

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE**

Minutes of the meeting held on Tuesday 14 March 2000 at the Town Hall, Royal Leamington Spa at 6.00 pm.

**PRESENT:** Councillor Evans (Chair); Councillors Attwood, Mrs Begg, Mrs Boad, Mrs Clayton, Coker, Darmody, Guest, Hammon, Mrs Hodgetts, Kirton, Thomas.

Councillor Mrs Compton Chairman of the Council  
(Councillor Kirton substituted for Councillor MacKay)

### **1. DENNIS STANLEY**

*The Chair reported that this was the last meeting of the Sub-Committee and members expressed their thanks to Dennis Stanley, Economic Development Officer, for his contribution over many years to the Sub-Committee.*

### **2. MINUTES**

*The minutes of the meeting held on 24 January 2000, having been printed and circulated, were taken as read and signed by the Chair as a correct record.*

## **PART I**

*(Matters not the subject of powers delegated to the Sub-Committee by the Council)*

### **3. CHRISTIAN MISSION**

*The Sub-Committee considered a report from the Commissioning Director, Head of Housing and Head of Leisure and Amenities on the outcome of a meeting with the Christian Mission, arising out of a Notice of Motion from Councillor Copping submitted to the meeting of the Council held on 3 November 1999.*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

*The Christian Mission had operated in the district for nine years and worked with homeless and rootless people in Leamington Spa for whom they regularly provided food. The work of the Mission had diversified over the years and they were also providing literary classes, furniture, clothes, befriending and general cleaning for old people and parenting support.*

*The Mission were keen to repair and overhaul their older mini-bus and it was suggested that a contribution of £1,000 could enable this to happen. The bus would be used to further the work of the Christian Mission until they were able to secure a permanent building. The Christian Mission were preparing a vision and business plan and had agreed to present this to members at a future Committee meeting.*

### **RECOMMENDED that**

- (1) no action be taken on awarding a grant to the Christian Mission until copies of the vision and business plan had been considered by the Council's Executive Committee; and*
- (2) the Head of Engineering be asked to consider the Christian Mission's request for enhanced lighting and the provision of a bench in Newbold Terrace.*

#### **4. A VISION FOR WARWICK**

*The Sub-Committee considered a report from the Commissioning Director on "The Warwick Vision", an initiative which focussed on*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

*community provision for the whole of Warwick.*

*Substantial funding was likely to be available from Warwick charities, particularly "Relief in Need". However, funds from other partners would be required to ensure its success. Partners currently included Warwick Churches, Relief in Need, Community Education, Health Authority and Social Services. The proposals comprised a large resource centre and four satellite community centres located on the Forbes, Woodloes, Percy and Packmore estates.*

**RECOMMENDED** that "The Warwick Vision" be supported in principle.

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

### **5. COUNCIL FOR VOLUNTARY SERVICE - DRAFT STRATEGIC AIMS AND ACTION PLAN 2000-2001**

*The Sub-Committee considered a report from the Commissioning Director on a draft copy of the CVS Strategic Aims and Action Plan 2000/2001.*

*The Aims and Action Plan covered a great deal of joint working with the Council, much of it complementing the work that this Council had already done.*

*The report detailed the comments of officers on the draft document and sought the further views of members.*

#### **RECOMMENDED that**

*(1) the Sub-Committee endorse the comments of officers on the draft copy of the Strategic Aims and Action Plan 2000/2001 as detailed in the report; and*

*(2) a further observation be made that the Strategic Aims should include reference to the Old Town area of Royal Leamington Spa.*

### **6. ANTI-POVERTY STRATEGY - COMMUNITY BUS**

*The Sub-Committee considered a report from the Commissioning Team seeking approval for funding to hire the community bus.*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

Strategy Committee had approved an anti-poverty strategy which recommended that the community bus should be taken out on three half-day occasions to areas of deprivation to promote those Council services which were available at concessionary rates to those on low income. It was proposed that officers from the Commissioning Team, Housing, Environmental Health, Kenilworth Connection and Sports Facilities would be involved in the project to ensure a broad range of knowledge. The cost of the project was estimated to be £500.

**RECOMMENDED** that funding of £500 from the budget "Addressing for Better Targeting of Services" be approved for the hire of the community bus to promote Council services which were available at concessionary rates to those on low income.

