

Swindon Borough Council

Growing the Economy Overview and Scrutiny Committee

Wednesday, 6 November 2019

Committee Room 6, Civic Offices

At 6.00 p.m.

Conservative Councillors

Emma Faramarzi (Chair)
Nick Burns-Howell
Jenny Jefferies
Roger Smith
Rahul Tarar

Labour Councillors

Mark Dempsey
Paul Dixon
James Robbins
Imtiyaz Shaikh

Committee Officer: Shaun Banks (07980752047) sbanks@swindon.gov.uk

Swindon Borough Council can be contacted at the Civic Offices, Euclid Street, Swindon, SN1 2JH (Telephone 01793 445500)

Access Arrangements - The venue is wheelchair accessible and an infrared receiver hearing system is provided. If you have any special requirements to enable you to attend the meeting or would like to receive any of the pages contained in this agenda in a larger print size, please contact the Committee Officer as soon as possible prior to the date of the meeting.

AGENDA

1. Apologies for Absence

2. Declarations of Interest

Members are reminded that at the start of the meeting they should declare any known interests in any matter to be considered, and also during the meeting if it becomes apparent that they have an interest in the matters being discussed.

3. Public Question Time

See explanatory note below. Please phone the Committee Officer whose name and number appears at the top of this agenda if you need further guidance.

4. Minutes (Pages 3 - 6)

To receive the minutes of the meeting held on 18th September 2019.

5. **Town Centre Public Space Protection Order**
(Report to follow)
6. **Business Engagement**
(Oral Presentation)
7. **Kimmerfields Update**
(Report to follow)
8. **Cultural Quarter Update**
(Report to follow)
9. **Work Programme 2019/20** (Pages 7 - 14)

Date of Despatch: 29 October 2019

Public Question Time - Swindon Borough Council remains committed to increasing its accountability to the public and to promoting active citizenship. 15 minutes will be allowed at the start of all Council meetings for questions to the Chair from the public about the work of the Committee (except for confidential matters, and matters relating to planning and licensing applications). We will give priority to those who submit questions in writing at least two days before the meeting. Questions must be relevant, clear, and concise. You may not use Public Question Time as an opportunity to make speeches or statements.

Questions in writing should be sent to the Committee Officer whose contact details appear on the agenda above or to the Director of Law and Democratic Services, we will publish it, along with the answer, alongside the Minutes. The process associated with asking a public question is set out in the "Public Question Time at Council Meetings Protocol and Guidance" available on the Council's Website.

(<http://www5.swindon.gov.uk/moderngov/ecCatDisplay.aspx?sched=doc&cat=13338&path=0>) or from the Committee Officer named above.

GROWING THE ECONOMY OVERVIEW AND SCRUTINY COMMITTEE

WEDNESDAY, 18 SEPTEMBER 2019

PRESENT:- Councillors Emma Famarzi (Chair), Nick Burns-Howell, Mark Dempsey, Paul Dixon, Jenny Jefferies, James Robbins, Roger Smith, Rahul Tarar and Robert Wright.

In attendance: Councillors Oliver Donachie (Cabinet Member for Economy and Place) and Dale Heenan (Cabinet Member for the Town Centre).

An apology for absence was received from Councillor Imtiyaz Shaikh.

8. Declarations of Interest

The Chair reminded Members of the need to declare any known interests in any matters to be considered at the meeting. No declarations were made.

9. Public Question Time

No public questions were received during the meeting.

10. Minutes

Resolved – That the minutes of the meeting held on 19th June 2019, be confirmed and signed as a correct record.

11. Tour of Carriage Works and engagement with tenants

Prior to a tour of the Carriage Works the Committee welcomed Mr Shane Moore (Founder and CEO of VanHeroes) who had agreed to provide some insight into working at the Carriage Works and the business environment for a small business. The Committee considered an oral report by the Head of Town Development who commented on:

- The opening of Unit 3 of the Workshed in July 2018 which was followed by Unit 5.
- That all but one unit/offices in the Workshed was currently occupied.
- The sympathetic development of the premises to retain as much character of the building as possible whilst promoting a dynamic environment for businesses in the digital sector.
- The benefits to small businesses in being able to cluster together with likeminded business people.
- The interaction and collaboration of businesses based within the Workshed.
- The value of the Workshed in promoting start-up businesses with the town and in providing an environment to help them grow.
- The development of businesses based within the Workshed.
- Plans for the further development of the Carriage Works, including work currently being undertaken to Unit 11 which had planning and listed building consents in place.
- The future use of the Carriage Works by the Royal Agricultural College for post graduate courses and the University of Cultural Heritage Institute who

would be offering community courses.

