

REGENERATION AND ECONOMIC DEVELOPMENT PORTFOLIO

DECISION SCHEDULE



Friday 3 December 2010

at 3.30 pm

in Committee Room A, Civic Centre, Hartlepool

Councillor P Hargreaves, Cabinet member responsible for Regeneration and Economic Development will consider the following items.

1. KEY DECISIONS

No items

2. OTHER ITEMS REQUIRING DECISION

- 2.1 Local Safety Schemes – *Assistant Director (Transportation and Engineering)*
- 2.2 Jesmond Mews – Parking Petition – *Assistant Director (Transportation and Engineering)*
- 2.3 Work Smart Project – *Assistant Director (Regeneration and Planning)*

3. ITEMS FOR INFORMATION

- 3.1 Outcome of the Empty Shops Fund – *Assistant Director (Regeneration and Planning)*

REGENERATION AND ECONOMIC DEVELOPMENT PORTFOLIO

Report to Portfolio Holder
3rd December 2010



Report of: Assistant Director (Transportation and Engineering)

Subject: LOCAL SAFETY SCHEMES

SUMMARY

1. PURPOSE OF REPORT

- 1.1 To report the list of potential safety schemes following a review of updated road casualty data (**Appendix 1**).

2. SUMMARY OF CONTENTS

- 2.1 The report details the updated list, based on road casualty data for the years 2007, 08 and 09.

3. RELEVANCE TO PORTFOLIO HOLDER

- 3.1 The Portfolio Holder has responsibility for Traffic and Transportation issues.

4. TYPE OF DECISION

- 4.1 Non key.

5. DECISION MAKING ROUTE

- 5.1 This is an executive decision by the Portfolio Holder.

6. DECISION(S) REQUIRED

- 6.1 That the updated safety scheme list be approved, and a scheme for the No. 1 priority on the list, A689 (Burn Road - Brenda Road), be approved for implementation as detailed in this report.

Report of: Assistant Director (Transportation and Engineering)

Subject: LOCAL SAFETY SCHEMES

1. PURPOSE OF REPORT

- 1.1 To report the list of potential safety schemes following a review of updated road casualty data (**Appendix 1**).

2. BACKGROUND

- 2.1 Safety schemes are prioritised primarily on the basis of the number of accidents, followed by the level of speeding recorded during surveys.
- 2.2 Additional sites are assessed on a regular basis, and any found to have a casualty problem or high speeds recorded during surveys are reported to Portfolio seeking approval to be added to the list at the appropriate position.
- 2.3 Due to the increasing number of locations where schemes have been requested, the list reported is now limited to the top 20 sites.
- 2.4 The Council is required to demonstrate to the Department for Transport that schemes are focused primarily on casualty reduction, in order to give the best possible opportunity of meeting government casualty targets.
- 2.5 The list can be subjective where locations have similar accident records, so a points system is used of 3 points for a fatal accident, 2 points for a serious accident and 1 point for a slight accident. This is consistent with the need to reduce fatal and serious accidents by a greater level against future targets.

3. PROPOSALS

- 3.1 The scheme at the top of the list is A689 (Burn Road - Brenda Road), and therefore a scheme has been developed for implementation this financial year, as follows, and as shown in **Appendix 2**:-
- Anti-skid surfacing of Burn Road roundabout and all approaches.
 - Renew anti-skid surfacing of eastbound approach to Brenda Road roundabout.

- Coloured surfacing to highlight the junctions with Oxford Street and Thomlinson Road.
- Provision of Armco type barriers on central reserve, to protect against collisions with trees.
- Re-grading of east side verge on approach to Brenda Road roundabout, to reduce water run off onto the carriageway.
- Provision of SLOW markings on red bands on northbound approach to toucan crossing adjacent to Oxford Street.
- Improved lighting at the three pedestrian crossing points along the road.

The scheme will also be complemented by the improvement works to the Burn Road roundabout slip road approved at the October portfolio meeting.

4. FINANCIAL IMPLICATIONS

- 4.1 The scheme will be funded from the Local Transport Plan.
- 4.2 Other safety schemes are also developed in partnership with Neighbourhood Action Plans, New Deal for Communities, Neighbourhood Forums and other partners wherever possible.

