

Environment, Transport and Development Overview and Scrutiny Panel

Minutes of the Meeting held on Wednesday 9 November 2011

Present:

Mr A Byrne (Chairman)

Mr R Bearman

Michael Chenery of Horsburgh

Mr N Dixon

Mr P Duigan

Mr T East

Mr T Garrod

Mr D Harrison

Mr M Hemsley

Mr B Iles

Mr M Langwade

Mr P Rice

Dr M Strong

Mr J Ward

Mr A White

Mr R Wright

Non-Voting Cabinet Members:

Mr G Plant Planning and Transportation

Mrs A Steward Economic Development

Non-Voting Deputy Cabinet Member:

Mr J Mooney Environment and Waste

Mr B Spratt Planning and Transportation

The items are shown in the order they were discussed at the meeting - not the order in which they appear on the Agenda.

1. Apologies

Apologies were received from Mr A Adams, Dr A Boswell (Mr R Bearman substituted), Mrs M Chapman-Allen (Mr T Garrod substituted), Mr J Joyce (Mr D Harrison substituted), Mr B Borrett and Mr H Humphrey.

2. Minutes

The Minutes of the meeting held on 14 September 2011 were confirmed by the Panel and signed by the Chairman.

3. Declarations of Interest

3.1 The following members declared personal interests in Item 9 'Roundabout Sponsorship Review 2011/12':

- Mr J Ward, as a member of Thorpe St Andrew Town Council (which maintains roundabouts with sponsorship).
- Mr R Wright, as his company may wish advertise on roundabout(s).

3.2 Mr D Harrison declared a personal interest in Item 11 'GDGP: Community Infrastructure Levy Preliminary Draft Charging Schedule Consultation' as a member of Broadland District Council.

3.3 Mr East, Mr White and Mr Bearman declared personal interests in Item 13 'Minerals and Waste Development Framework – Seventh Annual Monitoring Report (2010-11)' as members of the Local Development Framework Member Reference Group.

4. Matters of Urgent Business

There were no matters of urgent business.

5. Public Question Time

There were no public questions.

6. Local Member Issues/Member Questions

There were no local issues/member questions.

7. Cabinet Member Feedback on previous Overview & Scrutiny Panel comments

7.1 The Panel received the annexed note (7) by the Cabinet Member for Economic Development.

7.2 The Cabinet Member for Economic Development advised members of the following:

7.2.1 Included in the World Class Norfolk campaign the '33 Norfolk Luminaries' poster, which members could see displayed at the back of the meeting room, had been displayed at Westminster Tube station along with posters at key rail and tube stations and had been viewed by an estimated total footfall of 12 million people.

7.2.2 Another element of the campaign, 'Norfolk Facts' cards were available which contained key messages for a variety of audiences.

7.2.3 Congratulations were expressed to Lotus on their successful Regional Growth Fund bid; the Chief Executive, David White, had received a letter from Lotus thanking the authority for its support.

7.2.4 At a recent meeting Eric Pickles had stated that he was very impressed with Norfolk's Enterprise Zone.

7.2.5 The digital switchover in Norfolk begins today. Every effort had been taken to let Norfolk communities know about the switchover, including sending a leaflet to every household in Norfolk. The Panel had previously expressed an interest in the support available for vulnerable people. Members were advised that people who required support could telephone 08456505050.

7.3 The Cabinet Member for Planning and Transportation said that the Fair Fares Campaign was going well and five other counties were now on board. The authority's voice was being heard in Westminster and a response was expected early next year. Concessionary Fares were funded by the central Government and tax payers of Norfolk; the number of people receiving concessionary fares was rising and it had been calculated that Norfolk tax payers would have to find a further £800k to cover the costs of concessionary fares; it was therefore important to continue with the campaign.

8. Scrutiny Forward Work Programme

8.1 The Panel received the annexed report (8) by the Director of Environment, Transport and Development.

- 8.2 It was suggested that the scrutiny item concerning the recession should include liaison with district councils. The Director of Environment, Transport and Development advised that this was taking place as part of the work to develop an Economic Growth Strategy; the Panel would receive a report on the Strategy in the New Year.

RESOLVED:

- 8.3 The Panel agreed the Outline Scrutiny Programme as set out in Appendix A of the report, the scrutiny topics listed and the reporting dates.
- 8.4 The Panel also agreed that a Highway and Community Rangers update report should be received at the next meeting.