- The creation of larger offices in Units 7 and 9 of the Carriage Works.
- The Council's future marketing strategy and marketing pack for the Carriage Works.

The Chair welcomed Mr Shane Moore, Founder and CEO of VanHeroes, who provided the Committee with some insight to small businesses occupying the Carriage Works, his business and experience of Swindon commenting on:

- His business which provided a van and moving service which could be available to customers within an hour of the confirmed booking.
- The use of the company app to provide the booking service, which provided a customised quote for jobs, received payment and forwarded the appropriate job details to a network of drivers.
- The company which had been a tenant in the Workshed for nearly a year and had initially been supported by Nationwide and which had their own office for six months.
- The benefits of working with an established community of entrepreneurs of a roughly similar size and sharing common experiences.
- That the Carriage Works offered an environment for up-sizing businesses but that more work or time was needed to make it more accessible to young entrepreneurs wishing to start their own company.
- The cost for small businesses, especially those still establishing themselves, of renting offices at the Carriage Works and the need to weigh this cost against the positive environment and value offered from interacting with other tenants.
- That the cost of car-parking at the site was a burden for start-up businesses.
- Support available for tenants and the benefits that would accrue from being offered proactive support and for such support to be available during evenings and weekends.
- The positive energy produced by having a number of start-ups businesses located in the same building and interacting with each other.

Mr Moore and officers answered Members questions in respect of:

- Support and advice available to young businesses, including from the LEP and Growth Hub, and ways in which this might be accessed easier.
- How small businesses requiring proactive support could be better identified.
- The need for small businesses to receive independent financial advice in the months following their creation.
- Car parking issues associated with the site which was operated by Wiltshire Council on behalf of Swindon Borough Council.
- Resources available within the Council for the provision of support and advice to tenants of the Carriage Works as well as start-up businesses in the wider community.
- The benefits that could accrue from the establishment of a mentoring network within Swindon.
- External funding opportunities for mentoring or advice for start-up businesses.
- The economic and social benefits of supporting start-ups and small businesses within the Borough.

Resolved – (1) That Mr Shane Moore be thanked for his attendance and presentation to the Committee.

(2) That a report be submitted to a future meeting of the Committee regarding the identification of potential Mentors for new start-up businesses within Swindon.

12. Business Retention and Expansion and Honda Task Group - Update

The Committee considered (a) a report of the Cabinet Member for Economy and Place on Business Retention and Expansion and (b) an update by the Cabinet Member for Economy and Place and Julia Stuckey (Business and Economy Manager) updating the Committee on the work of the Honda CMAG meeting held on 12th September 2019.

Resolved – That the report be noted.

13. Park and Ride

The Committee considered a joint report of the Cabinet Member for Highways and Environment, the Cabinet Member for Strategic Planning and the Service Manager – Transport Planning, Development and Street Works Management updating Members on current Park and Ride schemes in the Borough and the future development of Park and Ride. Mr Shah, Service Manager – Transport Planning, Development and Street Works Management, commented upon:

- The retention of the current Park and Ride Sites within the Local Plan Review.
- The need for an evidence based approach for any further development of Park and Ride operations which would include evidence for the need for additional sites as well as factors such as existing capacity of town centre parking facilities.
- The emergence of the Town Centre Movement Strategy and Urban Traffic Management System and how these would help inform future Park and Ride policies.
- The forthcoming review of the Council's Local Transport Plan.

Following his presentation the Service Manager – Transport Planning, Development and Street Works Management answered Members questions in respect of:

- Future plans for a Park and Ride site in North Swindon.
- The role of Rapid Transit Routes and Park and Ride routes in reducing travel time for residents visiting the town centre.
- Current work on gathering and updating traffic data prior to any decision in respect of changes to Park and Ride facilities in Swindon.
- Borough wide Traffic Modelling to inform traffic related decisions moving forward.
- Traffic issues directly affecting Rodbourne arising from visitors to the Outlet Centre and timescales for Park and Ride mitigation for the North Star Development which would also assist in relieving traffic pressure in Rodbourne.
- The need to ensure any park and ride or other types of mitigation work was based upon the most up-to-date evidence and projections and provided value

for money.

