

MINUTES OF MEETING OF WHITTLE OVERVIEW AND SCRUTINY COMMITTEE

7 NOVEMBER 2016

PRESENT:

Members of the Committee:

Councillors H Roberts (Chair), Allen, Brown, Douglas, Ms Edwards (substitute for Councillor Birkett), and Pacey-Day

Also present:

Councillor Leigh Hunt (Communities and Homes Portfolio Holder)
Nick Andrews (Rugby Youth Council)

Officers:

Adam Norburn (Executive Director), Sean Lawson (Head of Environment and Public Realm), Raj Chand (Head of Communities and Homes), Rob Back (Head of Growth and Investment), Liz Dunlop (Operational Housing Manager), Michael Beirne (Economic Investment Officer) and Linn Ashmore (Democratic Services Officer)

20. MINUTES

The minutes of the meeting held on 12 September 2016 were approved and signed by the Chair.

21. APOLOGIES

Apologies for absence from the meeting were received from Councillor Birkett.

22. LIGHT-TOUCH REVIEW OF CIVIL PARKING ENFORCEMENT

The committee received a report (Part 1 – agenda item 4) concerning a light-touch review of civil parking enforcement.

During discussion the following points were made:

It was difficult to make direct comparisons in the data between Rugby Borough Council (RBC) and Warwickshire County Council/NSL (WCC/NSL) as some information was not available.

Enforcement was approached consistently but differently by WCC/NSL with the focus more on income generation.

There had been a significant increase in the number of penalty charge notices (PCN's) issued to vehicles parked after the expiry of the pay and display time.

In the past RBC had directed resources to change the behaviour of drivers rather than to focus on ticketing. One particular area reported was Clifton Road where cars parking in the bus stops created traffic hold ups and access issues for bus customers, particularly disabled people. A question was raised over whether the increase in PCN's since WCC/NSL took over the contract meant these issues were being tackled, but the data supplied did not support this.

The NSL enforcement helpline received only 34 calls regarding parking issues in Rugby and members commented that it would be helpful to residents if details and the contact number could be published on the RBC website.

Technology Drive was one of the roads listed in the top ten for most PCN's issued, though this could only have been for a short period after double yellow lines were introduced.

Residents' first port of call for complaints was to RBC, but after having been re-directed to WCC, it was often the case that they came back again to complain to RBC about their dissatisfaction with the response from WCC.

It was evident there was little appetite for WCC to create new traffic regulations, particularly in areas of new housing where inconsiderate drivers were blocking the thoroughfare. This was viewed as a police matter by WCC.

The issue of traffic congestion around schools was highlighted as an ongoing problem across the borough. Members commented that local schools should be encouraged to create travel plans, but this should probably be supported through school Parent Teacher Associations and Governors.

The issue of road safety around schools was beyond this committee and council. Members noted that WCC had introduced a Safer Routes to School initiative.

It was disappointing that only twelve local schools had taken up the offer from WCC to have road safety/parking presentations.

A comment was made that congestion around schools could be viewed as making the area safer.

Rugby Youth Council reported that they had carried out a campaign on local transport and bus travel and commented that trying to get buses at peak times in the town centre was incredibly difficult because traffic was often at a standstill. Since WCC cut funding for transport to grammar schools this had impacted on young people who were treated as adults after the age of sixteen, even though they were still in full time education.

An example of a good relationship between the council and the community was the more pragmatic approach RBC took to parking near Rugby's Mosque and other places of worship that are situated on streets within residents parking schemes. Some religions require that funerals were held within 24 hours, making parking arrangements difficult in such a short space of time. Members questioned whether WCC should be asked to scrutinise its approach to enforcement outside places of worship.

It was agreed that the committee should write to WCC requesting that the topic be submitted for review by an appropriate scrutiny committee based on the points minuted above.

RESOLVED THAT –

- (1) a letter be sent to WCC on behalf of the Committee to request that civil parking be reviewed by an appropriate scrutiny committee; and
- (2) details of the NSL enforcement helpline should be published on the council website.

23. PROMOTING INDEPENDENT LIVING REVIEW – RECOMMENDATIONS AND ACTION PLAN

The committee received a report (Part 1 – agenda item 5) concerning the revised review recommendations and action plan.

Following consideration by Cabinet on 8 February the review recommendations received further evaluation and a revised set of recommendations and action plan were produced.

The revised action plan, attached at Appendix 2 to the report, was presented to the committee and during discussion the following key points were made:

Promoting independent living for older people has been included in the draft Corporate Strategy.

