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MINUTES OF A CABINET MEETING Council Chamber - Town Hall Wednesday, 17 April 2013 (7.30 - 8.35 pm)

Present:

Councillor Michael White (Leader of the Council), Chairman

Councillor Steven Kelly (Vice-Chair)
Councillor Robert Benham
Councillor Andrew Curtin
Councillor Roger Ramsey
Councillor Paul Rochford
Councillor Geoffrey Starns
Councillor Barry Tebbutt
Councillor Lesley Kelly

Cabinet Member responsibility:

(Deputy Leader) Individuals
Community Empowerment
Culture, Towns & Communities
Value
Children & Learning
Community Safety
Environment
Housing & Public Protection

Apologies were received for the absence of Councillor Michael Armstrong.

Councillors Clarence Barrett, Michael Deon Burton, Keith Darvill and Linda Hawthorn were present for the duration of the meeting.

5 members of the public and a representative of the Press were present.

Through the Chairman, those present were advised of the evacuation procedures in the event of an emergency.

Unless otherwise indicated, all decisions were agreed unanimously with no member voting against.

There were no disclosures of pecuniary interest.

58 MINUTES

The minutes of the meeting of Cabinet held on 20 March 2013 were agreed as a correct record and signed by the Chairman.

59 KEEPING TOWN CENTRES VIBRANT BY REDUCING ON STREET PARKING CHARGES AND MAINTAINING TURNOVER OF VISITORS

Councillor Barry Tebbutt, Cabinet Member for Environment, introduced the report

The report before Cabinet set out an opportunity to harmonise the current zero to two hour 'On Street' Pay & Display car parking tariffs borough wide, with all outlying Car Parks tariffs at 20p.

The report also sought to extend the maximum 'On Street' stay from 2 hours to 3 hours whilst harmonising the charge for that length of stay with the same charge made in all outlying car parks also at 50p.

The proposals sought to enhance business opportunities and to ensure local people use local businesses, maintaining road safety and traffic flows by greater use of available parking facilities. Additionally, staff considered that the extension of the maximum stay on street would provide additional customer benefit and help businesses who require their customers to be with them for a period up to 3 hours. The report suggested that the likes of hairdressers, supermarkets and restaurants would benefit from the proposed arrangements.

Reasons for the decision:

Staff considered that the proposals would significantly contribute to supporting the current business base within the borough by reducing parking tariffs and enhancing business opportunity, support the requirements of the previously agreed Parking Management Strategy and meet residents needs through reduced charges, whilst seeking to enhance the business opportunity and shopping experience for local residents.

Other options considered:

Staff considered the option of leaving tariffs at current levels, however the current economic climate lends itself to support business opportunities and in turn local growth, and for this reason officers believed this to be financially viable in the medium to longer term.

The general view expressed by Members was one of support for the proposals and in particular the support it lends to local businesses. Following a query, assurances were given that staff resources for the collection of payments from Pay and Display machines would be sufficient to meet any increased demand for the use of Council car parks as a result of the proposed changes.

Cabinet AGREED:

- 1) To harmonise the parking charge for 0-2 hours on street pay and display across the borough with the 2 hour off street parking charge in the Council's outlying car parks and also where parking fees are payable in Parks across the borough, the charge for which shall be 20 pence. Outlying car parks being all those outside of the Romford area and listed as an appendix to the minutes.
- 2) To extend the current maximum stay on street pay and display to 3 hours and introducing a 50p charge for 2-3 hours parking which is in

harmony with the 2 - 3 hour charge made in outlying car parks and in those Parks where a parking charge is payable. Outlying car parks being all those outside of the Romford area and listed as an appendix to the minutes.

- 3) The amendment of all outlying on street Pay & Display parking tariffs as set out in the Parking Management Strategy agreed by Cabinet on the 16 May 2007 and the associated provisions agreed by the Regulatory Services Committee on the 13 December 2007.
- 4) To the initial one off set up cost of equipment conversion and signage one ward at a time over a period of four (4) weeks.

