

25 October 2018

## **ECONOMIC GROWTH SCRUTINY AND IMPROVEMENT COMMITTEE**

A meeting of the Economic Growth Scrutiny and Improvement Committee was held on 25 October 2018 at Redcar & Cleveland Leisure and Community Heart.

**PRESENT** Councillor Davies (Chair),  
Councillors Ayre, Dick, Foley-McCormack,  
Mrs Higgins, Holyoake, Mason, Smith,  
Stainthorpe, Thrower and Wright.

**OFFICIALS** D Boville, S Brown, A Brockbank, R Kay, A Miller,  
I Nicholls, M Oliver, A Pearson, P Rice,  
J Sampson and C Styles.

**IN ATTENDANCE** Councillors S Jeffrey and Norton.

### **APOLOGIES FOR ABSENCE**

Apologies for absence were submitted on behalf of Councillors Quartermain, Teasdale, Walsh and Williams.

### 31. **MINUTES**

**RESOLVED** that the Minutes of the Economic Growth Scrutiny and Improvement Committee held on 12 July 2018 be confirmed and signed by the Chair as a correct record but with the following amendment:

1. Minute number 28, the bullet point to read, 'All Guisborough Councillors, not just specific ward Councillors, should be consulted on the works to Fountain Street Car Park as it affected the whole area.'

### 32. **DECLARATIONS OF INTEREST**

Councillor Davies declared a non pecuniary interest as a member of Loftus Town Council.

Councillor Thrower declared a non pecuniary interest as a member of Friends of Chaloner Street Market, Guisbrough Town Council and Friends of Guisborough Cemetery.

### 33. **DESTINATION BUSINESS IMPROVEMENT DISTRICT UPDATE**

The Head of Marketing and Communications advised that following concerns that the Council had raised regarding the scope of consultation on the Destination Business Improvement District (DBID) within the

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Borough, and the voting process which could potentially leave Redcar & Cleveland's businesses without a voice, the Council has opted to withdraw from the process and DBID team has excluded the Borough of Redcar & Cleveland from the DBID. As a result, the Council would not be authorising the conducting of a ballot of eligible businesses or collecting the levy on behalf of the DBID team.

As part of the ensuing discussion, the following points were made:

- Many businesses in East Cleveland had been supportive of the DBID proposal.
- There would still be an opportunity for interested businesses to buy in to the DBID; although it was unclear at this stage what benefits would be gained.
- There were potentially more suitable organisations for East Cleveland Businesses to buy into, such as Big Local or Welcome to Yorkshire.
- A fairer voting process would have allowed the Borough to vote as a whole:-**NOTED**

34. **MARKETING & COMMUNICATIONS STRATEGY**

The Head of Marketing and Communications presented the updated Marketing & Communications Strategy for Members' consideration.

As part of the ensuing discussion, the following points were made:

- It was a challenge to respond to service requests via Facebook in a timely manner. The Council did have an effective web portal for reporting issues which also linked in the relevant ward Councillors.
- There was a new strategy in place for emergencies to ensure residents were kept informed.
- The work that had been undertaken to promote the Eston Nab Challenge race had not been effective or satisfactory.
- The new strategy was very timely and the changes within the Communications team had been very welcome.
- The Council had done an excellent job of conveying the effects of austerity to residents, but thought now needed to be given to the Councils future strategic messages and how they would be communicated. A focus should be made on building a reciprocal relationship with residents.
- There had historically been issues with interdepartmental communications.
- Each of the Council's three neighbourhood areas would benefit from having a dedicated contact within the Communications team:-**NOTED**

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35. **DRAFT STATEMENT OF PRINCIPLES – GAMBLING ACT 2005**

The Corporate Director for Resources presented a report seeking the recommendation of the draft statement of principles in relation to the Gambling Act 2005 to the Borough Council, which was due to be considered by Cabinet on 6 November 2018.

As part of the ensuing discussion, the following points were made:

- It was disappointing to see the large amount of gambling advertising during sporting events.
- The local Labour group had endeavoured to write to Middlesbrough Football Club regarding the amount of gambling advertisements in and around the Riverside Stadium.
- Online gambling was a big issue that the Council did not have the authority to regulate:-**NOTED**.

36. **HOUSING STRATEGY**

The Housing Strategy Lead gave a presentation on the work of the Housing Strategy Forum in developing the draft Housing Strategy, and the ongoing consultation on the strategy.

As part of the ensuing discussion, the following points were made:

- There were issues with the large number of properties being bought as second homes within the Borough. This was preventing low income families from getting on the property ladder.
- A lot of second homes were for renting out. The Council was working with inexperienced landlords to provide support and advice on property management.
- Efforts were ongoing to encourage young people to remain within the Borough to live and work. Elements of the Local Plan had been designed to retain a higher proportion of younger people.
- There had been issues in the past with demolishing terraced houses as they had been perceived to be obsolete, however the new homes that had been built in their place had also not sold. The problem was one of place marketing rather than an issue that could be resolved through a housing strategy.
- Social Care needed to be factored in to the housing strategy.
- Any consideration of the creation of a new village within the Borough would be undertaken during a review of the Local Plan.

At the conclusion of the discussion, the following action was agreed:

1. The number of people on the social housing waiting list be

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circulated:-**NOTED.**

37. **AREA GROWTH PLANS**

The Head of Place Development and Investment gave a presentation on work undertaken to deliver the area growth plans in Redcar, Greater Eston and East Cleveland, including updates on the high street support and Borough-wide public realm schemes.

As part of the ensuing discussion, the following points were made:

- This was a marvellous programme.
- Why had an update on the Brotton alley gating scheme been omitted?
- It did take a long time for projects to come to fruition which could be frustrating:-**NOTED.**

39. **SOUTH TEES DEVELOPMENT CORPORATION (STDC) UPDATE**

The Head of Planning and Development presented an update on the regeneration of the South Tees area. Work was ongoing with the STDC to identify land within the former SSI site that would be subject to a compulsory purchase order. Discussions were also taking place between the Council and the STDC as to who would be responsible for s.106 agreements:-**NOTED.**

40. **S.106 UPDATE**

The Head of Planning and Development presented an update on Section 106 Agreements which were currently under negotiation:-**NOTED.**

41. **GRIMSEY REVIEW**

The Economic Growth Research and Policy Officer briefed Members on the Grimsey Report 2 and its relevance to Redcar & Cleveland's town centres.

As part of the ensuing discussion, the following points were made:

- There had been a lack of Government investment into towns and villages.
- A lot of the findings in the report were based on common sense.
- Not all of the highstreets in the Borough were economically viable.
- The Council was already taking a lot of the actions recommended in the report:-**NOTED.**

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42. **EVENTS UPDATE**

The Head of Place Development and Investment presented a list of events that were scheduled to take place within the Borough.

As part of the ensuing discussion, the following points were made:

- How had the event sizes within the report been determined? Both the Eston Nab Challenge race and the Chaloner Street market had not been small events.
- Why had the Eston Nab Challenge race not been included in the report?
- The events update should be circulated to all Members in future:-  
**NOTED.**

43. **EXTERNAL FUNDING UPDATE**

The Head of Place Development and Investment presented a report which provided Members with an update on External Funding for Redcar & Cleveland Borough Council:-**NOTED.**