A review and remodelling of the warden service had been carried out. Wardens will take on a co-ordinating role giving housing related support for independent living. The initial aim was to deliver the service to sheltered housing tenants and then expand it to general needs stock, before targeting the private sector.

The meeting with Tim Willis (WCC) had been re-arranged for 10 November when officers would discuss the concept of remodelling some sheltered scheme areas as ‘older people’s villages.’

Work was ongoing to strengthen and expand the Lifeline and other assistive technologies the council offers through discussions between all Warwickshire councils’ Heads of Service and through the Better Together programme. Ways of supporting independent living were being considered which assist with other issues such as bed blocking. There were plans to make funds available to procure superior, more reliable, hardware and software to support the service.

There were a number of projects being explored within the council to promote the health and wellbeing of older residents.

All frontline staff were receiving Dementia Friends training which was a nationally recognised scheme. Councillors were due to receive a presentation on dementia awareness prior to Council on 15 November.

Members expressed appreciation that the original task group review recommendations were being progressed.

This topic was seen as an important area of focus but the issues did not only relate to older people.

The Communities and Homes Portfolio Holder reported that as part of the grants application and evaluation process, Public Health Warwickshire had allocated £10,000 for a Health and Wellbeing grant which the Council would administer,

that should support better quality projects. This would also have a positive impact for smaller organisations to be able to benefit more from grants.

RESOLVED THAT – the report be noted.

24. BID REVIEW AND TOWN CENTRE STRATEGY

The Economic Investment Officer gave members a presentation on progress of the actions since a review of Rugby BID was carried out in 2015, the Service Level Agreements, and the new Town Centre Vision and action plan. A copy of the presentation is attached at Annex 1 to the minutes.

During discussion the following points were made:

The Town Centre Vision and action plan should not be affected by Brexit. European funding has been secured for two years and this would not be affected by Brexit.

The location of the market would be considered as part of a review due to be carried out by April 2017.

A balance was needed between facilities for local people who visit the town centre on a regular basis for convenience, and more aspirational ways of attracting tourists and visitors with a more upmarket retail and leisure offer.

Rugby First monitors footfall in the town centre at two locations. The data is reported on a quarterly basis and was compared on an annual basis.

An external retail planning consultancy firm, Carter Jonas, was commissioned to carry out a study of the retail and town centre uses which included retail trends and footfall data.

There were too many different brands, events and activities, and a more cohesive joined-up approach was needed.

A new brand and marketing plan was developed which could also be used as a toolkit by retailers, businesses, external agencies and event organisers for the wider benefit of the town and visitor economy.

A fresh approach had been taken with a new logo and strapline 'Find Yourself Here', which would be used on a generic brand basis through websites, social media, town centre Wi-Fi, data collection, marketing and publicity etc.

Signage will be used around the town, and to guide people from the railway station to the town centre, for the Hall of Fame attraction.

It had been proposed that an entry fee to the Hall of Fame would be introduced from March 2017. The figure of £8 was deemed to be a reasonable sum based on the location, size of the attraction, and length of visit, but whether to charge and how much, was ultimately a decision to be made by Council on a future date. Initially entry would be free.

There was no budget available for hoarding across empty shops but Rugby First had a scheme in place to attach vinyl covering on the windows of long-term empty shops. Tackling the issue of empty shops was outside the direct remit of the council.

RESOLVED THAT – the Economic Development Officer be thanked for his presentation.

25. COMMITTEE WORK PROGRAMME

The committee received a report (Part 1 – agenda item 7) concerning agenda items for future meetings.

The committee noted that the joint meeting of Brooke and Whittle Overview and Scrutiny Committees would be held at 5.30pm on Tuesday 31 January 2017. Members would be invited to submit questions on performance and future strategy for the Executive Director and the Leader of the Council to democraticservices@rugby.gov.uk in advance of the meeting.

RESOLVED THAT – the report be noted.

