

# ANNUAL GENERAL MEETING OF THE COUNCIL

## AGENDA

**Monday 23<sup>rd</sup> April 2018 at 7:15pm**

**Council Chamber, Braintree District Council, Causeway House, Bocking  
End, Braintree, CM7 9HB**

**THIS MEETING IS OPEN TO THE PUBLIC**  
*(Please note this meeting will be webcast and audio recorded)*

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**Members of the Council are requested to attend this meeting to transact the business set out in the Agenda.**

**Membership:-**

Councillor J Abbott	Councillor J Goodman	Councillor F Ricci
Councillor Mrs J Allen	Councillor A Hensman	Councillor B Rose
Councillor M Banthorpe	Councillor P Horner	Councillor Miss V Santomauro
Councillor P Barlow	Councillor D Hume	Councillor Mrs W Scattergood
Councillor J Baugh	Councillor H Johnson	Councillor Mrs W Schmitt
Councillor Mrs J Beavis	Councillor Mrs A Kilmartin	Councillor P Schwier
Councillor D Bebb	Councillor S Kirby	Councillor C Siddall
Councillor K Bowers	Councillor G Maclure	Councillor Mrs G Spray
Councillor Mrs L Bowers-Flint	Councillor D Mann	Councillor P Tattersley
Councillor G Butland	Councillor J McKee	Councillor Miss M Thorogood
Councillor S Canning	Councillor R Mitchell	Councillor R van Dulken
Councillor J Cunningham	Councillor Mrs J Money	Councillor Mrs L Walters
Councillor Mrs M Cunningham	Councillor Lady Newton	Councillor Mrs S Wilson
Councillor T Cunningham	Councillor J O'Reilly-Cicconi	Vacancy
Councillor M Dunn	Councillor Mrs I Parker	Vacancy
Councillor J Elliott	Councillor Mrs J Pell	
Councillor Mrs D Garrod	Councillor R Ramage	

Members unable to attend the meeting are requested to forward their apologies for absence to the Governance and Members Team on 01376 552525 or email [governance@braintree.gov.uk](mailto:governance@braintree.gov.uk) by 3pm on the day of the meeting.

A WRIGHT  
Chief Executive

## **INFORMATION FOR MEMBERS - DECLARATIONS OF INTERESTS**

### **Declarations of Disclosable Pecuniary Interest, Other Pecuniary Interest or Non-Pecuniary Interest**

Any member with a Disclosable Pecuniary Interest, other Pecuniary Interest or Non-Pecuniary Interest must declare the nature of their interest in accordance with the Code of Conduct. Members must not participate in any discussion of the matter in which they have declared a Disclosable Pecuniary Interest or other Pecuniary Interest or participate in any vote, or further vote, taken on the matter at the meeting. In addition, the Member must withdraw from the chamber where the meeting considering the business is being held unless the Member has received a dispensation from the Monitoring Officer.

### **Question Time**

The Agenda allows for a period of up to 30 minutes when members of the public can speak. Members of the public wishing to speak are requested to register by contacting the Governance and Members Team on 01376 552525 or email [governance@braintree.gov.uk](mailto:governance@braintree.gov.uk) no later than 2 working days prior to the meeting. The Council reserves the right to decline any requests to register to speak if they are received after this time. Members of the public can remain to observe the public session of the meeting.

Please note that there is public Wi-Fi in the Council Chamber, users are required to register in order to access this. There is limited availability of printed agendas.

### **Health and Safety**

Any persons attending meetings in the Council offices are requested to take a few moments to familiarise themselves with the nearest available fire exit, indicated by the fire evacuation signs. In the event of an alarm you must evacuate the building immediately and follow all instructions provided by officers. You will be assisted to the nearest designated assembly point until it is safe to return to the building.

### **Mobile Phones**

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### **Webcast and Audio Recording**

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### **Documents**

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We welcome comments from members of the public to make our services as efficient and effective as possible. If you have any suggestions regarding the meeting you have attended, you can send these via [governance@braintree.gov.uk](mailto:governance@braintree.gov.uk)

**1 Apologies for Absence****2 Chairman's Charities 2017/18**

The Chairman to present cheques to representatives of his nominated Charities for the Civic Year 2017/18.

- Action for Family Carers
- First Stop Centre

**3 Chairman's address to Council**

Councillor Kirby the outgoing Chairman will address the Council.

**4 Presentation to the outgoing Chairman of the Council****5 To elect the Chairman of the District Council for the Civic Year 2018/19**

The new Chairman of the Council will receive the Chain of Office and sign the Declaration of Acceptance of Office.  
Acceptance address by the new Chairman of Braintree District Council.

**6 To elect the Vice Chairman of the District Council for the Civic Year 2018/19**

The new Vice Chairman of the Council will receive the Chain of Office and sign the Declaration of Acceptance of Office.  
Acceptance address by the new Vice Chairman of Braintree District Council.

**7 To receive any announcements/statements from the Chairman of the Council.****8 Minutes of the Previous Meeting**

To approve as a correct record the minutes of the meeting of Full Council held on 26th March 2018 (copy previously circulated).

**9 Declarations of Interest**

To declare the existence and nature of any Disclosable Pecuniary Interest, other Pecuniary Interest or Non-Pecuniary Interest relating to items on the agenda having regard to the Code of Conduct for Members and having taken appropriate advice where necessary before the meeting.

- 10 Public Question Time**  
(See paragraph above)
- 11 Leader of the Council**  
To note that Councillor Graham Butland is the Leader of the Council as appointed at the Council meeting of 28th May 2015 for the four year term of the Council.
- 12 Leader's Announcements – Cabinet Member Portfolios And Scheme Of Delegation And Appointments To Cabinet Sub Committees** **5 - 20**
- 13 Appointments to Committees of Council** **21 - 27**
- 14 Appointment to Outside Bodies for the Civic Year of 2018-19** **28 - 31**
- 15 Recommendation from Overview and Scrutiny Committee – 7th March 2018 – Task and Finish Group Review in to Tourism in the Braintree District** **32 - 43**
- 16 Annual Timetable of Meetings 2018/19**  
To confirm the following dates of Council meetings (as set out in the Annual Timetable):  
  
Ordinary meetings of the Council start at 7.15pm on:-  
  
4th June 2018  
23rd July 2018  
8th October 2018  
10th December 2018  
18th February 2019  
25th March 2019

The Annual General Meeting will be held on 23rd May 2019.