5. RECOMMENDATIONS

- 5.1 That the updated safety scheme list be approved, and a scheme for the No. 1 priority on the list, A689 (Burn Road - Brenda Road), be approved for implementation as detailed in this report.

6. REASONS FOR RECOMMENDATIONS

- 6.1 The A689 (Burn Road - Brenda Road) site is the one with the worst accident record in Hartlepool and, therefore, has been selected for a safety scheme to be implemented.

7. BACKGROUND PAPERS

- 7.1 **Appendix 1** – Safety Scheme list.
Appendix 2 – Plan of scheme proposals.

8. CONTACT OFFICER

Peter Frost – Traffic Team Leader
Regeneration and Neighbourhoods (Transportation and Engineering)
Hartlepool Borough Council
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Email: peter.frost@hartlepool.gov.uk

APPENDIX 1

Safety Scheme Priority List 2010

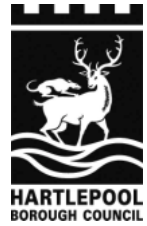
Priority	Location	Number Of Accidents x			Recorded Speeds *	Special Circumstances/Comments
		Slight	Serious	Fatal		
1	A689 (Brenda Road - Burn Road)	12	1	1		
2	A179 (A19 - Hart Village r/a)	10	3	-		
3	A178 Tees Rd (Brenda Rd - Elizabeth Way)	5	2	2		
4	Winterbottom Ave / Miers Ave	8	2	-	35.4mph	
5	Brierton Lane (A689 - Catcote Rd)	11	-	-		
6	Elwick Road (Dalton Back Lane - Cairnston Rd)	1	3	1		
7	Station Lane/Seaton Lane (The Front - Brenda Rd)	6	2	-		
8	Oxford Road (A689 - Shakespeare Ave)	5	2			
9	A689 (Truro Drive - Sappers Corner)	4	2	-		
10	Grange Rd (Wooler Rd-York Rd)	6	1			
11	Hart Road (Hart Village - West View Road)	6	-	-		
12	Hart Lane (Dunston Rd - Merlin Way)	3	1	-		
13	Rossmere Way (A689 - Dumfries Rd)	3	1	-		
14	Victoria Road (York Road - A689)	5	-	-		High Pedestrian usage
15	Warrior Drive	2	1	-		
16	Holdforth Road	1	1	-	34mph	
17	Owton Manor Ln-Wynyard Rd (Kilmarnock Rd-Kilmarnock Rd)	3	-	-	33mph	
18	The Front, Seaton Carew (Elizabeth Way - Warrior Drive)	3	-	-		
19	Marlowe Road	-	1	-	35.6mph	
20	Davison Drive	2	-	-		
x	Accidents over the previous 3 years. Calculated: Fatal - 3 points, Serious - 2 points, Slight - 1 point.					
*	Figures are 85 th percentile speeds – The speed at which 85% of traffic is travelling at or below.					

2.1 APPENDIX 2



REGENERATION AND ECONOMIC DEVELOPMENT PORTFOLIO

Report to Portfolio Holder
3rd December 2010



Report of: Assistant Director (Transportation and Engineering)

Subject: JESMOND MEWS – PARKING PETITION

SUMMARY

1. PURPOSE OF REPORT

To inform the Portfolio Holder of a petition which has been received for the implementation of double yellow lines on Hart Lane either side of the Jesmond Mews junction and requesting the introduction of residents parking on Jesmond Mews (see location plan attached as **Appendix 1**)

2. SUMMARY OF CONTENTS

The report details the requests made by the petition and consequences of implementing the requests.

3. RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Holder has responsibility for Traffic and Transportation issues.

4. TYPE OF DECISION

Non Key

5. DECISION MAKING ROUTE

This is an executive decision by the Portfolio Holder.

6. DECISION(S) REQUIRED

The Portfolio holder approves the implementation of the schemes outlined in section 3 of the report.