- The key crossing points to allow traffic moving across the railway line when moving from North to South Swindon.
- The process and timescales for reviewing the Council's Local Transport Plan.
- The Council's long term traffic management strategy to develop traffic movement in a strategic and systematic manner.
- The need to ensure Park and Ride was an attractive alternative option for commuters and reasons for its historical usage levels.
- Technological advances that might help reduce traffic issues in parts of the Borough.
- Work currently being undertaken by officers to address traffic issues in the Rodbourne Road area.

Resolved – That the report be noted.

14. Appointment of Representative to Children's Health, Social Care and Education Overview and Scrutiny Committee Sub-Group

The Committee considered a request from the Children's Health, Social Care and Education Overview and Scrutiny Committee for a nomination to serve on a sub-group of that Committee investigating ways to improve post 16 Education, Employment and Training outcomes for young people in Swindon.

Resolved - That Councillor Jim Robbins be nominated to represent this Committee on the Children's Health, Social Care and Education Overview and Scrutiny Committee's Sub-Group investigating ways to improve post 16 Education, Employment and Training outcomes for young people in Swindon.

15. Work Programme

The Committee considered a report by the Chief Legal Officer setting out the Committee's proposed Work Programme for the Municipal Year 2019/20.

Resolved – (1) That the report be noted.

(2) That, further to Minute 11(2) a report be submitted to a future meeting of the Committee regarding the identification of potential Mentors for new start-up businesses within Swindon.

Work Programme 2019/2020

Growing the Economy

Overview & Scrutiny Committee

Date: 6th November 2019

Author: Chief Legal Officer

Wards: All Wards

Parishes Affected: All Parish Areas

1. Purpose and Reasons

- 1.1 Each year, the Overview and Scrutiny Committees are invited to put together a Work Programme that details the activities that it will be undertaking during the Municipal Year.
- 1.2 The Work Programme details the various topics and issues that the Committee intends to look into during the coming year with the aim of producing evidence based recommendations intended to provide service improvements for Cabinet and external agencies / bodies to consider where appropriate.

2. Recommendations

The Committee is recommended to:

- 2.1 Consider and discuss items to be included in the Work Programme for the Growing the Economy Overview and Scrutiny Committee for the 2019/2020 Municipal Year.

3. Detail

- 3.1 Under the Council's Constitution, Overview and Scrutiny Committees are required to agree a Work Programme at the start of the Municipal Year outlining their priorities and likely outcomes of considering these issues.
- 3.2 The Work Programme is developed taking into account:
 - 3.2.1 Corporate priorities and objectives, including the Cabinet Forward Plan.
 - 3.2.2 Partnership strategic priorities and objectives.
 - 3.2.3 The interests and concerns of Members, Council officers, members of the public and other stakeholders such as community and voluntary groups and local businesses.
- 3.3 Members are reminded that the Work Programme must also take into account:
 - 3.3.1 The workload of the Committee and of individual members.
 - 3.3.2 The capacity of officers to support a review.
 - 3.3.3 The resource implications of carrying out a review.

Further information on the subject of this report can be obtained from Shaun Banks, 07980 752047, sbanks@swindon.gov.uk.

Work Programme 2019/2020

Growing the Economy

Overview & Scrutiny Committee

Date: 6th November 2019

- 3.3.4 The timescales for a review.
- 3.3.5 The most appropriate method of carrying out a review e.g. Committee meeting, Task Group, Member Champion review.
- 3.4 It is important that Overview and Scrutiny adds value to the work of the Council and the Borough and produces tangible outcomes for local people that result in real service improvements. Selecting the right topics is crucial to ensure that Overview and Scrutiny will be effective. Attention is drawn to the Scrutiny Process Flowchart, attached at Appendix 2, which is aimed at assisting the Committee in identifying how they could influence policy development.
- 3.5 Committees are encouraged to review the Work Programme on a regular basis to ensure it remains relevant to the Terms and Reference of the Committee and to prioritise the workload of the Committee to address issues the importance of which might only become evident during the course of the year.
- 3.6 In the 2018/2019 Municipal Year the Growing the Economy Overview and Scrutiny Committee considered the following topics:
 - 3.6.1 Inward Investment and Business Retention and Expansion.
 - 3.6.2 Swindon and Wiltshire LEP Industrial Strategy - Update
 - 3.6.3 The Council's Refreshed Vision, Priorities and Pledges - Update.
 - 3.6.4 Learning Town, Higher Education and Apprenticeships - Update.
 - 3.6.5 Switch Onto Swindon.
 - 3.6.6 Possible Effects of Leaving the European Union.
 - 3.6.7 Presentation – Regeneration of the Town Centre.
 - 3.6.8 Reference from Council - Honda.