<b>Leader's Announcements – Cabinet Member Portfolios And Scheme Of Delegation And Appointments To Cabinet Sub Committees</b>		<b>Agenda No:12</b>
<b>Portfolio</b>	<b>Overall Corporate Strategy and Direction</b>	
<b>Corporate Outcome:</b>	<b>A high performing organisation that delivers excellent and value for money services</b>	
<b>Report presented by:</b>	<b>Councillor G Butland Leader of the Council</b>	
<b>Report prepared by:</b>	<b>Ian Hunt Head of Governance</b>	
<b>Background Papers:</b>		<b>Public Report</b>
<a href="#">Constitution</a>		<b>Key Decision: No</b>
<b>Executive Summary:</b>		
<p>Further to the appointment of the Leader they are required to appoint Members of the Cabinet. The Cabinet must consist of at least two Members and no more than 10 Members. It is not subject to the rules of political proportionality.</p> <p>The Leader may set delegations and areas of responsibility for Cabinet Members in accordance with the Constitution.</p> <p>This report sets out the Cabinet Members and their areas of responsibility.</p> <p>The Leader can appoint Cabinet Sub-Committees to consider issues within the terms of reference set by the Leader. These appointments are in accordance with the terms of reference set out in the Scheme of Delegation.</p> <p>New Member Reference Groups are to be established to support the Council's growth agenda. This will be led by the Strategic Investment Programme Group with specific projects having their own Reference Groups.</p>		
<b>Recommended Decision:</b>		
That Council notes the appointments and delegations set out in this report.		
<b>Purpose of Decision:</b>		
To note the Leader's appointments to the Cabinet and his Scheme of Delegation.		

**Any Corporate implications in relation to the following should be explained in detail.**

<b>Financial:</b>	Cabinet Members are required to operate within the limits of the relevant budgets, or to undertake virement between budgets as appropriate.
<b>Legal:</b>	The Leader must appoint at least two Members to the Cabinet and the Cabinet may consist of a maximum of 10 Members.
<b>Safeguarding:</b>	Safeguarding issues will be considered by Cabinet Members in the performance of their duties.
<b>Equalities/Diversity:</b>	Equalities issues will be considered by Cabinet Members in the performance of their duties.
<b>Customer Impact:</b>	The Leader has considered the appointments to ensure appropriate management of service delivery and oversight.
<b>Environment and Climate Change:</b>	Environment and Climate Change issues will be considered by Cabinet Members in the performance of their duties.
<b>Consultation/Community Engagement:</b>	None directly arising from this report.
<b>Risks:</b>	None directly arising from this report.
<b>Officer Contact:</b>	Ian Hunt
<b>Designation:</b>	Head of Governance
<b>Ext. No:</b>	2629
<b>E-mail:</b>	<a href="mailto:ian.hunt@braintree.gov.uk">ian.hunt@braintree.gov.uk</a>

## 1. Background:

- 1.1 The Leader has the personal right to set the size and composition of the Cabinet within the statutory limits. In addition the Leader may set an appropriate Scheme of Delegation for Cabinet Members.
- 1.2 The Leader wishes to continue to invite a Member of the Labour, Halstead Residents Association and Green Groups to all meetings of the Cabinet to attend the meeting and participate. No voting rights can be extended as a consequence of the legislation governing the meeting. In addition the Chairman of the Overview and Scrutiny Committee is also invited to attend and participate on the same terms. The Leader also encourages other Members to attend Cabinet meetings.
- 1.3 The Leader has the right to appoint such Sub-Committees of the Cabinet as he may choose to undertake work on behalf of the Leader and the Council in accordance with the Terms of Reference set for the Sub-Committees. These are detailed within the report. This year, in reflection of the substantial growth agenda for the Council, this includes a number of new Reference Groups to support key projects which will enable Members to have a strong role in their ongoing development and delivery.

## 2. Leader's Appointments and Portfolio Areas:

- 2.1 The Leader makes the following appointments to Cabinet and allocates as follows portfolio areas.

OVERALL CORPORATE STRATEGY AND DIRECTION		
		<b><i>Portfolio Areas:</i></b>
<b>Leader of the Council</b>	<b>Councillor G Butland</b>	Overall Vision and Strategic Direction Strategic Partnerships Devolution Strategic Economic Growth Promotion of the District External Relations Electoral Administration
ENVIRONMENT AND PLACE		
		<b><i>Portfolio Areas:</i></b>
<b>Cabinet Member and Deputy Leader</b>	<b>Councillor Mrs Wendy Schmitt</b>	Clean and Green Street cleansing and parks Landscapes and Countryside Regulatory functions (Licensing, Environmental Health, Building Control) Community Safety Safeguarding Armed Forces Covenant Emergency Planning

<i>Deputy Cabinet Member</i>	<i>Councillor van Dulken</i>	<i>Carbon and Energy Management Waste Management/Recycling Highways and Parking</i>
<b>PLANNING AND HOUSING</b>		
		<b><i>Portfolio Areas:</i></b>
<b>Cabinet Member</b>  <i>Deputy Cabinet Member</i>	<b>Councillor Mrs L Bowers-Flint</b>  <i>Councillor Mrs G Spray</i>	Local Plan Infrastructure, Planning and Development Development Management Planning Enforcement Affordable Housing Housing/Homelessness Welfare Reform
<b>ECONOMIC DEVELOPMENT</b>		
		<b><i>Portfolio Areas:</i></b>
<b>Cabinet Member</b>  <i>Deputy Cabinet Member</i>	<b>Councillor Tom Cunningham</b>  <i>Councillor K Bowers</i>  <i>Note: See section 4 below.</i>	Economic Development Strategy Regeneration Business Engagement and Support Broadband Enterprise centres Inward Investment Town Centres Apprenticeships Skills Education Improvement
<b>HEALTH AND COMMUNITIES</b>		
		<b><i>Portfolio Areas:</i></b>
<b>Cabinet Member</b>  <i>Deputy Cabinet Member</i>	<b>Councillor P Tattersley</b>  <i>Councillor F Ricci</i>	Health Improvement and Well-being External Funding Equality and Diversity Neighbourhood Budgeting Older People Children and Young People Voluntary sector Heritage Rural communities Local community engagement Member support and development Community transport Leisure and Sport Community facilities and support