9. Roundabout Sponsorship Review 2011/12

- 9.1 The Panel considered the annexed report (9) by the Director of Environment, Transport and Development which set out the proposed changes to the existing roundabout sponsorship policy to allow the appointment of a single company (through competitive tendering process) to obtain and arrange roundabout sponsorship within the county. The report also set out the proposed change to the current restrictions on the size and type of permitted signs associated with provision of roundabout sponsorship.
- 9.2 During the course of discussion the following comments were noted:
- Roundabout sponsorship had been piloted on the Tivetshall Pulham roundabout which had been very positive; there were opportunities for members to promote this.
 - The proposal covered all roundabouts in Norfolk 'outside of Norwich'; Norwich was defined by Norwich City Agency area.
 - Corporate Communications would be providing clear guidelines on what type of advertisement would be acceptable and members were assured that nothing inappropriate or improper would be allowed.
 - Illegal signs were a constant issue and the authority would take a firm line on this.
 - With reference the A47 Acle roundabout, officers were not in a position to agree that this be included but they could liaise with the Highways Agency about its possible inclusion in the scheme.
 - Members agreed that this was an excellent initiative which would create consistency and enhance the appearance of the County. Thanks were expressed to Mr Spratt and the officers concerned.

RESOLVED:

- 9.4 To note the contents of the report and the approach set out, in particular:
- (i) The proposed change to the existing roundabout sponsorship policy to allow the appointment of a single company (through the competitive tendering process) to obtain and arrange roundabout sponsorship within the County.

- (ii) The proposed change to the current restrictions on the size and type of permitted signs associated with provision of roundabout sponsorship. These changes include the provision of larger signs and additional text with the aim of enhancing the attractiveness of and demand for roundabout sponsorship.

10. World Class Norfolk update and next steps

- 10.1 The Panel considered the annexed report (10) by the Director of Environment, Transport and Development, which provided an evaluation of the World Class Norfolk campaign and outlined some of the issues the Council would need to consider when seeking to build on the platform the campaign had created.
- 10.2 Members received a short presentation of the Norfolk TV advertisement featured on the World Class Norfolk website <http://www.worldclassnorfolk.com>. The advertisement had been broadcast 24 times over a two week period and had received an estimated viewing figures are 2.4 million ABC viewers in the Anglia TV region and 1.4 million in the London area. Animated advertisements in the FT online reached approximately 5000 Chief Executives and financial directors. Although the campaign had now finished, Twitter followers continued to increase and now numbered nearly 2000 individuals.
- 10.3 The Cabinet Member for Economic Development said that over the last year the county had achieved the go-ahead for the dualling of the A1, the retention of RAF Marham and investments in Lotus, improvements to Broadband and the Enterprise Zone and £26m of funding for the Science Park; which would all bring financial benefits to Norfolk's economy. Norfolk had the second largest financial insurance sector in the UK. The University of East Anglia had used the World Class Norfolk campaign to recruit overseas students.
- 10.4 The Cabinet Member for Economic Development would continue to promote Norfolk and she gave an update on recent events such as a Norfolk Food Day in the House of Commons and a meeting with nine cross-party Members of Parliament. She was also working closely to represent the authority within the private sector as their support was required to encourage new businesses to Norfolk. 'World Class Norfolk' had been an excellent campaign and the authority would continue to support new businesses and companies who wished to locate to Norfolk.
- 10.5 During the course of discussion the following comments were noted:
 - As part of the Economic Growth Strategy next steps for 'World Class Norfolk' would be to seek out further opportunities. The Cabinet Member for Economic Development would be taking an active role in promoting Norfolk in Europe and countries such as China and South Africa had already expressed interest in business opportunities in Norfolk.
 - It was suggested that the results of the campaign should be measured and that the people who had been employed as a result of the 291 knowledge-based jobs created in Norfolk during the period September 2009 to August 2010 should be contacted so that the results of the campaign could be measured. The Assistant Director Economic Development and Strategy emphasised that the first objective of the campaign had been about changing perceptions; and this had seen a 22% increase. The creation of jobs was a secondary factor and it would be difficult to

establish whether the increase had been as a direct result of the campaign. In terms of value for money, the Director of Environment, Transport and Development said that the level of investment had already been returned many times over.

- With reference the decommissioning facility planned for the former RAF Coltishall base, this could be included as part of the offer for future profile-raising proposals; as would anything members felt should be included in the Growth Strategy.
- The Director of Environment, Transport and Development said that different communication mediums would be used to target different audiences. For example we know that much of the future inward investment would come from companies already located in Norfolk therefore the authority would continue its work to ensure good relationships existed with these businesses.
- The Cabinet Member for Planning and Transportation said that Great Yarmouth had seen an increase in companies expressing interest to relocate to Norfolk because of the new energy opportunities; many of whom had not considered Norfolk prior to the World Class Norfolk campaign. The Deputy Cabinet Member for Environment and Waste said that this had been an excellent job creation initiative; it had been designed to move Norfolk forward and figures showed that this had been achieved. The Assistant Director for Economic Development and Strategy said that work was ongoing to encourage energy companies to relocate to Norfolk.
- The Local Enterprise Partnership (LEP) would set out its priorities which would complement the Norfolk Growth Strategy which in turn would work hand in hand with districts.
- With reference the £600m attributed to the dualling of the A11, which would make it feasible for companies to relocate to Norfolk, the Director of Environment, Transport and Development advised that a detailed report on the wider economic impacts was available at:
http://www.eeda.org.uk/files/A11_Wider_Econ_Benefits_Summary_Final_Report.pdf.