Report of: Assistant Director (Transportation and Engineering)

Subject: JESMOND MEWS – PARKING PETITION

1. PURPOSE OF REPORT

- 1.1 To inform the Portfolio Holder of a petition which has been received for the implementation of double yellow lines on the east side Jesmond Mews near to its junction with Hart Lane and the introduction of residents parking on Jesmond Mews (see location plan attached as **Appendix 1**)

2. BACKGROUND

- 2.1 A 13 name petition has been received requesting the implementation of double yellow lines on the east side of Jesmond Mews near to its junction with Hart Lane and requesting the introduction of residents parking on Jesmond Mews (the petition will be available for inspection at the Portfolio Meeting).
- 2.2 Jesmond Mews is a small cul-de-sac located off north side of Hart lane close to the junction with Jesmond Road. An existing double yellow line restriction is located on the west side of Jesmond Mews from its junction with Hart Lane. There is limited parking available within Jesmond Mews and on occasions customers from business's located on Hart Lane park here.
- 2.3 On Hart Lane a row of terraced houses are located directly east of Jesmond Mews and to the west the gable end of No1. Hart Lane Cottages and Hairdressing business are situated.

3. CONSIDERATION OF ISSUES

- 3.1 The implementation of double yellow lines would undoubtedly improve access to Jesmond Mews , however, this would remove parking for the wider community and would in turn create further pressure on parking within Jesmond Mews.
- 3.2 Residents parking zones are normally implemented in town centre areas to prevent commuter parkers from congesting residential areas.

5. RECOMMENDATIONS

- 5.1 It is recommended that no action is taken in respect of the requests made by the petitioners.

6. REASONS FOR RECOMMENDATIONS

- 6.1 It is considered that the advantages for the implementation of double yellow lines are outweighed by the loss of parking.
- 6.2 Jesmond Mews is not considered an appropriate area for the implementation of a residents parking zone.