FINANCE AND PERFORMANCE		
		<b><i>Portfolio Areas:</i></b>
<b>Cabinet Member</b>	<b>Councillor David Bebb</b>	Financial and Treasury Management Investment Strategy Revenue budget Capital programme Efficiency and Improvement Programme Income Generation Performance management
CORPORATE SERVICES AND ASSET MANAGEMENT		
		<b><i>Portfolio Areas:</i></b>
<b>Cabinet Member</b>	<b>Councillor John McKee</b>	Asset Management Information Technology Corporate Governance Communication Procurement Risk Management Health and Safety Customer Services HR and Organisational Development Commercialisation

### 3. Detailed delegations and limitations:

3.1 All executive functions are vested in the Leader of the Council.

3.2 The Leader makes the following detailed delegations in relation to all Cabinet Members:

1 **Authorising Action to Enable Matters Previously Approved (by Cabinet) in Principle**

Power to authorise officers to conclude any matter, process or enter into any contract the undertaking of which, in principle, has previously been considered and authorised by the Cabinet.

2 **Consultation Responses**

Power to authorise a response by or on behalf of Braintree District Council to a consultation by a Minister of the Crown, Government Department, other public sector body or local authority on matters falling within the purview of the Cabinet; provided that;

- (a) if the officers, or the Cabinet Member, when consulted, consider that any consultation raises issues of Council wide interest or significance, it shall be referred to the Cabinet, or appropriate committee, to agree a response; and,

- (b) if the consultation is concerned only with, and calls for a response on matters of a very technical professional nature then officers may deal with it without reference to a Cabinet Member.

### **3 Fees and Charges**

- (a) Following the Cabinet agreeing general guidance on the approach to be taken to setting fees and charges in the budget strategy each year, power to agree, with the relevant officers, the achievable options for income generation for each appropriate service undertaken by the Council; which are within the control of the Cabinet;
- (b) Following these options having been reported to and agreed by the Cabinet, power to agree the appropriate detailed charges with the relevant officers, in accordance with the options agreed by the Cabinet.

### **4 Plans and Strategies**

To make changes to plans and strategies provided that those changes do not conflict with an approved policy, do not raise new issues of policy, are within the approved budgets and do not exceed any of the financial limits set out in the Financial Procedure Rules that are applicable to Cabinet Members.

### **5 Further Delegations**

- (a) To take decisions that promote the strategic objectives within their portfolio consistent with the Constitution and subject to the limitations below.
- (b) To approve the entering into, the extension, or variation of contracts, within their Portfolio area consistent with the provisions of 5(a).
- (c) To approve the taking of such action as is consistent with the promotion of the Councils objectives within their Portfolio area consistent with the provisions of 5(a).

3.3 Notwithstanding the delegations in 3.2 above all delegations are subject to the following limitations:

- 1 No Cabinet Member may make a decision which is reserved to the Cabinet meeting as a whole.
- 2 A decision in accordance with this scheme may not be taken by an individual Cabinet Member unless it is concerned with or relates to any Council function, activity or business falling within the portfolio of

work allocated to that individual Cabinet Member by the Council/Cabinet. Where a matter requiring a decision affects more than one portfolio of work the decision sought by the officers shall be taken by the Cabinet Members with the lead for the issue in consultation with any additional Member, or the terms of the decision will be split to enable two separate complimentary decisions to be made.

- 3 A decision in accordance with this scheme may not be taken by an individual Cabinet Member otherwise than in response to a written report from the appropriate Council officer.
- 4 The record of decisions taken on any occasion by a Cabinet Member pursuant to this scheme shall be notified to all Members of the Council by publication on the Cabinet agenda.
- 5 A record of the decisions to be taken by Cabinet Members in accordance with this scheme shall be published in the Decision Planner.

3.4 Further delegations in respect of the Cabinet Member for Environment and Place are as follows:

- 1 To have overall responsibility for the Council's responsibilities and functions under Scrap Metal Dealers Act 2013 including agreeing a procedure for the determining of applications which are subject to representations.
- 2 The Cabinet Member in consultation with the Corporate Director to determine any matter arising from any further subordinate legislation including Regulations and Statutory Guidance.
- 3 To update and review the statement of Principles and the Penalty Charge related to a breach of the Smoke and Carbon Monoxide Alarm (England) Regulations 2015.
- 4 To consider any representations and appeals against the issuing of a monetary penalty and take into account any representations received in respect of the Redress Schemes for Lettings Agency Work and Property Management Work (Requirement to Belong to a Scheme etc.) (England) Order 2014

**4. Appointment of Non-Voting Deputy Cabinet Member**

- 4.1 In addition to the Cabinet appointments the Leader appoints Councillor K Bowers to act as a Non-Voting Deputy Cabinet Member to support the work of Councillor Tom Cunningham, Portfolio Holder for Economic Development.
- 4.2 Councillor Bowers will be invited to attend meetings of Cabinet and will be invited to take part in debate; however he will not have the right to vote. Whilst he will be engaged in the work of the Cabinet and the Economic

Development Portfolio he will not have the ability to make formal decisions or exercise any delegated authority.

## **5. Cabinet Sub-Committees**

- 5.1 The Leader appoints the following Sub-Committees of the Cabinet with the Membership set out as below:

Sub-Committee Name: **Local Plan Sub-Committee**

Terms of Reference:

To be responsible for the development of the Local Plan to include:

1. Consideration of studies and reports.
2. Adoption of evidence to the formal evidence base in preparation for examination.
3. Consideration of draft Local Plan Documents and to make recommendations to Full Council as to their adoption.
4. To receive and to give consideration to responses to public consultations in relation to the Local Plan and to make recommendations to the Full Council in relation to these.
5. Where relevant to make recommendations to the Cabinet in respect of any corporate implications arising from the development of the Local Plan, including any recommendations for consideration in the budget setting process.