RESOLVED:

10.6 To note the campaign outcomes.

11. Greater Norwich Development Partnership: Community Infrastructure Levy (CIL) Preliminary Draft Charging Schedule Consultation

11.1 The Panel received and considered the annexed report (11) by the Director of Environment, Transport and Development which set out the draft charging schedules for Broadland, Norwich and South Norfolk.

11.2 During the course of discussion the following key points were noted:

- Concern was expressed that CIL funding received from developments in one area of Norfolk could be redistributed to another area and also that North Norfolk would not benefit from the Norfolk Infrastructure Fund. The ETD Principal Planner said that the introduction of the CIL could be seen as an advantage as it would allow infrastructure to be put in place where it was required; if infrastructure was not required in one area there would be an opportunity to invest this funding elsewhere.

For larger developments, the difference between in costs between S106 and CIL would be negligible but, for the future, smaller developments would also be required to contribute to the CIL. Following the introduction of the CIL developers would need to be assured that required infrastructure would be put in place.

- In response to a question concerning higher costs for CIL than for S106, members heard that if a development led to the need for an additional primary school, then the costs of S106 would tend to be at least as great if not more than the CIL. However, most small developments which currently did not contribute would be required to do so as part of CIL whilst middle-scale developments might also see a higher charge than at present. A further advantage of the CIL over S106 was that the ability to pool S106 funds would be very restricted in future.
- The Director of Environment, Transport & Development said that his advice was that the CIL provided the best opportunity to secure the necessary infrastructure to support growth.

RESOLVED:

11.3 To endorse the draft charging schedules for Broadland, Norwich and South Norfolk.

12. ETD Integrated Performance and Finance Monitoring Report 2011/12

12.1 The Panel received and considered the annexed report (12) by the Director of Environment, Transport and Development which provided an update of progress made against the 2011-14 service plan actions, risks and finances.

12.2 During the course of discussion the following key points were noted:

- With reference the information set out in the ETD performance dashboard, officers confirmed that the TTS (tracked bus services on time) were performing better than expected at the beginning of the year as this target had been stretched.
- It was noted that the dashboard showed the position as at August 2011. Officers recognised the delay in the performance update and confirmed that there had been no significant deterioration in performance at the time of writing the report. Any member requiring an update should contact the officers named in the report following the meeting.

RESOLVED:

12.3 To note the progress against ETD's service plan actions, risks and budget.

13. ETD Service and Budget Planning 2012 to 2014

13.1 The Panel received and considered the annexed report (14) by the Director of Environment, Transport and Development which set out the financial and planning context for the authority and gave service specification information for ETD for the next two years.

13.2 During the course of discussion the following key points were noted:

- The Director of Environment, Transport and Development said he could not say when additional monies that may be received from the Icelandic Banks might be considered by the Panel. Clearly the financial context had now changed and it

may be that the authority had to work within differing parameters. Processes were already in place for the authority to consider its finances and budget proposals would be brought to the Panel in January.

- Wells Sure Start Centre had started a Work Club and would be introducing workshops for small businesses – it was suggested that the Panel should receive an update at the March meeting. A Working Group was currently looking at small businesses and it was suggested that people other than councillors should be involved. The Cabinet Member for Economic Development said that the authority was doing a lot to assist small and medium sized businesses to help Norfolk's economy to thrive. Mr Wright advised that he was the Chair of the Working Group that was looking at lending viability in the present economic climate; the group had recently held its first meeting.

RESOLVED:

- 13.3 To note the revised service and financial planning context and assumptions, the revised spending pressures and savings for ETD and the proposed list of capital bids.

14. Minerals and Waste Development Framework Seventh Annual Monitoring Report (2010-11)

- 14.1 The Panel received and considered the annexed report (13) by the Director of Environment, Transport and Development.
- 14.2 Members were advised that there had been no challenge to the Core Strategy by the 7 November deadline and therefore the Strategy had been adopted.

RESOLVED:

- 14.3 To endorse the findings of the Annual Monitoring Report and that the Report should be submitted to Cabinet and then to the Secretary of State.
- 14.4 To recommend to Cabinet that the revised Minerals and Waste Development scheme should come into effect on 18 January 2012.

The meeting closed at 11.55am.

Chairman



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