CHAIR

BID review + Rugby Town Centre

Michael Beirne

Economic Investment Officer

BID review – Background

- Task Group set-up meeting five times between September 2014 and January 2015
- Call to evidence – 16 stakeholders and businesses
- Outcomes:
 1. Revise Service Level Agreements
 2. Measures of success
 3. Clear vision for town centre
 4. Development of a marketing plan

BID Service Level Agreement

- Cabinet (April 2016)
- Relates to baseline services e.g. CCTV and cleaning
- Inspection of audited accounts
- Review of CCTV system by March 2017
- “Sunset clause” and British Standards
- Consumer Price Inflation (CPI) to 2% (Bank of England Inflation target)

Rugby First Service Level Agreement

- Cabinet (June 2016)
- Relating to additional town centre services
- Annual events programme
- Town centre Wi-Fi
- Marketing
- Market review by April 2017
- Detailed arrangements e.g. cleaning of tourism boards
- Performance indicators and monitoring

Measures of success

- Impact of events e.g. increase in footfall and benefits to town centre businesses.
- Statistics reported at Rugby First board level including footfall and vacancies.
- Anecdotal and tangible feedback on promotions and marketing campaigns driven through mailshots.
- Visits to the town centre website, dwell time and page views.
- Number of town centre Wi-Fi network users, average usage duration, repeat vs. new users, demographics, social interests and effectiveness of marketing activities.
- Other performance indicators to be developed for social media.

Town Centre Vision

“A prosperous and attractive town centre which complements and connects to the retail parks on Leicester Road, offering a wide range of shops, leisure and entertainment opportunities to those who visit alongside the businesses, public services and new homes that serve local residents”

Town centre Action Plan 2016 - 2020

1. Marketing
2. Visitor economy
3. Planning
4. Physical environment
5. Investment

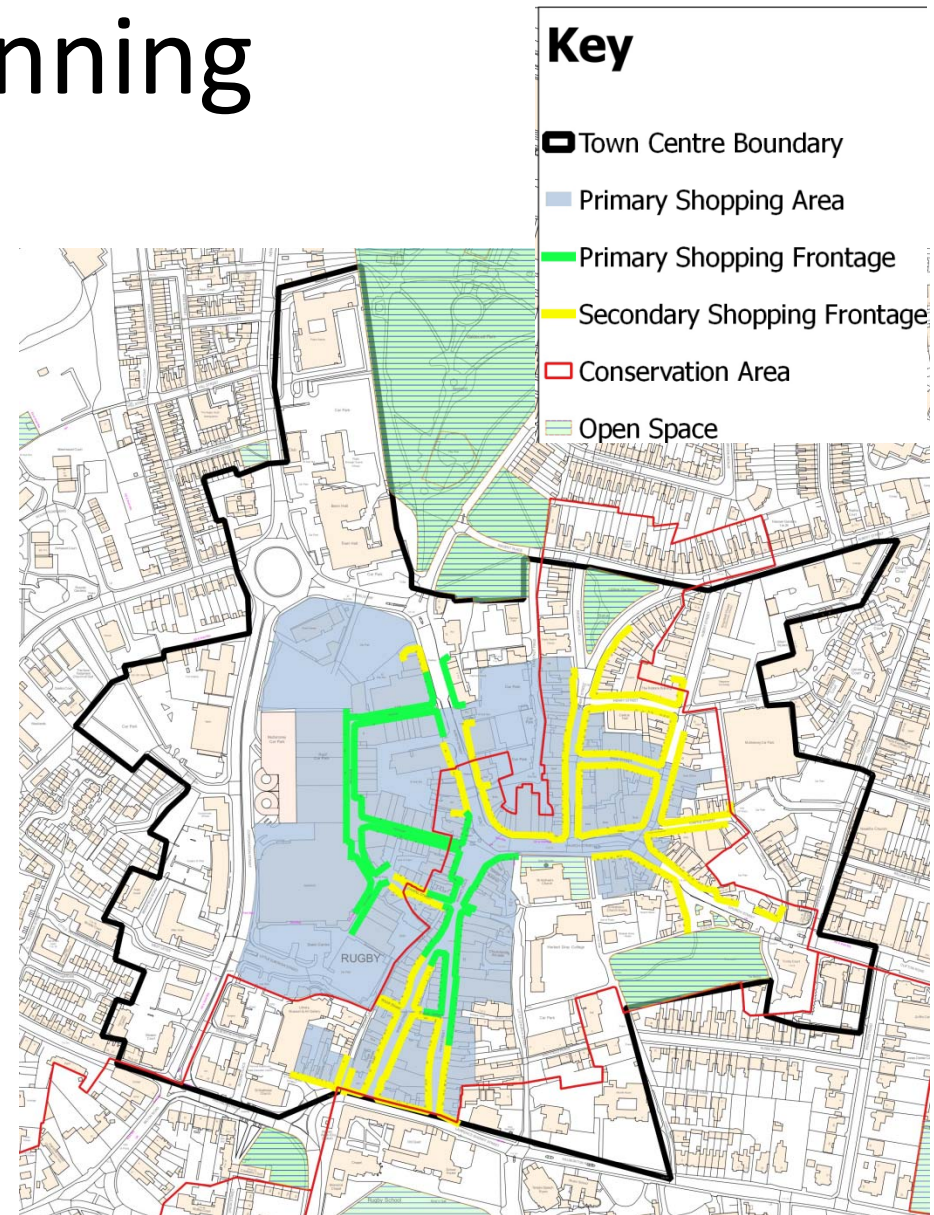


Business support

- Coventry & Warwickshire Growth Hub
- European Structural & Investment Fund
- Warwickshire County Council
- Action Coach (town centre businesses)