### **7. WARWICKSHIRE WELFARE RIGHTS PROJECT**

The Sub-Committee considered a report from the Commissioning Team on the outcome of the benefits take-up campaign and seeking approval to investigate the possibility of continuing such a project.

Warwickshire Welfare Rights were commissioned to deliver benefits take-up campaigns in the Crown and Warwick West wards. The project was successful and the number of benefit take-ups increased.

Warwickshire Welfare Rights had now suggested that for this project to fulfil its full potential it should continue with a more long-term vision. Warwickshire Welfare Rights would like to be involved in any further works. However, it was suggested that this should be subject to a tender process as other local organisations had shown an interest.

## ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)

RECOMMENDED that a full evaluation of the results of the benefits take-up campaign by officers be approved and a further report be submitted to the appropriate Committee with recommendations as to how further progress in this area of work could be achieved.

### 8. FUNDING FOR TRANSLATION REQUIREMENTS

The Sub-Committee considered a report from the Commissioning Team seeking approval to fund the translation of corporate and business unit documents.

The Council was working towards level 3 of the Commission for Racial Equality standards, recently recognised as an effective method for the delivery of the requirements following the Stephen Lawrence enquiry. Business Unit action plans were now being put into place which included the requirement, where necessary, to translate key documents into relevant languages. In addition, under the Council's Equal Opportunities Statement, the Council also offered to produce literature in braille, raised text or tape.

Request for translation were now being forwarded to the Commissioning Team and it was suggested that the Chief Executive be given delegated powers to authorise each transaction rather than to seek Committee approval each time.

RECOMMENDED that the Chief Executive be given delegated authority to authorise translation transactions up to a maximum cost of £2,000 in total

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

for all transactions.

### **9. MAPPING POVERTY AND UNEMPLOYMENT**

*The Sub-Committee considered a report from the Commissioning Director on the location of poverty in the Warwick District.*

*In the course of preparing the state of the community report and the SRB6 bid, further information was forthcoming which allowed the identification of the proportion of households in receipt of benefits at enumeration district level. This was considered to be a good and clear indicator of the location of poverty and was included in an appendix to the report. Other information compiled by Warwickshire County Council gave further data on the location of poverty, deprivation and exclusion. An index of local deprivation (a score derived from a number of indicators) had also been obtained and this data would be relevant to the potential targeting of services and activities and would be particularly useful in the community plan.*

**RECOMMENDED** that the report be noted.

### **10. BETTER GOVERNMENT FOR OLDER PEOPLE INFORMATION LEAFLET**

*The Sub-Committee considered a report from the Head of Leisure and Amenities requesting funding from the Social Key Issues budget for the printing of a Better Government for Older People information leaflet.*

*The Council was one of twenty-eight Better Government for Older*



## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

People pilot authorities initially launched in November 1998. Numerous projects had been identified by the Senior Peoples' Forum, officer and member groups since this time. One of the current projects identified and still outstanding was the production of an information leaflet for circulation throughout the community. This leaflet would identify contacts for many agencies thought to be beneficial to the senior people.

It was anticipated that 20,000 copies of the leaflet would be produced at a cost of £2,000.

**RECOMMENDED** that £2,000 be allocated from the Social Key Issues budget for the production of a Better Government for Older People information leaflet.

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

### **11. ARTS STRATEGY REVIEW IMPLEMENTATION**

*The Sub-Committee considered a report from the Head of Leisure and Commissioning Director seeking approval for funding to enable the appointment of a full-time cultural development officer to take forward the implementation of the arts strategy review.*

*The draft Warwick District Arts Strategy 2000/2004 had been agreed by Leisure Committee at its meeting on 8 March 2000. One of the recommendations of the draft strategy was the appointment of a Cultural Development Officer. The existing Arts Outreach Officer post (part-time) would have been required to take forward the arts strategy until such a time as a Cultural Development Officer post was appointed. However, the Arts Outreach Officer was due to leave the Council's employment which meant that there was no one to take forward the arts strategy, running the risk of losing momentum. It was proposed, however, that the Arts Outreach Officer post could be upgraded for the next year to become the full-time Cultural Development Officer if an additional £10,000 could be found. A one-off contribution of £10,000 from the General Key Issues budget would enable the arts strategy to be led with the staff resource required.*

#### **RECOMMENDED that**

- (1) a one-off contribution of £10,000 be made to enable the upgrading of the existing Arts Outreach Officer to a full-time Cultural Development Officer post;*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

(2) Resources Sub-Committee be requested to approve an earmarked reserve of £10,000 to carry funds forward to 2000/01 and to vire this reserve from this Sub-Committee to Leisure Committee.