Membership:

Councillor D Bebb  
Councillor Mrs L Bowers-Flint (Chairman)  
Councillor G Butland  
Councillor T Cunningham  
Councillor D Hume  
Councillor Mrs J Money  
Councillor Lady Newton  
Councillor Miss M Thorogood  
Councillor Mrs G Spray (Vice Chairman)

Sub-Committee Name: **Developing Democracy Group**

Terms of Reference:

To be responsible for the consideration of matters relating to:

1. The promotion of democracy and democratic accountability.
2. Consideration of amendments to the Constitution and to make recommendations to Full Council as to their adoption.
3. Consideration of matters relating to the administration of elections and electoral balance and to make recommendations to Full Council as to their adoption.
4. To consider other matters relevant to the purposes of the group including consultations and make recommendations to Cabinet or Council as appropriate.
5. To consider matters in relation to the management of parish boundaries including the grouping of parishes as well as community governance reviews and to make recommendations to the Full Council in relation to these.

Membership:

Councillor J Abbott  
Councillor P Barlow  
Councillor G Butland (Chairman)  
Councillor H Johnson  
Councillor D Mann  
Councillor Mrs J Pell  
Councillor Mrs W Schmitt  
Councillor Mrs G Spray

Sub-Committee Name: **Member Development Group**

Terms of Reference:

1. To lead, manage and review elected Member development for the organisation.
2. To enable Members to fulfil their different roles within the Council and externally as community leaders.
3. To regularly review the Member development strategy to ensure that it continues to meet the needs of individual members and the Council.
4. To act as Champions for Member development leading by example and actively promoting the work of the Member Development Working Group.
5. To approve the methods of identifying and assessing Member development needs.
6. To identify factors either within or outside the Council that may create training needs such as changes to service delivery mechanisms or legislation.
7. To identify the appropriate training required as relevant to the various roles undertaken by Members.
8. To identify Members who may have the skills and knowledge to act in a role as trainer or facilitator for other Members and provide the support required to undertake this role.
9. To recommend suitable and cost-effective development programmes including the annual Member development plan.
10. To monitor how training and development is being carried out, and its effectiveness.
11. To monitor Member involvement in the training and development provided and take relevant action, as required, to improve attendance.
12. To monitor the use of resources required to support the Member development programme.
13. To update the Cabinet Member portfolio holder for inclusion in reports to full Council and report to Cabinet as and when required.
14. To lead on the East of England Member Development Charter Plus

Membership:

Councillor P Barlow  
Councillor Mrs J Beavis  
Councillor K Bowers  
Councillor Mrs A Kilmartin  
Councillor Mrs J Pell  
Councillor P Schwier  
Councillor Mrs S Wilson  
Councillor P Tattersley (Chairman)

Sub-Committee Name: **Grants Panel**

Terms of Reference:

1. To monitor those projects receiving grants under the Mi Community Scheme in accordance with the published terms of the scheme.
2. To assess applications for variation to grant terms in line with the scheme terms.
3. To monitor the introduction of the new Councillor Grants Scheme and to recommend amendments to the terms of the scheme to the Cabinet where relevant.

Membership:

Councillor Mrs J Allen (Chairman)  
Councillor P Barlow  
Councillor Mrs A Kilmartin  
Councillor S Kirby  
Councillor F Ricci  
Councillor Miss V Santomauro  
Councillor Mrs L Walters

Sub-Committee Name: **Member Working Group**

Group appointed until: 30<sup>th</sup> June 2018 as a time limited project.

Terms of Reference:

1. To review and make recommendations to the Leader, Cabinet or other Committees as appropriate in respect of Councillors' powers to raise issues or topics within the constitution.
2. To consider and make recommendations to the Leader, Cabinet or other Committees as appropriate the Council's processes and arrangements for capturing Councillors' skills and enabling these to be put to best use.
3. To consider and make recommendations to the Leader, Cabinet or other Committees as appropriate in respect of enhancing the role of Councillors in respect of Policy Development as needed.
4. To consider existing mechanisms for the engagement of Members in ongoing Council business and make recommendations to the Leader, Cabinet or other Committees as appropriate.
5. To make recommendations as to further work in the above areas which may be suited to further working groups.

Membership:

Councillor M Banthorpe  
Councillor Mrs M Cunningham  
Councillor P Horner  
Councillor H Johnson (Chairman)  
Councillor D Mann  
Councillor W Rose



## **6. Councils Growth Agenda**

- 6.1 The Council is currently undertaking or considering a number of significant strategic investment projects. These include the Strategic Employment Site Great Notley, the redevelopment of Manor Street, and the establishment of a potential Housing Development Company. Each of these proposals will involve a significant investment both in terms of financial resources as well as Officer capacity.
- 6.2 Having recognised the significance of these projects it is considered that it would be appropriate to set up specific Member engagement arrangements to support the active development and delivery of the projects.
- 6.3 The Strategic Investment Programme Group (SPIG) will have overall oversight of the programme. Its responsibility will be to coordinate the range of projects as well as consider and evaluate new and emerging projects scoring them against the corporate investment tool. This Group will also support the decision making around the Council's use of financial pooled funds both equity and property.
- 6.4 Reporting into the SPIG will be individual projects which will have a specific Project Reference Group. Each group will be formed to support the Portfolio Holder and relevant Officers in the management and development of the project providing advice and guidance as well as holding the project to account ensuring that the project is delivered in accordance with the agreed scope.
- 6.5 It is recognised that in holding the projects to account this overlaps with the work of the Governance and Overview and Scrutiny Committees, both of which have important roles to play in this arena. Nothing in the Terms of Reference for these arrangements precludes either of these Committees undertaking their usual work in respect of these areas of the Councils business but rather supplements the work to ensure that there is wide Member engagement across the Council. Where appropriate when new major projects are developed and approved additional reference groups will be established on similar terms to those established in this report.
- 6.6 The Leader Appoints the following Sub-Committees of the Cabinet with the Membership set out as below:

Sub Committee Name: **Strategic Investment Programme Group (SPIG)**

Terms of Reference:

1. To monitor the Council's Strategic Investment Programme and to monitor performance of key corporate investment projects.
2. To receive reports and recommendations from Project Reference Groups as appropriate.
3. To undertake and maintain a strategic oversight of the Council's Strategic Investment Programme to monitor the impact on the Council's resources and finances and its impact on corporate priorities.
4. To monitor and consider the mix of asset classes the Council is investing in and to make recommendations to Cabinet if necessary to adjust the balance to support a strong strategic investment portfolio.
5. To make recommendations to Cabinet or Corporate Management as to changes in the programme to support the Council's aims taking into account:
  - a. Link to Corporate Strategy priorities/needs
  - b. Impact on customers, the community and the Environment
  - c. Financial implications – Cost, Funding and Return on the investment
  - d. Risks and Timescales
6. To consider potential new strategic investment projects and to make recommendations to Cabinet and Council as to their adoption and prioritisation.
7. To assess projects against the Council's Corporate Investment Appraisal tool and to determine their score on behalf of the Council.
8. To consider changes in levels of long term investments such as equity funds and property funds and;
  - a. to make recommendations to Cabinet and Council in respect of changes to the maximum level of investment in the respective assets and,
  - b. to make recommendations to the Corporate Director Finance in respect of the purchase, retention or disposal of any equity or property fund.
9. To make recommendations to the Developing Democracy Group, Governance Committee, Cabinet or Council in respect of any changes to delegations, Financial Procedure Rules or the Council's Constitution to support the development of the Council's Strategic Investment Programme.

Membership:

Councillor P Barlow  
Councillor D Bebb  
Councillor Mrs L Bowers-Flint  
Councillor T Cunningham  
Councillor J McKee (Chairman)  
Councillor P Schwier

Sub Committee Name: **Strategic Employment Site Great Notley Project Reference Group**

Terms of Reference:

1. Member oversight of the Strategic Employment Site Great Notley Project, and to report on progress to the Strategic Investment Group.
2. To receive reports from Officers on the project and to monitor progress.
3. To challenge and support Officers in the delivery of the project and to ensure project delivery in line with the approved project scope.
4. To act as a point of consultation for Portfolio Holders or Corporate Directors making delegated decisions in relation to the project.
5. To make recommendations to the Strategic Investment Group, Cabinet and Council in respect of key decision milestones and or on variations to the project.

Membership:

Councillor K Bowers  
Councillor J Baugh  
Councillor T Cunningham (Chairman)  
Councillor M Dunn  
Councillor D Mann  
Councillor F Ricci  
Councillor W Rose

Sub Committee Name: **Housing Development Company Project Reference Group**

Terms of Reference:

1. Member oversight of the Housing Development Company project, and to report on progress to the Strategic Investment Group.
2. To receive reports from Officers on the project and to monitor progress.
3. To challenge and support Officers in the delivery of the project and to ensure project delivery in line with the approved project scope.
4. To act as a point of consultation for Portfolio Holders or Corporate Directors making delegated decisions in relation to the project.
5. To make recommendations to the Strategic Investment Group, Cabinet and Council in respect of key decision milestones and or on variations to the project.

Membership:

Councillor P Barlow  
Councillor D Bebb  
Councillor Mrs L Bowers-Flint (Chairman)  
Councillor P Horner  
Councillor Mrs I Parker  
Councillor Mrs J Pell

Sub Committee Name: **Manor Street Project Reference Group**

This group to form after a grant of planning permission for the project.

Terms of Reference:

1. Member oversight of the Manor Street Project, and to report on progress to the Strategic Investment Group.
2. To receive reports from Officers on the project and to monitor progress.
3. To challenge and support Officers in the delivery of the project and to ensure project delivery in line with the approved project scope.
4. To act as a point of consultation for Portfolio Holders or Corporate Directors making delegated decisions in relation to the project.
5. To make recommendations to the Strategic Investment Group, Cabinet and Council in respect of key decision milestones and or on variations to the project.

Membership:

Councillor K Bowers  
Councillor Mrs M Cunningham  
Councillor T Cunningham (Chairman)  
Councillor A Hensman  
Councillor Mrs W Schmitt  
Councillor Miss M Thorogood

Appointments to Committees of Council		Agenda No:13
Portfolio	Overall Corporate Strategy and Direction	
Corporate Outcome:	A high performing organisation that delivers excellent and value for money services	
Report presented by:	Councillor Graham Butland Leader of the Council	
Report prepared by:	Ian Hunt Head of Governance	
Background Papers:		Public Report
<a href="#">Constitution</a>		Key Decision: No
Executive Summary:		
<p>The Council has a number of Committees and Sub-Committees which are appointed to by the Council. This report outlines the requirements set out in the Local Government and Housing Act 1989 to allocate seats to political groups on a politically proportionate basis.</p> <p>Council is also asked to consider increasing the size of the Overview and Scrutiny Committee to enable wide engagement within the Council.</p> <p>Council is asked to set the proportions for each Committee and to appoint Members as set out in the report.</p>		
Recommended Decision:		
<p>That the Council:-</p> <ol style="list-style-type: none"><li>1. Amends Article 7 section 2.1 to increase the size of the Overview and Scrutiny Committee from 12 to 15 members.</li><li>2. That the Head of Governance be delegated authority to make any consequential amendments to the Constitution to produce publication versions reflecting the decision above.</li><li>3. Notes the political balance requirements;</li><li>4. Agrees the size of the individual Committees and Sub-Committees to be subject to proportional balance and the allocation of seats to political groups in accordance with this report; and</li><li>5. That the schedule set out in Appendices A be adopted regarding the appointments to Committees</li><li>6. That the appointment of Chairman and Vice-Chairman of the Committees be as set out in Appendix B.</li></ol>		

**Purpose of Decision:**

To comply with legislation and to enable the Council to discharge its functions through Committees and Sub-Committees.