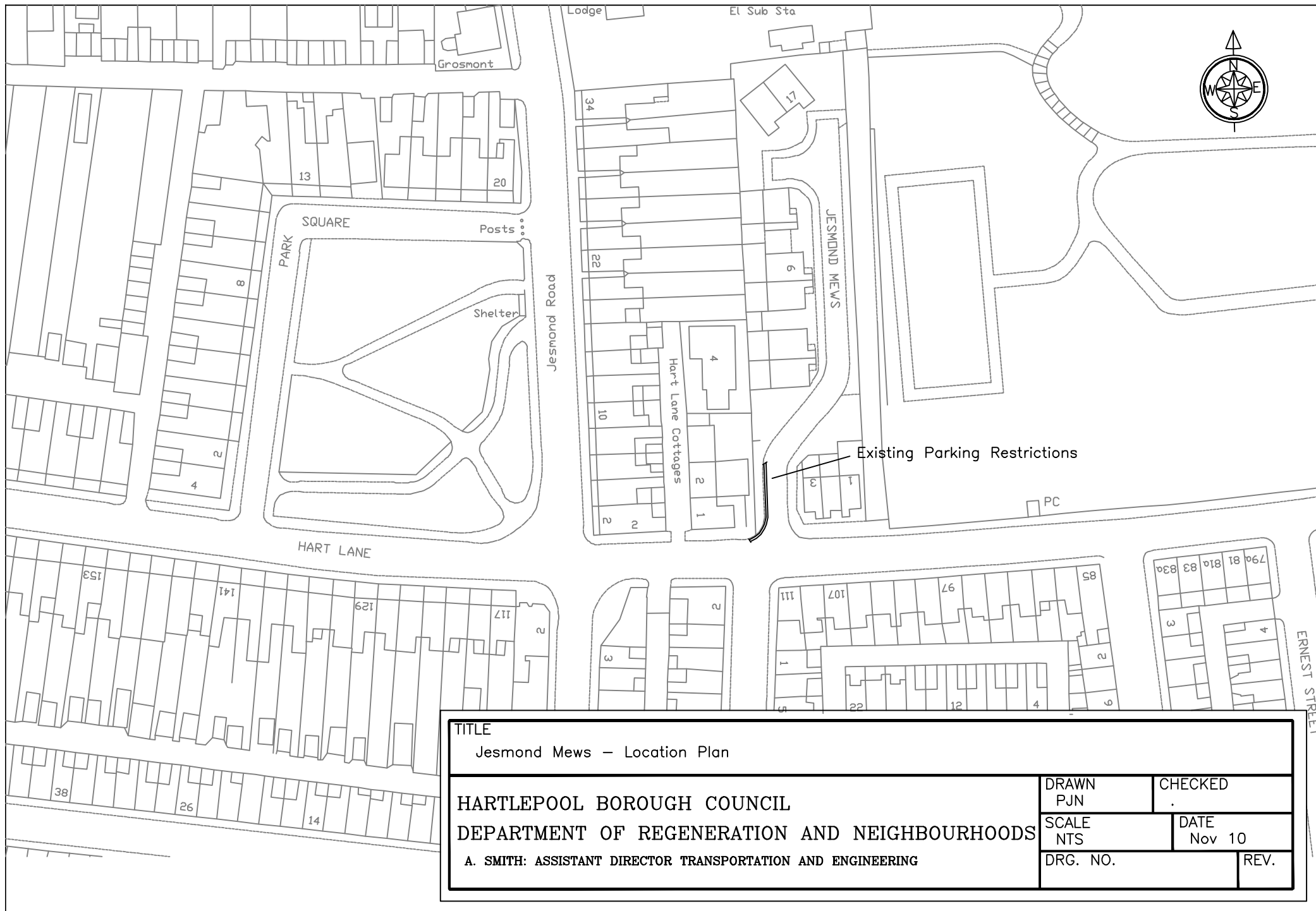
7. BACKGROUND PAPERS

- 7.1 Petition from residents of Jesmond Mews

8 CONTACT OFFICER

Peter Nixon (Senior Traffic Technician)
Regeneration and Neighbourhoods (Transportation and Engineering)
Hartlepool Borough Council

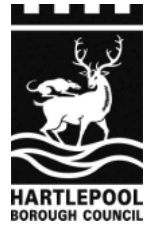
Telephone Number 01429 523244
Email: peter.nixon@hartlepool.gov.uk



TITLE			
Jesmond Mews – Location Plan			
HARTLEPOOL BOROUGH COUNCIL		DRAWN PJN	CHECKED .
DEPARTMENT OF REGENERATION AND NEIGHBOURHOODS		SCALE NTS	DATE Nov 10
A. SMITH: ASSISTANT DIRECTOR TRANSPORTATION AND ENGINEERING		DRG. NO.	REV.

REGENERATION AND ECONOMIC DEVELOPMENT PORTFOLIO

Report to Portfolio Holder
3rd December 2010



Report of: Assistant Director (Regeneration and Planning)

Subject: WORK SMART PROJECT

SUMMARY

1. PURPOSE OF REPORT

To provide an update to the Portfolio Holder in respect of recent developments in the Work Smart Project and proposed changes to the service.

2. SUMMARY OF CONTENTS

The report provides an outline of the Work Smart project and explains recent developments and proposed changes to the service.

3. RELEVANCE TO PORTFOLIO MEMBER

The service sits within the Regeneration and Economic Development Portfolio.

4. TYPE OF DECISION

Non Key.

5. DECISION MAKING ROUTE

Regeneration and Economic Development Portfolio meeting on 3rd December 2010

6. DECISION(S) REQUIRED

Approve the proposed changes in the service

Report of: Assistant Director (Regeneration and Planning)

Subject: WORK SMART PROJECT

1. PURPOSE OF REPORT

- 1.1 To provide an update to the Portfolio Holder in respect of recent developments in the Work Smart Project and proposed changes to the service.

2. BACKGROUND

- 2.1 Work Smart was developed by Hartlepool Economic Forum as part of its desire to “improve the employment offer”. The project offers a range of services to businesses which includes advice, support and training. Work Smart was the first initiative of its kind in the country and has previously been recognised as national best practice by ACAS.

- 2.2 The original priority of Work Smart was to help address the issues relating to unemployment within Hartlepool by working with employers to help them put good employment practices in place and as such the project sat within the Economic Development Unit’s Employment Development Team.

- 2.3 However as the project grew, it became clear that the aims of the service were more related to the business sector and therefore responsibility transferred to the Business Team within Economic Development in 2008.

- 2.4 In essence, Work Smart offers a range of support to businesses which includes:

- Business seminars covering a wide range of subjects ensuring that businesses are kept up to date with employment legislation and current human resources issues. The aim is to provide practical information and advice which is easy to understand and can be transferred to the workplace.