### **12. ARTS REVIEW CONSULTATION**

The Sub-Committee considered a report from the Head of Leisure and the Commissioning Director seeking funding for further consultation on the proposed new Warwick District Arts Strategy. The draft Warwick District Arts Strategy 2000-2004 had now been agreed by Leisure Committee at its meeting on 8 March 2000.

A review of the arts provision in the district was undertaken in a very short timescale and, as a result, although the arts strategy was firmly based on extensive consultations with district arts providers and users, it had not been possible to consult as widely as thought desirable. It was, therefore, proposed to commission consultants Arts Marketing Warwickshire to carry out an extended consultation on the draft arts strategy and action plan. This would be used to form the final content of the arts strategy and would also help it gain public awareness, support and ownership. It was anticipated that the cost of this further consultation would be £1,500 (excluding VAT).

**RECOMMENDED** that Resources Sub-Committee be requested to approve an earmarked reserve of £1,500 to carry funds forward to 2000/01 to carry out an extended public consultation on the Draft Warwick District Arts Strategy 2000/2004 and to vire this reserve from this Sub-Committee to Leisure

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

*Committee.*

*(Although this item was not on the agenda, the Chair agreed to take it as a matter of urgency in order to ensure that full consultation was carried out on the strategy prior to its formal adoption.)*

### **13. LEAMINGTON PEACE FESTIVAL - CHILDRENS SECTION**

*The Sub-Committee considered a report from the Commissioning Director requesting whether they wished to make a financial contribution towards the Leamington Peace festival.*

*The Leamington Peace festival was an annual event which included an array of stalls, arts and entertainment. The former Community Key Issues Working Party had contributed towards the childrens section of the festival last year.*

*The festival was due to take place on 17-18 June 2000 and the organisers of the childrens tent had requested a financial contribution.*

**RECOMMENDED** *that a financial contribution of £500 be made to the organisers of the childrens tent towards the cost of this year's event.*

### **14. DEVELOPMENT OF A DISTRICT WIDE YOUTH COUNCIL**

*The Sub-Committee considered a report from the Commissioning*

**ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

*Director on the development of a district wide youth council.*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

Warwickshire County Council wished to establish a youth council in each of the districts. This initiative aimed to offer young people an opportunity to identify their needs, develop a local provision and influence local policy and decision making processes. The project would target so called socially excluded young people and would be funded by the County Council and partner agencies.

A number of partner agencies had been invited to an initial meeting on 1 March 2000. There was an expectation that partners would make a future financial contribution so that a worker could be appointed. This initiative supported the Key Issue Strategy to work with Warwickshire County Council and others in support of the Policy for Young People.

**RECOMMENDED** that the development of a district wide youth council be supported.

### **15. TOWN CENTRE MANAGEMENT INITIATIVE REVIEW**

The Sub-Committee considered a report from the Commissioning Team outlining the progress being made to deliver the town centre action plan for Royal Leamington Spa.

The Town Centre Manager had benchmarked Royal Leamington Spa town centre against a number of its competitors. Both quality and quantitative information had been included in the benchmark. In particular, the footfall figures from around the town would form the basis for undertaking the yearly comparatives. Similar information was being produced for Warwick and Kenilworth town centres.

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

The Town Centre Guide was about to be published in partnership with South Warwickshire Tourism. This would bring in some £8,000 of private sector support for the Town Centre Management Initiative. The promotions group had been involved in the development of the “fashionable experience” theme. Four promotional features had been placed with over £10,000 of private sector support being made. The introduction of awards had now been established with the first awards taking place in March. Two “Fashionable Experience” newsletters had now been published.

**RECOMMENDED** that the work already being carried out as part of the town centre management initiative be supported and the future progress of initiatives be reviewed on a six monthly basis against the action plan.