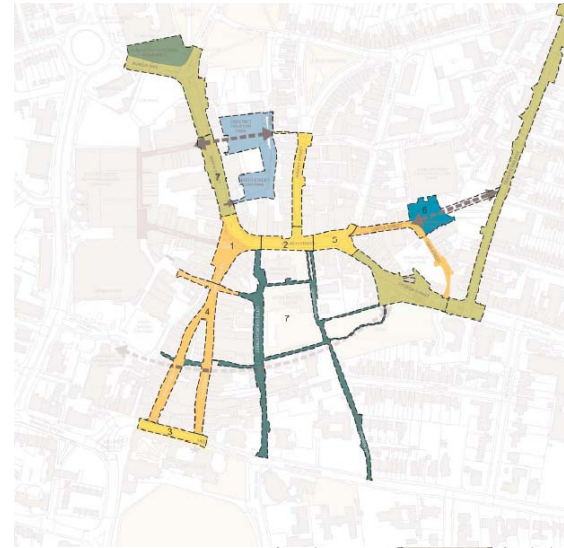
Planning

- Local plan (2016 – 2031)
- Primary (retail) and secondary shopping frontages (retail + services)
- Increasing residential dwellings above ground floor
- Flexibility and promotion of leisure, food & drink

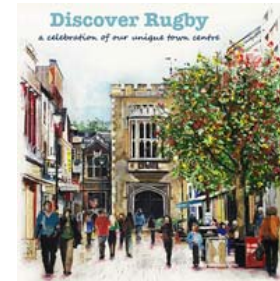


Physical environment

- Strengths, weaknesses, threats opportunities
- Town centre and out-of-town links
- Attractiveness and green space
- Shared spaces and access
- Town centre functions including the market position
- Short, medium and long-term recommendations



Marketing



Marketing: background

- Consultation with businesses and stakeholders
- Development of new brand and marketing plan
- Website, social media activity, data collection, mail shots and publications.
- Target markets - convenience vs attracting affluent shoppers

Positioning statement: 'The Rugby Town'

- Rugby is famous for Rugby
- This needs to be reinforced as a point of differentiation
- Regardless of the Webb Ellis story, there is no contention that the laws of the game originate in Rugby

Motivating strapline: 'Find Yourself Here'

- Whoever you are and whatever you're looking for you can discover something for you in Rugby town centre
- This is both an instruction and a personal challenge to the individual

SINCE 1823 THE RUGBY TOWN



WARREN CLOSE CHARLOTTE STREET ALBERT SQUARE ALBERT STREET ARNOLD STREET BANK STREET BARBY ROAD BENNFIELD ROAD
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FIND YOURSELF HERE

RUGBY ISN'T FAMOUS FOR ITS TRENDY CHANGING ROOMS...

BUT IT SHOULD BE

FIND YOURSELF HERE

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RUGBY IS NOT RENOWNED FOR

MRS BROWN'S  CREAM TEAS

MRS JONE'S COOK SHOP,



MR ARTHUR'S SHOE REPAIRS,



OR  SALLY'S FLOWER SHOP...

BUT IT SHOULD BE

FIND YOURSELF HERE

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SEE THE GREATEST EVER RUGBY LINE UP



VISIT THE RUGBY HALL OF FAME

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THE RUGBY TOWN



WHERE TO SEE EVENTS IN RUGBY TOWN CENTRE

ENTERTAINING

FIND YOURSELF HERE

RUGBY TOWN CENTRE

THE RUGBY TOWN

WHERE TO SHOP FOR VALUE AND CHOICE IN RUGBY TOWN CENTRE



SHOPPING

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RUGBY TOWN CENTRE

THE RUGBY TOWN



WHERE TO EAT & DRINK IN RUGBY TOWN CENTRE

EATING & DRINKING

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ENTERTAINING SHOPPING EATING & DRINKING STAYING DISCOVERING



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ABRAXAS COOKSHOP

Stocking every item imaginable from a pastry brush to state-of-the-art coffee machines, cookware, bakeware, knives, electricals, gadgets, utensils and kitchen work stations.