60 **HAVERING BUSINESS GROWTH PROGRAMME**

Councillor Robert Benham, Cabinet Member for Community Empowerment, introduced the report

The report before Members outlined a programme to support Business Growth in Havering, to create jobs and enhance the prosperity of the borough and the wellbeing of local people.

It was explained that economic growth had become Central Government's top priority and Local Authorities had been incentivised to drive forward the agenda through the localisation of business rates.

It was noted that the Council has an established programme of business support that contributes towards the delivery of the Living Ambition goal to create prosperity for local residents. The programme sought to build on existing services, to provide a co-ordinated programme to grow the business base, create jobs, improve the effectiveness and efficiency of service delivery and increase business rates income to support local services.

Reasons for the decision

Economic growth is the top priority of Central Government, who recognise the vital role that Local Authorities have to play in shaping and supporting the local economy. Growth also contributes to other priorities such as job creation and well-being.

The Government has created incentives for Councils to drive growth through the localisation of business rates. The new system means Councils will retain a proportion of any rise in business rates income, but a reduction will mean that there is less money to fund public services.

As a consequence it is more important than ever that the Council prioritises economic growth.

Other options considered:

Do nothing. This option was rejected because of the financial implications for delivering local services if the NNDR income does not grow in line with expectations

Deliver a limited programme focussed on maximising NNDR income. This option was rejected given the Council's strong commitment to the business community and desire to increase prosperity, create jobs and improve well-being in line with the Council's Living Ambition.

Members commented that it was a priority for the Council to support business growth in the Borough and as such, the business growth programme was a useful tool in commencing that process. It was suggested that Overview and Scrutiny could play a key role in developing some of the detail contained within the programme.

Cabinet AGREED

1. The Havering Business Growth Programme 2013-2016, including promoting inward investment, encouraging existing businesses to grow and customer service transformation.
2. To delegate authority for action to implement the programme to the Director of Culture and Community in consultation with the Leader of the Council, Lead Member for Community Empowerment and where appropriate with the Lead Member for Value and the Director of Finance and Commerce.
3. To delegate authority to bid for external funding to implement the Programme to the Director of Culture and Community in consultation with the Leader of the Council and Lead Member for Community Empowerment where the value of the grant submission exceeds delegated officers' powers.

61 AUTHORITY TO COMMIT TO MAKING PROGRESS AGAINST THE GLA'S EXEMPLAR BOROUGH QUALIFYING CRITERIA TO BECOME A DESIGNATED CLEANER AIR BOROUGH

Councillor Lesley Kelly, Cabinet Member for Housing, and Councillor Barry Tebbutt, Cabinet Member for Environment, jointly presented the report

The report considered the steps that the Council must take towards becoming a 'Cleaner Air Borough', which would have environmental benefits and enable Havering to bid for up to £400k of funding from Transport for London (TfL) for projects to improve air quality in the borough. In addition, the environmental benefits would have public health advantages and make the borough a more attractive place to live in and for businesses to invest in.

It was noted that many of the criteria that the borough would have to work towards to achieve this status were covered by existing projects and programmes in Havering, and consequently achieving this status would simply require the continuation of existing projects that are funded by TfL through the LIP programme; the implementation of new projects funded via the recently announced London Mayor's Air Quality Fund; and minor adjustments to existing programmes. Examples included the TfL funded Biking Boroughs programme and Smarter Travel work, development of the Ingrebourne Valley Connect 2 route, regeneration capital projects in Romford and Rainham and business engagement activities.

The report sought Cabinet approval for Havering to sign up to become a 'Cleaner Air Borough'.

Reasons for the decision:

Expressing the level of political support required to submit a successful bid for Cleaner Air Borough funding would publicly demonstrate Havering's commitment both to tackling the health issues caused by poor air quality in the borough and to the delivery of London Mayoral priorities.

Development of a successful funding bid would provide financial assistance to the council in implementing existing projects and programmes that deliver across a wide range of council objectives in addition to improved air quality. In particular, these include projects to reduce congestion and support business activity within the borough.

Increasing the level of investment in initiatives to tackle areas of poor air quality in Havering would help the Council to both meet the statutory targets for air quality and to reduce the exposure of Havering's population to health-damaging pollutants.