### **16. SINGLE REGENERATION BUDGET BID (ROUND 6)**

The Sub-Committee considered a report on the outline bids submitted as part of Round 6 of the Single Regeneration Budget, seeking approval to prepare for the next stage if successful.

At its meeting on 23 November 1999 the Sub-Committee agreed that an SRB 6 bid be submitted for South Warwickshire. An expression of interest had to be submitted by 3 March 2000 and the Council, working with Stratford District Council, Warwickshire County Council, Warwickshire College, Warwick District CVS and Warwickshire Rural Community Council, had sought ideas for projects and concepts that could be developed within the bid.

An “expression of interest” bid had now been prepared which

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

sought to address the poverty and exclusion experienced by around 20% of the population, difficulties being experienced by certain sectors of the economy, particularly agriculture and manufacturing, and the mismatch between the needs of local communities and businesses with the opportunities offered by the local communities and businesses. If successful, the total investment could be in the region of £10m. Should this "expression of interest" bid be successful, a full bid would need to be submitted by 3 June 2000. Additional funding would be required for this.

### **RECOMMENDED that**

- (1) the 'outline' SRB6 submitted bid be noted; and
- (2) £4,000 be set aside to assist with the preparation of a full SRB6 bid should the "expression of interest" bid be successful.

## **17. REGIONAL ECONOMIC STRATEGY AND REGENERATION ZONES**

The Sub-Committee considered a report from the Commissioning Director on the approved Regional Economic Strategy and on consultation on the proposed regeneration zones in the West Midlands.



## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

The West Midlands Regional Economic Strategy was approved by the Secretary of State for the Environment, Transport and the Regions late last year. This strategy had a bearing on a number of matters but, particularly, SRB funding and funding through the English Partnership arms of Advantage West Midlands. The strategy also proposed to identify regeneration zones to be targeted for aid. The absence of a regeneration zone anywhere in Warwick district was not surprising although it was hoped that Advantage West Midlands would continue to support work that aimed to tackle small pockets of deprivation, and deprivation in rural areas which was not geographically concentrated.

**RECOMMENDED** that reassurance be sought from Advantage West Midlands that the regeneration zone concept would not prevent further work and funding aimed at small pockets of deprivation, and deprivation in rural areas.

### 18. **CONSULTATION ON ECONOMIC DEVELOPMENT STRATEGY OF WARWICKSHIRE COUNTY COUNCIL**

The Sub-Committee considered a report from the Commissioning Director on the consultation paper issued by Warwickshire County Council on economic development.

Warwickshire County Council had issued a consultation paper on economic development and were seeking the views of this Council. The consultation paper was attached as an appendix to the report and posed a number of questions for this district.

**ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

*Officers' views on the consultation paper were included for the Sub-Committee's information.*

**RECOMMENDED** *that the Officers' views on Warwickshire County Council's economic development strategy be endorsed and submitted to the County Council.*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

### **19. FUNDING FOR SRB 5 - RURAL SHOPS AND FUNDING FOR FARMERS MARKETS**

The Sub-Committee considered a report from the Economic Development Officer and the Town Centre Manager seeking approval for £3,000 to be committed as this Council's contribution towards the SRB 5 scheme for rural shops and £3,000 towards additional marketing and publicity for farmers markets.

The Council had agreed to support a Worcestershire/Warwickshire Consortium proposal to bid for single regeneration budget funds to support a rural shops initiative. The bid was successful and £1.7m was awarded over seven years. At the time of the bid, this Sub-Committee had agreed to make a contribution of £3,000 a year.

The marketing and publicity for farmers markets, while successful, was also expensive. It was suggested that a further £3,000 could be used to help with the continuing costs associated with publicising farmers markets in the district.

#### **RECOMMENDED that**

- (1) £3,000 be committed as this Council's contribution towards the SRB5 scheme for rural shops; and
- (2) £3,000 be committed towards additional marketing and publicity costs for farmers markets.