Task Group Reviews

- 3.7 The Committee is able to undertake individual reviews throughout the Municipal Year and proposals for reviews should be proposed and discussed at the Committee meeting. The Committee has established a Honda Cabinet Member Advisory Group.

4. Alternative Options

- 4.1 The Committee can choose not to have a detailed work programme although it is recommended that it is best practice to do so.

Further information on the subject of this report can be obtained from Shaun Banks, 07980 752047, sbanks@swindon.gov.uk.

Work Programme 2019/2020

Growing the Economy

Overview & Scrutiny Committee

Date: 6th November 2019

5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

- 5.1 There are no financial or procurement implications arising as a result of this report. Any expenditure arising as a result of an item on the Committee's work programme will be met by the Overview and Scrutiny Support budget, subject to the approval of the Committee.

Legal and Human Rights Implications

- 5.2 Section 21 of the Local Government Act requires every local authority to establish an overview and scrutiny function to hold the Executive to account, undertake policy development and review, monitor and improve performance.

All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.3 There are no other direct implications arising as a result of this report. Any further implications will be identified when a topic is reviewed by the Committee and in any recommendations made by the Committee.

Diversity Impact Assessment

- 5.4 No Diversity Impact Assessment is required at this stage. Any DIA that is required during review of topics included within the work programme will be identified at the appropriate stage.

Risk Management

- 5.5 No risk management issues have been identified at this stage. Any risk management issues will be identified at the appropriate time when a topic is under review by the Committee and if it makes any recommendations.

6. Consultees

- 6.1 The author has consulted, where appropriate, with Corporate Directors, Directors, Heads of Service, other officers, and relevant partners on the purpose, content, and recommendations of the report.

7. Background Papers

- 7.1 None.

8. Appendices

- 8.1 Appendix 1 – Draft Growing the Economy Overview and Scrutiny Committee Work Programme for 2019/2020.

Further information on the subject of this report can be obtained from Shaun Banks, 07980 752047, sbanks@swindon.gov.uk.

Work Programme 2019/2020

Growing the Economy

Overview & Scrutiny Committee

Date: 6th November 2019

- 8.2 Appendix 2 – Scrutiny Process Flowchart.
- 8.3 Appendix 3 – Cabinet Work Programme and Forward Plan, for the period 9th August 2019 to 9th August 2020. (This appendix can be inspected on the Council's website and copies can be obtained from the Committee Officer. A hard copy will be available for inspection at the meeting.)
- 8.4 Internal link: <http://sbcvpwmmgv02:9070/mgListPlans.aspx?RPId=285&RD=0>
- 8.5 External link:
<http://ww5.swindon.gov.uk/moderngov/mgListPlans.aspx?RPId=285&RD=0>

Growing the Economy Work Programme

Terms of Reference of the Committee

To fulfil all the functions of an overview and scrutiny committee as they relate to –

- the review, scrutiny and development of policy recommendations,
- the management of performance,
- the monitoring of progress towards delivering corporate priorities, and
- the formulation of advice for the Cabinet, Council and other partners and stakeholders.

To have specific responsibility for (but not limited to) the scrutiny of: -

- the performance of services promoting cultural and economic development and enterprise and regeneration of the Borough against agreed local and national indicators,
- Regeneration,
- Economic and Cultural development,
- Strategy and Research,
- The Swindon and Wiltshire Local Enterprise Partnership (LEP),
- Car Parking Services,
- Spatial and Strategic Planning,
- Superfast Broadband,
- Wichelstowe,
- The Borough's Property Portfolio

Review of the Work Programme

The work programme will be reviewed at every meeting of the Growing the Economy Overview & Scrutiny Committee to ensure that it remains relevant, to ensure that Members and Officers have sufficient capacity to deliver the work programme and to include any additional items on the work programme, if appropriate.

