sub-regional levels</b> (Outcome Lead: Derek Gouldburn)		
Code	Action	Lead Department / Division
CORP JE11	Pursue due recognition of Hartlepool's economic role, needs and opportunities in national, regional and sub-regional policy	Regeneration and Planning Services Department
CORP JE12	Coordinate Key Regeneration Programmes <sup>1</sup>	Regeneration and Planning Services Department

Outcome: <b>Support and promote appropriate physical and economic regeneration and pursue external funding opportunities</b> (Outcome Lead: Andy Golightly)		
Code	Action	Lead Department / Division
CORP JE12	Coordinate Key Regeneration Programmes <sup>1</sup>	Regeneration and Planning Services Department

<sup>1</sup> The Action CORP JE12 Coordinate Key Regeneration Programmes has different activities relevant to both outcomes and these will be reported appropriately.

<b>Lifelong Learning and Skills</b>
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**Outcome: Provision of high quality learning and skills opportunities that drive economic competitiveness, widen participation and build social justice** (Outcome Lead: Diane Martin)

Code	Action	Lead Department / Division
CORP LLS11	Facilitate the physical enhancement and improvement of key education facilities – College of Further Education	Regeneration and Planning Services Department

<b>Community Safety</b>
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**Outcome: Reduced Crime** (Outcome Lead: Brian Neale)

Code	Action	Lead Department / Division
CORP CS01	Ensure compliance with section 17 of Crime and Disorder Act 1998, by supporting all Council Departments in developing their understanding and responsibilities to preventing and reducing crime and disorder when delivering services	Regeneration and Planning Services Department
CORP CS02	Contribute to developing partnership approaches to reduce the levels of violence and disorder specific to the town centre night-time economy and domestic related incidents, together with addressing alcohol related crime and disorder across Hartlepool	Regeneration and Planning Services Department

**Outcome: Reduced harm caused by illegal drugs and alcohol** (Outcome Lead: Chris Hart)

Code	Action	Lead Department / Division
CORP CS03	Ensure effective drug treatment services and interventions	Regeneration and Planning Services Department
CORP CS04	Strengthen alcohol treatment and support services	Regeneration and Planning Services Department

Outcome: <b>Improved neighbourhood safety and increased public confidence, leading to reduced fear of crime and anti-social behaviour</b> (Outcome Lead: Sally Forth)		
Code	Action	Lead Department / Division
CORP CS05	Reduce anti social behaviour and criminal damage, including deliberate fire setting	Neighbourhood Services Department ; Regeneration and Planning Services Department
CORP CS06	Promote community cohesion and engagement within communities, including the co-ordination of the local Prevent strategy	Regeneration and Planning Services Department

Outcome: <b>Reducing offending and re-offending</b> (Outcome Lead: Chris Catchpole)		
Code	Action	Lead Department / Division
CORP CS07	Improve the effectiveness of criminal justice interventions for adult offenders who are supervised by the Reduction of Re-offending team.	Regeneration and Planning Services Department
CORP CS08	Promote integrated offender management	Regeneration and Planning Services Department
CORP CS09	Support the implementation of the 'Team Around the School' model and extend the early identification and support for those children and young people who are at risk of offending	Regeneration and Planning Services Department

## Environment

Outcome: <b>Deliver sustainable communities through high quality planning, new build and sensitive conservation and protect and enhance the local natural environment</b> (Outcome Lead: Sarah Scarr)		
Code	Action	Lead Department / Division
CORP EN01	Coordinate the preparation of the Local Development Framework embodying the core principle of sustainable development and climate change	Regeneration and Planning Services Department
CORP EN02	Review significant features of Hartlepool's natural environment	Regeneration and Planning Services Department
CORP EN03	Review Hartlepool's conservation areas and implement planning policy guidance relating to the historic environment.	Regeneration and Planning Services Department

<b>Housing</b>
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<b>Outcome: Balancing Housing supply and demand (Outcome Lead: Nigel Johnson)</b>		
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Code	Action	Lead Department / Division
CORP HO01	Pursue a strategic housing market renewal programme in partnership with Tees Valley Living and key local partners	Regeneration and Planning Services Department
CORP HO02	Enable development of affordable housing	Regeneration and Planning Services Department

<b>Outcome: Improving the quality of existing housing (Outcome Lead: John Smalley)</b>		
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Code	Action	Lead Department / Division
CORP HO03	Encourage improvements to homes to meet and exceed 'decent homes standards'	Regeneration and Planning Services Department
CORP HO04	Improve the energy efficiency of houses	Regeneration and Planning Services Department

<b>Outcome: Changing housing needs and Meeting the Housing Needs of Vulnerable People (Outcome Lead: Nigel Johnson)</b>		
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Code	Action	Lead Department / Division
CORP HO05	Provide support services to increase the opportunity for residents to live independently in the community	Regeneration and Planning Services Department
CORP HO06	To ensure the delivery of high quality housing support services through efficient and effective contracts with providers	Regeneration and Planning Services Department



Outcome: <b>Access to Housing</b> (Outcome Lead: Lynda Igoe)		
Code	Action	Lead Department / Division
CORP HO07	Ensure there is access to a choice of good quality housing to buy or rent, to meet the aspirations of residents and encourage investment	Regeneration and Planning Services Department
CORP HO08	Open the Housing Options Centre	Regeneration and Planning Services Department

### Strengthening Communities

Outcome: <b>Empower local people to have a greater voice and influence over local decision making and the delivery of services</b> (Outcome Lead: Karen Oliver)		
Code	Action	Lead Department / Division
CORP SC02	Ensure a fit for purpose Local Strategic Partnership	Regeneration and Planning Services Department
CORP SC03	Coordinate the preparation, implementation, review and partnership monitoring of the Local Area Agreement	Regeneration and Planning Services Department

Outcome: <b>Improving quality of life and ensuring service providers are more responsive to neighbourhood needs with particular focus on disadvantaged areas</b> (Outcome Lead: Catherine Frank)		
Code	Action	Lead Department / Division
CORP SC11	Ensure the delivery of the Neighbourhood Renewal in the Borough	Regeneration and Planning Services Department
CORP SC12	Continue the programme of Neighbourhood Action Plans (NAP) preparation, implementation and review	Regeneration and Planning Services Department
CORP SC13	Support the development and implementation of regeneration programmes within disadvantaged areas.	Regeneration and Planning Services Department

## **REGENERATION AND PLANNING SERVICES SCRUTINY FORUM**

6 March 2009



**Report of:** Scrutiny Support Officer

**Subject:** SCRUTINY INVESTIGATION INTO THE  
MARKETING OF HARTLEPOOL:  
FEEDBACK FROM SITE VISIT – COVERING  
REPORT

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### **1. PURPOSE OF REPORT**

- 1.1 To facilitate a discussion amongst Members of this Forum in relation to the Site Visit held to South Tyneside Council.

### **2. BACKGROUND INFORMATION**

- 2.1 As part of the evidence gathering process for the undertaking of the Marketing of Hartlepool, the following site visit was recently attended by Members of the Regeneration and Planning Services Scrutiny Forum:-

(a) Site Visit to South Tyneside Council held on 5 March 2009;

- 2.2 In line with good practice, Members of this Forum who were in attendance are requested to share / discuss their findings at today's meeting.

### **3. RECOMMENDATIONS**

- 3.1 That Members of the Forum discuss their findings from the Site Visit as outlined in paragraph 2.1 of this report.

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

No background papers were used in the preparation of this report.