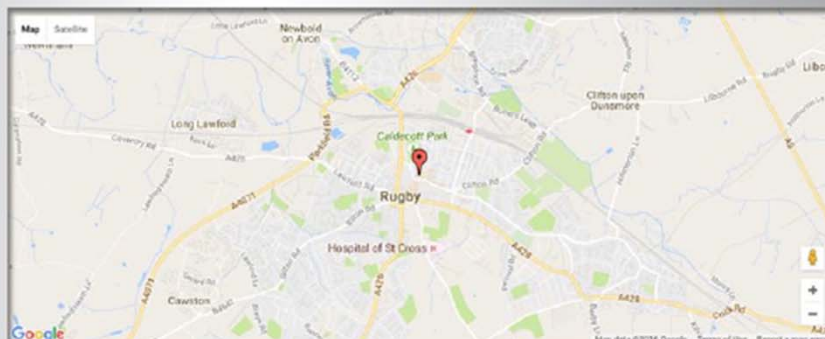
Address: 15 Regent Street, Rugby, CV21 2PE
Tel: 01788 540090
Web: www.abraxascookshop.com
Email: online@abraxascookshop.com

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Rugby Town Centre Map [Click to explore](#)



Google Map *Fill in your address into the address field below the map and the shortest route will be calculated.*



From address:

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FESTIVAL OF CULTURE 1-17 JULY 2016

ART LITERATURE MUSIC
FILM DANCE FOOD DRINK

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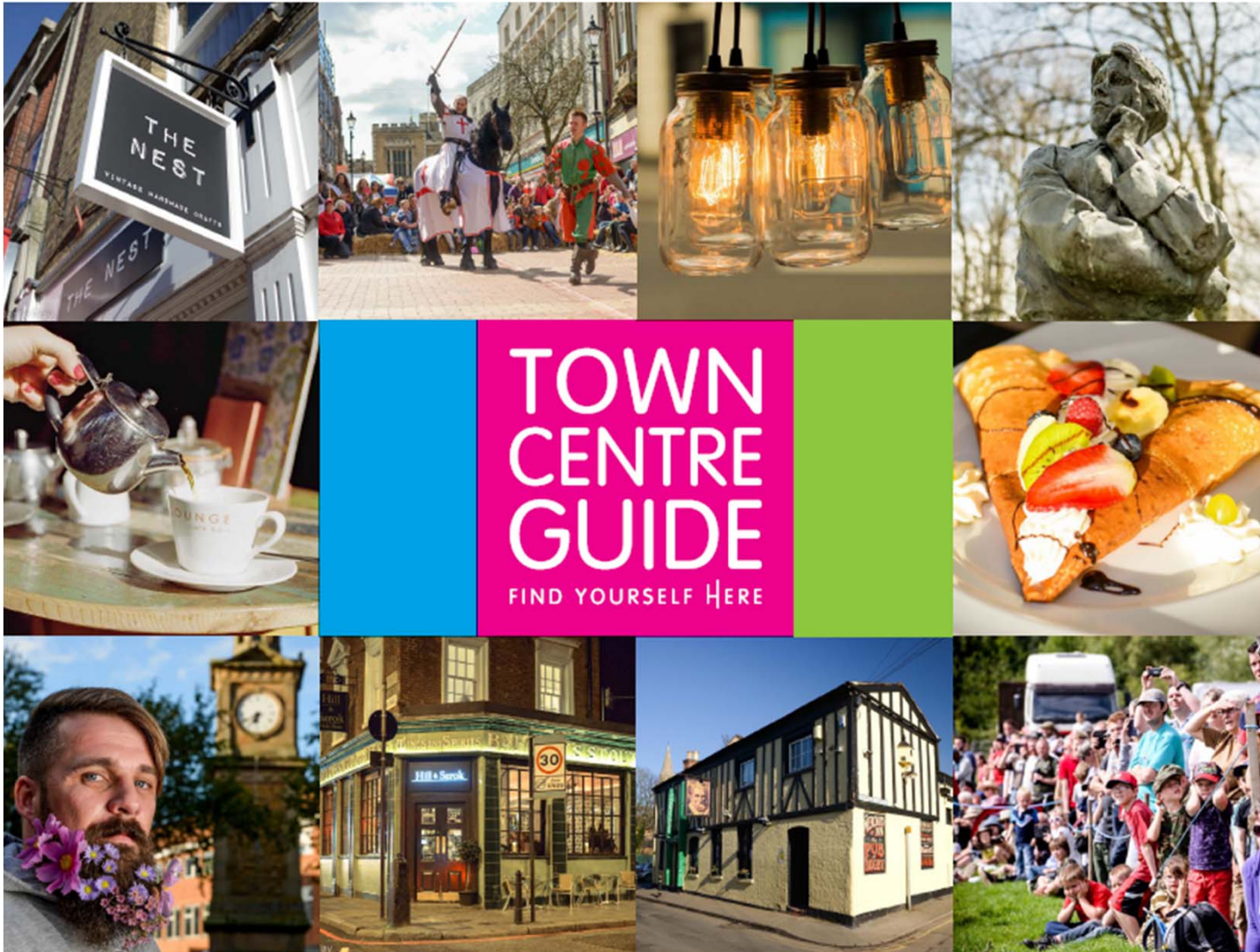
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THE TOWN