**Any Corporate implications in relation to the following should be explained in detail.**

<b>Financial:</b>	None
<b>Legal:</b>	Covered in the report  Article 4 Section 1.1.6 of the Constitution states that it is a function of Council to make appointments to Committees unless the appointment is a Cabinet function or has been delegated by Council to a Committee or Officer.
<b>Safeguarding:</b>	None.
<b>Equalities/Diversity:</b>	None
<b>Customer Impact:</b>	None
<b>Environment and Climate Change:</b>	None
<b>Consultation/Community Engagement:</b>	Consultation with Group Leaders as to the allocation of seats and Membership of Committees.
<b>Risks:</b>	The political balance rules can only be departed from if there is no dissenting vote at Council. Failure to comply would result in a breach of statutory duty which could be the subject of judicial review proceedings.
<b>Officer Contact:</b>	Ian Hunt
<b>Designation:</b>	Head of Governance
<b>Ext. No:</b>	2629
<b>E-mail:</b>	<a href="mailto:ian.hunt@braintree.gov.uk">ian.hunt@braintree.gov.uk</a>

## **1 Introduction**

- 1.1 This report outlines the requirements set out in the Local Government and Housing Act 1989 to allocate seats on Council Committees and Sub-Committees to Political Groups on a politically proportionate basis. The Local Government and Housing Act 1989 and the Local Government (Committees and Political Groups) Regulations 1990 apply with some exceptions to any Committees established under the Constitution.

## **2 Political balance requirements**

- 2.1 The allocation of seats on ordinary Committees must be in the same proportion as the number of Members of the Group bears to the membership of the Authority as a whole.
- 2.2 The Council has a duty when allocating or reviewing the allocation of seats on Committees to give effect so far as is reasonably practicable to the following four principles:-
- (i) all the seats are not allocated to the same political group;
  - (ii) the majority of the seats go to the political group in the majority on the full Council;
  - (iii) subject to the above two principles, the total number of seats on the ordinary Committees of the Authority are allocated to each Political Group in the same proportion as the Group's representation on the full Council; and
  - (iv) subject to the above three principles, the number of seats on each Committee are allocated to each political group in the same proportion as the Group's representation on the Council.
- 2.3 The Council currently has three Political Groups, and one Green Member and one unaligned.
- 2.4 Therefore the membership of the Council for the purpose of the allocation of seats is broken down as follows:-
- 42 - Conservative Group
  - 3 - Labour Group
  - 2 - Halstead Residents Association
  - 1 - Green Member
  - 1 - Unaligned Member
- 2.5 The Council currently has two vacancies which are subject to election on the 3<sup>rd</sup> May 2018, once the result is known any revisions to proportionality will be reported to Council. Where vacancies are reported against Committees these can be filled by the relevant Group Leader advising the Chief Executive in writing of an appointment, this will be subsequently reported to Council.

## **3. Changes to the Overview and Scrutiny Committee**

- 3.1 The Overview and Scrutiny Committee currently has 12 Members, under proportionality requirements this means that there are 11 Conservative

Members and 1 Labour Group Member. The Opposition Member Chairs the Committee in accordance with the Council convention.

- 3.2 The Leader of the Council proposes that the Committee be enlarged to 15 Members and that each of the three opposition Groups be given an additional seat on the Committee. This would give rise to a composition of 11 Conservative, 2 Labour (one chairing the Committee), 1 Halstead Residents Association, and 1 Green.
- 3.3 It is recommended that the Constitution be amended to reflect this change in size of the Committee by the amending of Article 7.

#### **4. Committee and Sub-Committee allocations**

- 4.1 Given the size of the Labour and Halstead Residents Association Groups and the Green Party Member, on each Committee one seat is to be allocated to the opposition, with all the additional seats allocated to the Conservative Group.
- 4.2 The Groups whilst permitted to appoint to all seats allocated to them from within the group, may appoint Members from other Groups over and above the requirements of the scheme, however this is at their discretion.
- 4.3 The following proposed allocations exceed the requirements of the proportionality rules in favour of opposition groups:

Overview and Scrutiny Committee - 15 Members:

11 Conservative, 2 Labour, 1 Halstead Residents Association, 1 Green

Planning Committee - 13 Members:

12 Conservative, 1 Labour

Licensing Committee - 13 Members:

11 Conservative, 1 Labour, 1 Halstead Residents Association

Governance Committee - 12 Members:

9 Conservative, 1 Labour, 1 Halstead Residents Association, 1 Green

Standards Sub Committee - 3 Members (3 Substitutes):

2 Conservative, 1 Halstead Residents Association

Appeals Committee - 3 Members (3 Substitutes):

1 Conservative, 1 Labour, 1 Green

Nominations for appointments to give effect to the above are listed in Appendix A. Any vacancies are able to be filled by the relevant Group at any time upon written notice to the Chief Executive.

- 4.4 Following a Council decision on 19th February 2007 all Members who sit on the Planning Committee and the Licensing Committee (including Hearing Panels) are appointed on the basis that all Members shall participate in appropriate training before undertaking their duties and continue to participate in ongoing training.



- 4.5 The Chairman and Vice Chairman of Committees and Sub-Committees are usually appointed from the Majority Group.
- 4.7 The nomination for Chairman and Vice Chairman of Committees and Sub-Committees are listed in Appendix B.

## **5 Community Governance Review Committee**

- 5.1 At the Annual General Meeting of the 24<sup>th</sup> April 2017 the Council appointed a Community Governance Review Committee, to oversee and support the Council's Community Governance Review. This Committee was agreed not to be subject to political proportionality to support a wide engagement across the Council.
- 5.2 Given the specific project scope of the Committee it was appointed until the adoption by Council of the final recommendations of the Community Governance Review. It is anticipated that this will be concluded later this year, for this reason Council is asked only to note the Committee rather than to appoint.