### **20. COMMUNITY WORKS FOR WHITNASH**

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

*(Councillor Kirton declared a non-pecuniary, non-substantial interest in this item).*

*The Sub-Committee considered a report from the Commissioning Director seeking approval to commit £9,000 towards community works in Whitnash.*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

Part of the Social Key Issues budget consisted of a community incentive/community awards allocation to support actions or works arising from community consultations where they reflected community needs or priorities. £9,000 had been reserved in this budget for Whitnash and Whitnash Town Council had made two suggestions for funding from this budget. The suggestions were the restoration of the Whitnash Holly Well site and the creation of a Golf Lane mini-nature reserve. These works would cost a total of £9,500 of which £500 would come from other sources.

**RECOMMENDED** that £9,000 be committed from the Community Incentive/Community Awards budget for the restoration of the Whitnash Holly Well site and the creation of a Golf Lane mini-nature reserve.

### **21. JOINT WORK WITH THE PARISHES**

The Sub-Committee considered a report from the Commissioning Director on the response from Parish Councils with regard to funding opportunities.

Parish Councils had been invited to apply for Social Key Issue funding. Three applications from councillors representing rural wards had been received as well as two further applications from Warwickshire Rural Community Council and Leisure and Amenities business unit. The report detailed the schemes concerned and recommended appropriate levels of funding.

**RECOMMENDED** that

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

- (1) £8,770 be awarded to fund new kitchen improvements at Shrewley Village Hall;*
  
- (2) funding of approximately £17,000 for the Bishops Tachbrook youth initiative be agreed, in principle, and this matter be referred to Resources Sub-Committee for a request for an earmarked reserve;*
  
- (3) funding of £4,944 for rural sports initiatives, ranging from rural transport schemes to sport specific coaching fees for young people be agreed subject to approval from Resources Sub-Committee for an earmarked reserve;*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

(4) funding of £5,000 to adapt the front entrance of Lapworth Village Hall so that disabled people may gain access be agreed subject to approval from Resources Sub-Committee for an earmarked reserve; and

(5) funding of £500 be approved towards the Warwickshire Village Ventures Awards ceremony.

### **22. ECO-MANAGEMENT AND AUDIT SCHEME (EMAS) AND GREEN TRANSPORT PLAN**

*The Sub-Committee considered a report from the Commissioning Director on using an unspent allocation to take forward the Council's EMAS and Green Transport Plan.*

*The Council had had an objective for some time to develop and implement an EMAS to monitor and lessen the environmental implications of the Council's activities. More recently, this had included the development of the Green Transport Plan and the Council had been chosen to develop the plan in the light of the unique circumstances of moving to a single location.*

*The budget for next year contained an allocation of £15,000 to help implement an EMAS programme but because of the lower priority which staff had given to EMAS this year, no new programme was ready to be implemented. The draft Green Transport Plan would also require a staff resource if it was to be implemented.*

## **ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

The Social Key Issues budget had approximately £80,000 unspent and available this year which could be earmarked and set aside to pay to recruit an additional policy officer on a three year fixed term contract. This post would have the job of getting the council to be EMAS registered, to implement the Green Transport Plan, to be the liaison officer for Action 21 and to incorporate environmental aspects into all parts of the Council's work, including Best Value.

### **RECOMMENDED that**

- (1) the creation of an additional Policy Officer post on a three year fixed term contract be approved;
- (2) the budget for this new post be committed for three years; and
- (3) Resources Sub-Committee be requested to approve an earmarked reserve of £80,000 to carry funds forward to 2000/01 and to vire this reserve from this Sub-Committee to Resources Sub-Committee.

### **23. ENVIRONMENT AWARD**

The Sub-Committee considered a report from the Commissioning Team on the opportunity to encourage and support businesses to develop good practice through the sponsorship of the Mid-Warwickshire Environmental Award.

Through discussions with the Courier newspaper group an opportunity arose to sponsor an award for good environmental



**ECONOMIC AND COMMUNITY DEVELOPMENT SUB-COMMITTEE (Continued)**

*practice in businesses. This sponsorship opportunity was taken at a total cost of £3,000 and it was considered to be a cost effective way of encouraging businesses to develop environmental good practice in pursuance of this Council's Key Issues Strategies.*

**RECOMMENDED** *that the action taken in this matter be supported.*

**PART II**

*(Matters delegated to the Sub-Committee by the Council)*

NIL

*(The meeting ended at 8.15 p.m)*

\MINS\ECD14-3