It was hoped that visible commitment to the delivery of air quality improvement projects and improved performance in relation to air quality limits would have a mitigatory effect on the apportionment of any EU Air Quality fines to the borough.

Other options considered:

The option of not demonstrating political support or submitting a bid for Cleaner Air Borough funding was discarded, due to statutory and ethical obligations to meet air quality limits and the opportunity to increase net income to the authority.

Cabinet AGREED:

1. That the Council sign up to become a 'Cleaner Air Borough', progressing projects such as those set out in the Cabinet report, that would allow it to demonstrate that it meets the Exemplar Borough qualifying criteria.
2. That grant funding bids be submitted in line with Havering becoming a 'Cleaner Air Borough'.

Chairman

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Outlying Car Parks Pay & Display

Appendix 1

	Car Park	No.	Manufacturer	Tariff
Hornchurch	Dorrington Gdns	5	Parkeon	Outlying Car Parks
	Keswick Ave	2	Parkeon	Outlying Car Parks
	Billet Lane	3	Parkeon	Outlying Car Parks
	Appleton way	2	Parkeon	Outlying Car Parks
	Fentimam Way	4	Parkeon	Outlying Car Parks
	Woodhall Cres	1	Parkeon	Outlying Car Parks
	North St	1	Parkeon	Outlying Car Parks
Upminster	Gaynes Rd	4	Parkeon	Outlying Car Parks
	Hoppy Hall	3	Parkeon	Outlying Car Parks
Cranham	Front Lane	1	Parkeon	Outlying Car Parks
Elm Park	Elm Park Hotel	2	Parkeon	Outlying Car Parks
	Elm Park Library	2	Parkeon	Outlying Car Parks
Rainham	Viking Way	1	Parkeon	Outlying Car Parks
	Cherry Tree	2	Parkeon	Outlying Car Parks
Gidea Park	Balgores Square	1	Parkeon	Outlying Car Parks
Collier Row	Rex Close	4	Parkeon	Outlying Car Parks
	Total	38		

Parks - Pay & Display

	Location	No.	Manufacturer	Tariff
Upminster	Windmill Hall	2	Zeag	Outlying Car Parks
Romford	Cottons Park	1	Zeag	Outlying Car Parks
	Lodge Farm	2	Zeag	Outlying Car Parks
	Total	5		

On Street Pay & Display

	Location	No.	Manufacturer	Tariff
Collier Row	Collier Row Lane	1	Zeag	P&D
	Collier Row Rd	7	Zeag x 5 Parkeon x2	P&D
	Clockhouse Lane	1	Zeag 1	P&D
Gidea Park	Balgores Lane	3	Parkeon	P&D
	Balgores Cres	1	Zeag	P&D
	Heath Drive	1	Zeag	P&D
	Crossways	2	Zeag	P&D
	Station Rd	1	Zeag	P&D

Harold Wood	Station Rd	3	Parkeon	P&D
Elm Park	Broadway	3	Zeag	P&D
Rainham	Wennington Rd	2	Zeag	P&D
	Upminster Rd South	3	Zeag	P&D
Upminster	St Marys Lane	3	Zeag	P&D
	Gaynes Rd	1	Zeag	P&D
	Branfill Rd	1	Zeag	P&D
	Howard Rd	1	Zeag	P&D
	St Lawrence Rd	2	Zeag	P&D
	Corbetts Tey Rd	8	Zeag	P&D
Hornchurch	Station Lane	1	Parkeon	P&D
	Ardliegh Green	2	Parkeon	P&D
	Hornchurch Rd	4	Zeag	P&D
	Southdown Rd	1	Zeag	P&D
	Vicarage Rd	1	Zeag	P&D
	Cheviot	1	Zeag	P&D
	Candover Rd	1	Zeag	P&D
	Hyland way	2	Zeag	P&D
	Appleton Way	4	Zeag	P&D
	Total	61		

**On Street
Parking Meters**

	Location	No.	Manufacturer	Tariff
Hornchurch	Babington Rd	2	Mackay	P&D
	Purbeck Rd	2	Mackay	P&D
	Appleton Way	2	Mackay	P&D
	Total	6		