Since its inception, Work Smart has delivered seminars on topics such as recruitment and selection, equality and diversity, managing absence as well as regular employment legislation updates. This is an area which responds to business needs and a

recent seminar covered the problems of social networking and textual harassment.

- Individual support to businesses tailored to help them deal with specific issues. This ranges from assistance to comply with current employment legislation to the introduction of best practice. To date, Work Smart has helped diverse businesses ranging from small business owners considering taking on their first employee to organisations with several hundred employees. At times this support can be quite intensive where multiple needs are identified.
- Training and development support to ensure that the message of good employee relations is spread throughout an organisation. Many organisations have benefited from training for their managers and supervisors to develop their skills and knowledge in managing people.

3. RECENT DEVELOPMENTS AND PROPOSED ACTIONS GOING FORWARD

- 3.1 The service has continued to develop since 2008 and in particular there has been a desire to move towards certification for the beneficiaries of the project.
- 3.2 Due to links with The University of Teesside, a visit by the business team in February 2010 resulted in the opportunity for Work Smart to offer accreditation of the seminars being provided.
- 3.3 This necessitated the development of a “course” which will allow participants to receive a University Certificate in Advanced Professional Development. In addition, the project officer presenting the course needed to hold a Post Graduate Certificate in Education.
- 3.4 The relevant criteria were met to enable Work Smart to offer the accredited course with the first one beginning in September 2010. The course is made up of 6 modules covering:
 - Recruitment and Selection
 - Contracts and Rights in Employment
 - Performance Management
 - Managing for Attendance
 - Dealing with Discipline and Grievance
 - Termination of Employment
- 3.5 Demand for the course was high and in the event a second course is running concurrently with the first. Applications for a third course are now being received making a total of over 40 individuals enrolled on this course.

- 3.6 Going forward, the project has, in the past, provided other short courses for specific businesses which could also be accredited to add to their credibility.
- 3.7 In addition, the development of these courses offers an opportunity for income generation within the service. More specifically by widening the geographic spread of the project beyond Hartlepool, there is an opportunity to increase income, perhaps with a two tier charging policy whereby Hartlepool businesses would pay at a lower level than those benefitting from outside the Borough. We are currently charging £145 plus Vat for the course which covers all costs and generates some income, but demand would justify increasing this amount.

4. RISKS

- 4.1 This project remains a core activity of the Economic Development Team and the opportunities for income generation going forward should in part assure its ability to continue. However, it must be acknowledged that whilst supporting Hartlepool businesses will undoubtedly remain the primary focus of the project, it may prove difficult to continue to provide the intensity of the level of service currently being offered to Hartlepool businesses should the geographic area be broadened.
- 4.2 In order to mitigate this, the levels of enquiries will be carefully monitored and where necessary additional support made available.

5. RECOMMENDATIONS

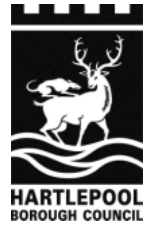
- 5.1 Portfolio Holder is requested to note the details of the report and approve the widening of the geographic area of the project.

6. CONTACT OFFICER

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REGENERATION AND ECONOMIC DEVELOPMENT PORTFOLIO

Report to Portfolio Holder
3rd December 2010



Report of: Assistant Director (Regeneration and Planning)

Subject: OUTCOME OF THE EMPTY SHOPS FUND

SUMMARY

1. PURPOSE OF REPORT

To update the Portfolio Holder on the outcome of the projects supported by the Empty Shops Fund.

2. SUMMARY OF CONTENTS

The report provides details and the results of the Multi-Use, Drop-In, "All Aboard" project and the Indoor Market Initiative, which both received funding from the Empty Shops Fund.

3. RELEVANCE TO PORTFOLIO MEMBER

The regeneration of the central area and use of regeneration resources lies within the remit of the Regeneration and Economic Development Portfolio Holder.

4. TYPE OF DECISION

Non-Key.

5. DECISION MAKING ROUTE

Regeneration and Economic Development Portfolio Meeting on the 3rd December 2010.

6. DECISION(S) REQUIRED

- The Portfolio Holder is requested to note the outcome of the projects identified within the report that were supported by the Empty Shops Fund.