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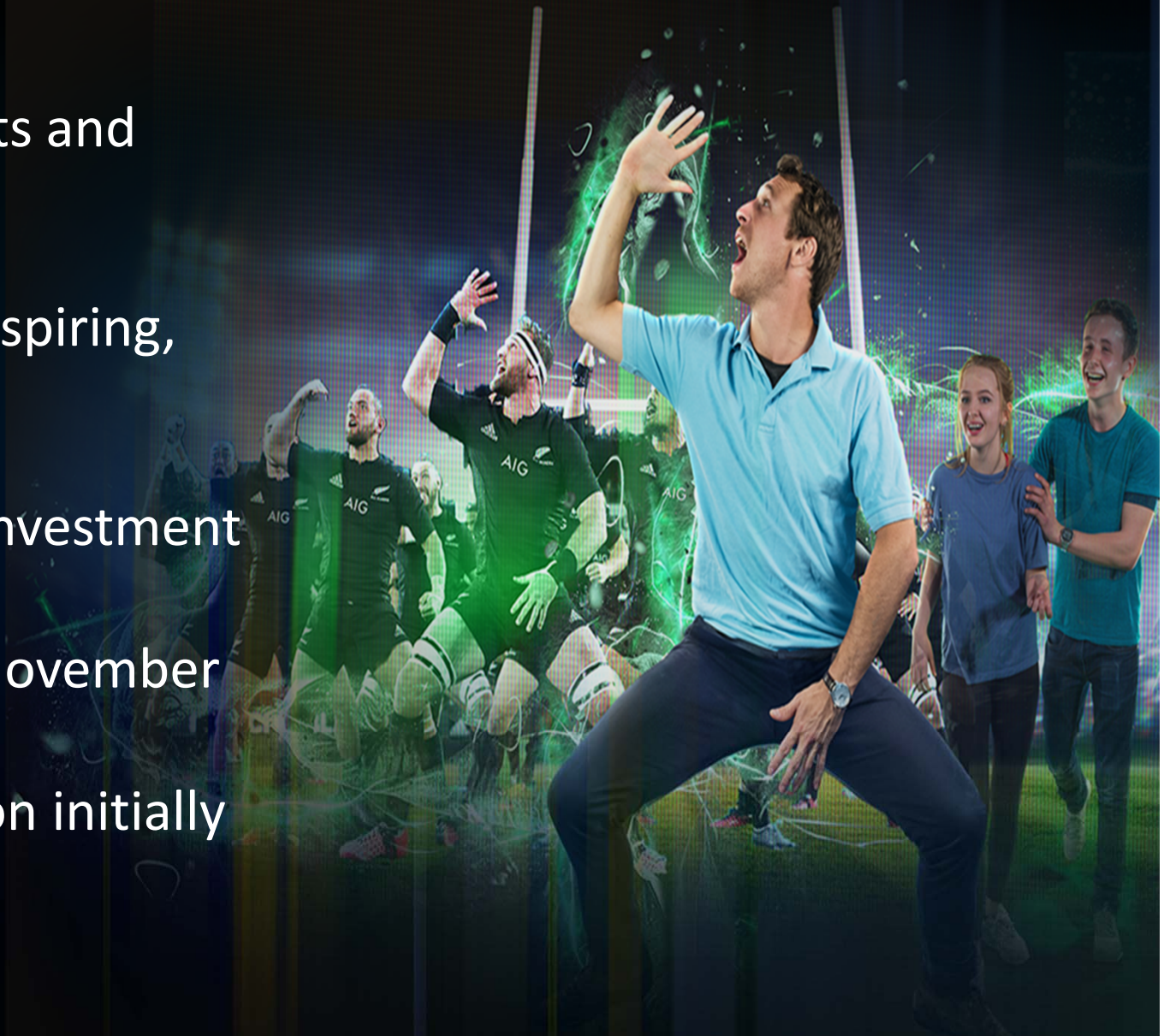
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