### Membership of the Community Governance Review Committee:

Councillor J Abbott  
Councillor P Barlow  
Councillor Mrs J Beavis  
Councillor Mrs D Garrod  
Councillor Mrs J Money  
Councillor Mrs J Pell  
Councillor Mrs W Schmitt (Chairman)  
Councillor R van Dulken  
Councillor Mrs S Wilson

## Appointments to Committees and Panels

### Planning Committee:

Councillor K Bowers  
 Councillor Mrs L Bowers-Flint  
 Councillor T Cunningham  
 Councillor P Horner  
 Councillor H Johnson  
 Councillor S Kirby  
 Councillor D Mann  
 Councillor Lady Newton  
 Councillor Mrs I Parker  
 Councillor F Ricci  
 Councillor Mrs W Scattergood  
 Councillor P Schwier  
 Councillor Mrs G Spray

### Licensing Committee:

Councillor Mrs J Allen  
 Councillor M Banthorpe  
 Councillor P Barlow  
 Councillor J Baugh  
 Councillor J Elliott  
 Councillor J Goodman  
 Councillor A Hensman  
 Councillor H Johnson  
 Councillor Mrs J Pell  
 Councillor W Rose  
 Councillor Mrs L Walters  
 Councillor Mrs S Wilson  
 1 Conservative Group Vacancy

### Overview and Scrutiny Committee:

Councillor P Barlow  
 Councillor Mrs M Cunningham  
 Councillor Mrs D Garrod  
 Councillor J Goodman  
 Councillor A Hensman  
 Councillor P Horner  
 Councillor D Hume  
 Councillor G Maclure  
 Councillor D Mann  
 Councillor Mrs I Parker  
 Councillor R Ramage  
 Councillor B Rose  
 Councillor P Schwier  
 Councillor C Siddall  
 1 Green Group Vacancy

### Governance Committee:

Councillor Mrs J Beavis  
 Councillor M Dunn  
 Councillor J Elliott  
 Councillor A Hensman  
 Councillor H Johnson  
 Councillor G Maclure  
 Councillor Mrs J Pell  
 Councillor R Ramage  
 Councillor Miss M Thorogood  
 Councillor Mrs L Walters  
 1 Conservative Group Vacancy  
 1 Green Group Vacancy

### Standards Sub Committee:

Councillor Mrs I Parker  
 Councillor Mrs J Pell  
 Councillor Mrs S Wilson

### Appeals Committee:

Councillor J Abbott  
 Councillor Mrs A Kilmartin  
 Councillor D Mann

### Substitutes:

Councillor S Kirby  
 Councillor D Mann  
 Councillor J Cunningham

### Substitutes:

Councillor Mrs D Garrod  
 Councillor B Rose  
 Councillor P Tattersley

**CHAIRMAN AND VICE CHAIRMAN OF COMMITTEES AND PANELS**

Planning Committee:

Chairman: Councillor Mrs W Scattergood  
Vice Chairman: Councillor Mrs G Spray

Licensing Committee:

Chairman: Councillor M Banthorpe  
Vice Chairman: Councillor J Baugh

Overview & Scrutiny Committee:

Chairman: Councillor P Barlow  
Vice Chairman: Councillors Mrs M Cunningham

Governance Committee:

Chairman: Councillor J Elliott  
Vice Chairman: Councillor H Johnson

Appeals Panel:

Chairman: To be appointed by the sitting Panel

Standards Sub Committee:

Chairman: Councillor Mrs I Parker

Appointment to Outside Bodies for the Civic Year of 2018/19		Agenda No:14
Portfolio	Overall Corporate Strategy and Direction	
Corporate Outcome:	A high performing organisation that delivers excellent and value for money services	
Report presented by:	Councillor Graham Butland, Leader of the Council	
Report prepared by:	Ian Hunt, Head of Governance	
Background Papers:	Public Report	
	Key Decision: No	
Executive Summary:		
<p>In accordance with Article 4.1.1.6 of the Constitution Full Council are invited to make appointments to the Outside Bodies as set out in Appendix A this report.</p> <p>Full Council may make appointments to Committees and nominate representatives to Outside Bodies unless the appointment is a Cabinet function or has been delegated by Council to a Committee or an officer.</p> <p>It is proposed that some appointments, where indicated in Appendix A, will be Community Representatives.</p> <p>The appointments are for the 2018/19 Civic Year only.</p>		
Recommended Decision:		
<p>That Full Council agrees to appoint Members in accordance with the schedule as set out in Appendix A.</p>		
Purpose of Decision:		
<p>Full Council discharges it functions in accordance with Article 4 of the Constitution.</p>		

**Any Corporate implications in relation to the following should be explained in detail.**

<b>Financial:</b>	<p>Members appointed to serve on outside bodies are entitled to claim expenses in accordance with the Member Allowance Scheme in attending meetings of the outside bodies as the Council's representative.</p> <p>Community Representatives will be able to claim mileage for attending meetings of the outside bodies.</p> <p>This will be met from the existing budget for Member Allowances.</p>
<b>Legal:</b>	As set out in the report.
<b>Safeguarding:</b>	No direct implications for the Council; any Member engaged with an outside body would be expected to comply with any safeguarding requirements imposed by the body.
<b>Equalities/Diversity:</b>	None arising out of this report.
<b>Customer Impact:</b>	None arising out of this report.
<b>Environment and Climate Change:</b>	None arising out of this report.
<b>Consultation/Community Engagement:</b>	Appointments will be confirmed with the external bodies following the AGM.
<b>Risks:</b>	Should the Council decline to make an appointment, the Council will be unrepresented on the respective external body.
<b>Officer Contact:</b>	Ian Hunt
<b>Designation:</b>	Head of Governance
<b>Ext. No:</b>	2629
<b>E-mail:</b>	ian.hunt@braintree.gov.uk