Report of: Assistant Director (Regeneration and Planning)

Subject: OUTCOME OF THE EMPTY SHOPS FUND

1. PURPOSE OF REPORT

- 1.1 To update the Portfolio Holder on the outcome of the projects supported by the Empty Shops Fund.

2. BACKGROUND

- 2.1 Hartlepool was one of 57 local authorities to benefit from a £3million fund made available by the Department for Communities and Local Government to address empty shops in town centres. Hartlepool received £52,631. This report details the outcome of the use of resources from this Empty Shops Fund, which contributed towards the development of the Multi-use drop-in “All Aboard” project and the Indoor Market Initiative, as reported to the Regeneration and Economic Development Portfolio Holder on the 26th March 2010.
- 2.2 The multi-use drop in “All Aboard” initiative was successful in occupying a vacant unit within Middleton Grange Shopping Centre from 6th April – 27th August. A variety of events and exhibitions were held within the unit in order to help give the shopping centre a sense of vibrancy, to attract additional footfall and to provide interest and publicity relating to the Tall Ships 2010.
- 2.3 In total the “All Aboard” project attracted 11,423 visitors to the unit over the course of the project. Eight hundred and six people participated in the “dabble in art” open workshops led by HBC’s Arts Service, which focussed upon visual arts and crafts with the aim of promoting the arts. In addition to this a live arts project “Ship in a Shop” was held in the space which saw the delivery of a series of 36 glass workshops by a local artist. The workshops contributed towards the development of the “Ship in a Shop” art work that is now displayed in the Christ Church Art Gallery. Community groups, schools and the general public were involved in the creation of this permanent art work. The scheme attracted match funding of £27,000 from the Arts Council.
- 2.4 Within the Middleton Grange Shopping Centre unit a total of twenty-one stalls were allocated to public, private, voluntary, and charity organisations over the course of the project, allowing them to promote and signpost people to a range of projects and services. Groups that were allocated stalls included Hartlepool Autism Self Help, Waverley

Allotment, Handprint Art Studio and Sports Development, among others. The Museum Outreach Service also held events within the unit including the Curiosity Show, with the aim of promoting their service and increasing footfall to the shopping centre.

- 2.5 An information centre was also established within the unit to raise awareness and promote the Tall Ships Event held in August 2010. Promotional material, merchandise and advice were provided in addition to visual displays and a large screen promoting the event.
- 2.6 A community art gallery allowed art groups and schools from across Hartlepool to exhibit their work in a series of five exhibitions.
- 2.7 During the course of the project five staff were employed to manage the shop unit and facilitate the events. The roles included a shop manager, and three gallery assistants. Match funding from the Social Care Reform Grant Fund was used for the staffing costs of the unit.

3. INDOOR MARKET INITIATIVE

- 3.1 The second project that the Empty Shop funds supported was the Market Hall Initiative, which ran from September 2009-March 2010 allowing new retailers to “test trade” as part of Phase 2 of Hartlepool’s “Buy Local” campaign. This contributed towards the occupation of twenty vacant stalls within Middleton Grange Shopping Centre’s indoor market. The Empty Shops Fund was used to contribute to the overall costs of the scheme, specifically improving signage throughout the Market Hall, and in particular on each of the stalls. It also funded generic marketing and publicity for the project, together with a small contribution towards advertising support for individual businesses, which was key to the success of increasing footfall and gaining national recognition for the project.
- 3.2 The Empty Shops Fund was also used to fund a proportion of the utility costs of the Indoor Market Initiative, specifically electricity costs.
- 3.3 Funds were also used to assist in the relocation of the two outdoor markets, to create one, with much improved visibility. This allowed a joined up approach for the “Market Quarter”, which includes the indoor and outdoor markets.
- 3.4 The Market Quarter continues to play an important part of the “Buy Local” Campaign. Officers in the Economic Development Team in conjunction with the business forum are starting to develop a business showcase to take place in February 2011 to include the Market Quarter.

4. RECOMMENDATIONS

- The Portfolio Holder is requested to note the outcome of the projects identified within the report that were supported by the Empty Shops Fund.

5. CONTACT OFFICER

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