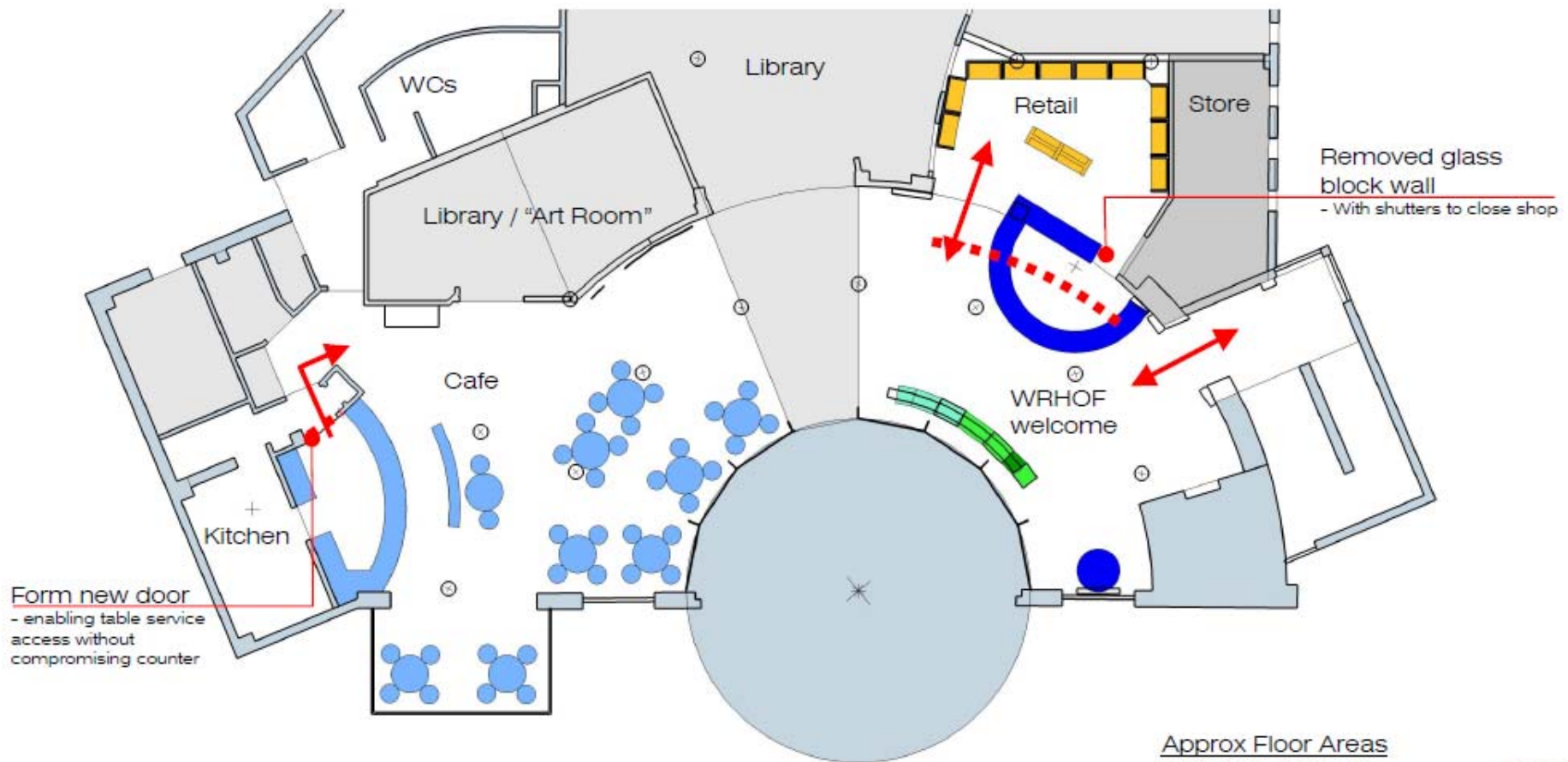
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World Rugby Hall of Fame