Wednesday 6th November 2019

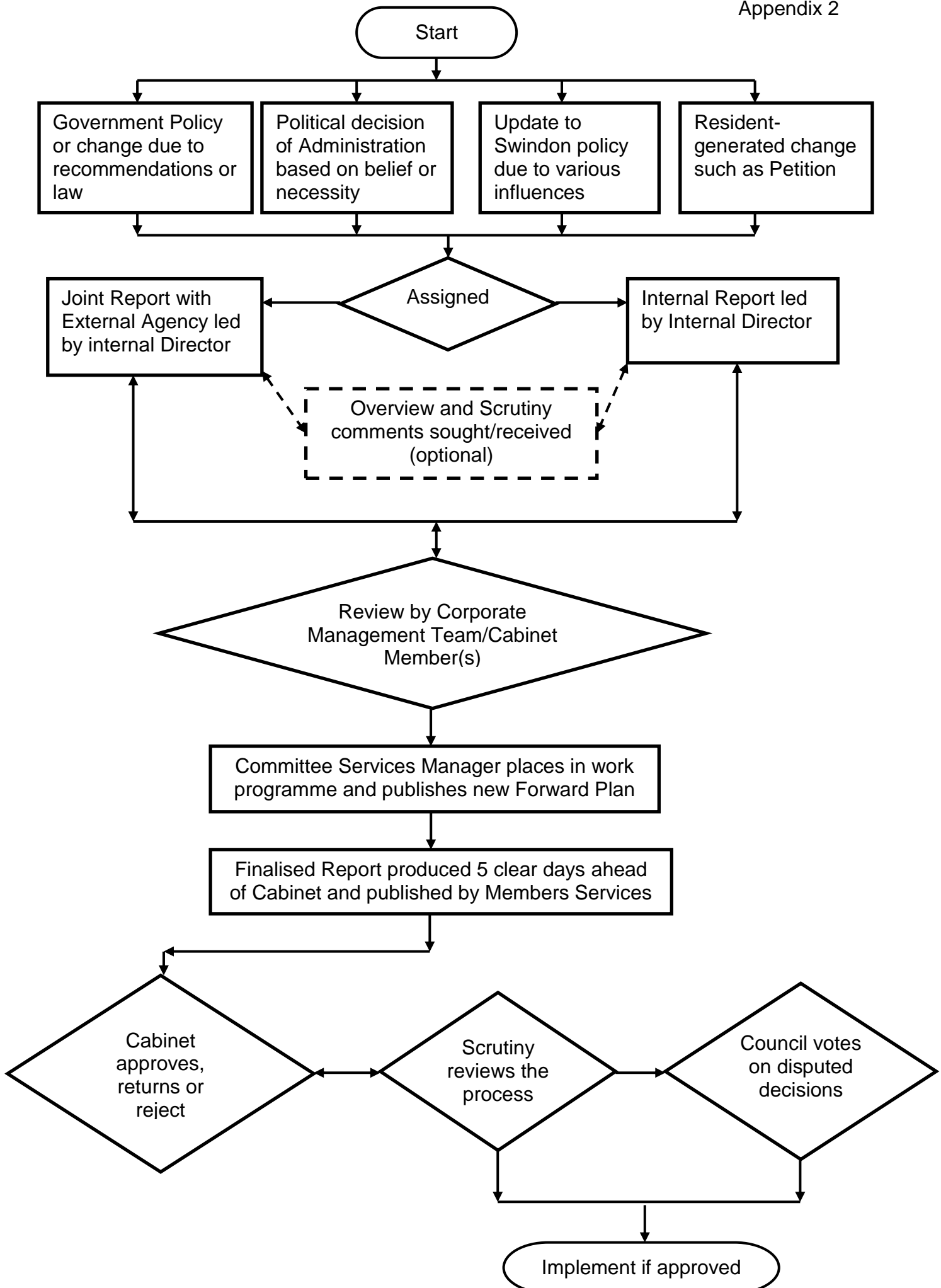
Business Engagement
Honda Task Group Update
PSPO Town Centre Update and Review
Kimmerfields - Update
Civic Campus/Wyvern Theatre Update
Work Programme

Wednesday 12th February 2020

Business Engagement
Honda Task Group Update
North Star Development - Update
Learning Town - Update
Mentorships and Start-up Support
Work Programme

Wednesday 25th March 2020

Business Engagement
Honda Task Group Update
The Council's Property Portfolio (including Commercial Assets List)
5G Update (including Switch onto Swindon and Tech Swindon)
Work Programme



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