- Players, events and personalities
- Immersive, inspiring, interactive
- £1.2 million investment
- Opening 17 November
- Free admission initially





Initial spatial arrangement to establish required area allocations & operational requirements

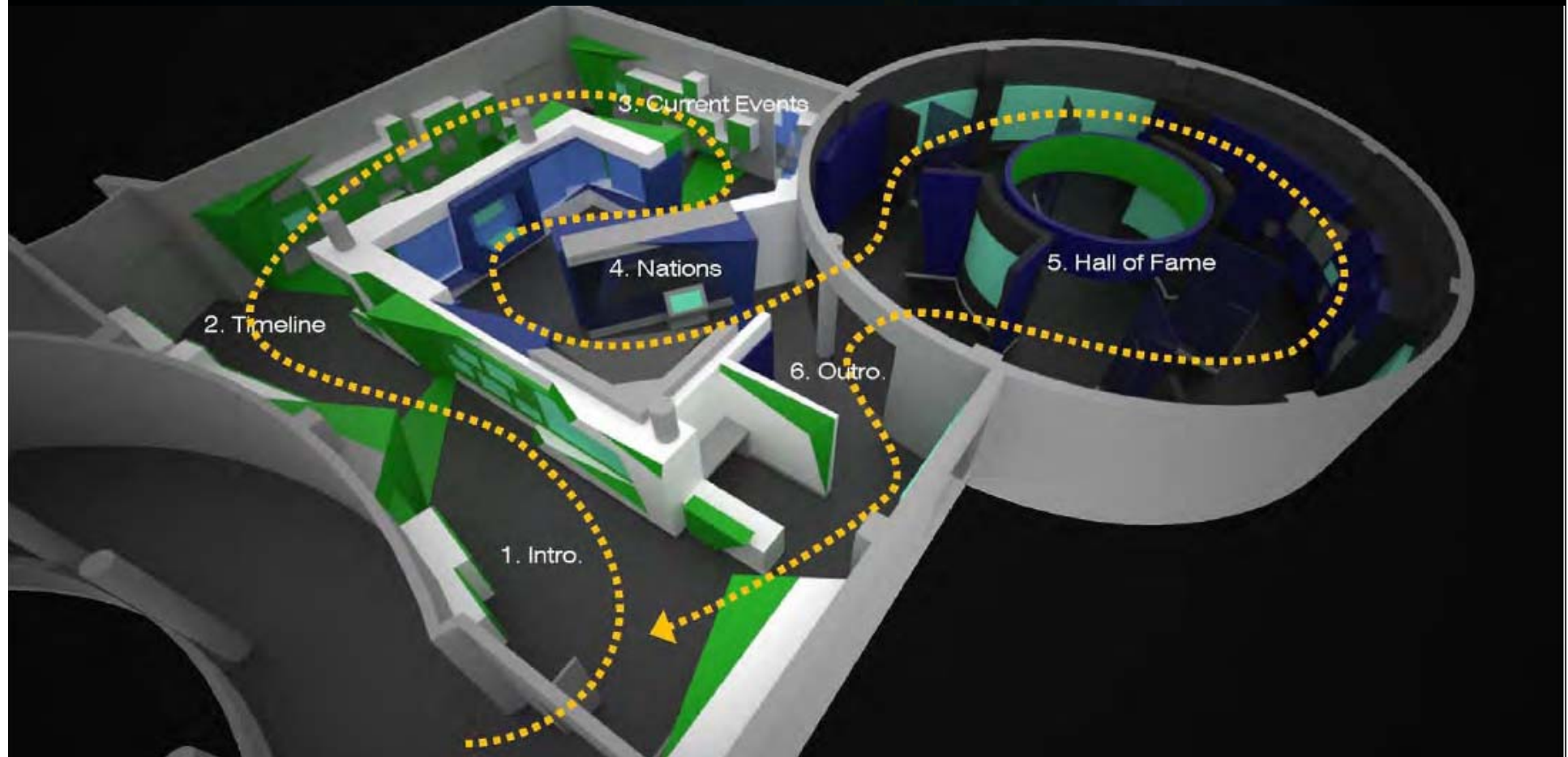
Approx Floor Areas	
WRHOF welcome	73sqM
Retail	32sqM
Retail storage	22sqM
Cafe	120sqM

2 Foyer Spatial Arrangement Plan

World Rugby Hall of Fame



Conceptual layout



Visuals



Visuals



Town Centre and visitor economy

- Joint packages
- Destination Management Partnership
- Coach parking and tour groups
- Signage
- Retailer involvement Investment



Thank you

Any questions?