**Appointment to Outside Bodies for the Civic Year**

<b>Outside Body:</b>	<b>Proposed Appointment/s:</b>
Braintree District Access Group	Councillor Mrs L Bowers-Flint Councillor Mrs G Spray (as Deputy)
Braintree District and Greenfields Community Grant Panel	Councillor J Goodman Councillor Mrs G Spray Councillor Mrs W Schmitt
Braintree United Charities	Councillor J Baugh Councillor Miss V Santomauro Councillor Mrs L Walters Councillor Miss M Thorogood  Note; it is intended to hold one vacancy until the outcome of the Bocking North ward by-election is known.
Campaign to Protect Rural Essex	Councillor P Schwier  <i>Note – Reports on the activity of this group by the appointed Members should be provided to the Cabinet Member for Health and Communities.</i>
Dedham Vale and Stour Valley Advisory Committee	Councillor Mrs D Garrod Councillor Mrs W Scattergood  <i>Note – Reports on the activity of this group by the appointed Members should be provided to the Cabinet Member for Planning and Housing.</i>
Earls Colne Airfield Liaison Committee	Councillor P Schwier  <i>Note – Reports on the activity of this group by the appointed Members should be provided to the Cabinet Member for Planning and Housing.</i>
Earls Colne and Halstead Educational Charity	Councillor C Siddall
Friends of Bocking Windmill	Mr A Everard as Community Representative  <i>Note – Reports on the activity of this group by the appointed Members should be provided to the Cabinet Member for Health and Communities.</i>

Friends of Halstead Public Gardens	<p>Councillor Mrs J Pell Mrs J Sutton as Community Representative</p> <p><i>Note – Reports on the activity of this group by the appointed Members should be provided to the Cabinet Member for Environment and Place.</i></p>
Maltings Lane Forum	<p>Councillor Mrs J Money Councillor G Maclure</p> <p><i>Note – Reports on the activity of this group by the appointed Members should be provided to the Cabinet Member for Planning and Housing.</i></p>
Notley Green Community Association	Councillor F Ricci
Rivenhall Playing Field Association	<p>Councillor J Abbott Councillor K Bowers</p>
Witham United Charities	<p>Councillor J Goodman Councillor P Horner Councillor Mrs J Money Councillor Mrs S Wilson Mrs M Galione as Community Representative</p>

<b>Recommendation from Overview and Scrutiny Committee – 7<sup>th</sup> March 2018 – Task and Finish Group Scrutiny Review in to Tourism Potential in the Braintree District</b>		<b>Agenda No:15</b>
<b>Portfolio</b>	<b>Overall Corporate Strategy and Direction</b>	
<b>Corporate Outcome:</b>	<b>A prosperous district that attracts business growth and provides high quality employment opportunities</b>	
<b>Report presented by:</b>	<b>Councillor Mrs J Pell, Chairman of the Task and Finish Group</b>	
<b>Report prepared by:</b>	<b>Chloe Glock, Governance and Business Officer</b>	
<b>Background Papers:</b>		<b>Public Report</b>
<a href="#"><u>Reports and Minutes of the Overview and Scrutiny Committee</u></a> – 7 <sup>th</sup> December 2016 to 7 <sup>th</sup> March 2018 Minutes of the Task and Finish Group		<b>Key Decision: No</b>
<p>The Task and Finish Group's report for the Scrutiny Review in to Tourism Potential in the Braintree District can be found at pages 39 to 43 of this Agenda.</p> <p>Minute Extract</p> <p>Overview and Scrutiny Committee – 7<sup>th</sup> March 2018</p> <p>40     <u>Task And Finish Group Report On Tourism</u></p> <p><b>INFORMATION:</b> Members received a presentation from Councillor Mary Cunningham, on behalf of Councillor Jackie Pell, who was unable to attend the meeting.</p> <p>Members were given information that the Task and Finish Group had met with several different representatives during their research into tourism in the District. The Council had explored the current economic impact of tourism on the district, the role the Council could have in promoting Tourism and how an increase spend on Tourism could affect the District. Members were informed that the Braintree District offered rural villages, as well as Market Towns, and that the gateways such as Harwich, Stanstead, and the A12 offered huge potential.</p> <p>Members were informed that networking and marketing research was a valuable insight and many representatives had struggled with this due to financial and time limitations. A strong media presence was important, Social Media as well as in particular a website was invaluable as long as they were easy to navigate.</p>		



Braintree only had 520 serviced hotel rooms, which was a small amount for comparable District areas, these were predominantly 3 Star, and there was a distinct lack of boutique hotels and other accommodation types. This was a serious inhibitor to Tourism in the District.

The 7 recommendations were:

- The Council should establish a tourism strategy to help guide its activities to support tourism businesses and the industry in the District.
- The Council should, as part of the Tourism Strategy, establish a dedicated tourism website to better promote the District externally and increase its Digital Presence.
- The Council should continue to support the “Grape and Grain Trail” initiative across the District and consider further external partnerships.
- The Council should consider other, similar, promotional opportunities to the Grape and Grain Trail to raise awareness of the depth of offer within the District.
- The Council needs to better understand its ‘bed stock’ including quality and promote accordingly.
- To consider sponsorship and charging opportunities across our tourism information to provide a source of ongoing revenue funding.
- Cabinet should consider an increase in staff and financial resources to harness the District’s tourism potential for the benefit of economic growth.

Members agreed that this had been a very useful Task and Finish Group, which really showed that Tourism was a severely under-utilised element of Braintree and there was massive potential there, it was not just about the direct benefits that Tourism provided but also the indirect benefits such as creating a sense of place, and making the District a nicer place to live for the residents. In respect of the recommendations regarding the Website, it was recognised that Officers had already put in a lot of work which they should be congratulated for.

Members thanked the Task and Finish Group for the report; and there was concern that the Council did not have a dedicated Tourism Officer, who was in charge of marketing and promoting the area.

In response to a Member questions, the Committee was informed that Council did have dialogue with neighbouring Authorities, such as Maldon District Council. It was also reported that The Council has had dialogue with further Authorities with regard to the Grape and Grain Trail, as well as other Tourism organisations. It was also made clear that the Council was meeting with the Museum, which provided a historical link to the District.

Members expressed concerns about the lack of a bed-stock in the District, but it was discussed that there was also the issue of attracting people to the District in order to create the demand for hotels, but at the same time a supply of hotels was important to create a demand to visit, it was accepted that this was a problem other Authorities had to deal with and found solutions to so it was possible.

One Member provided specific examples of people arriving in Witham looking to find a hotel and the only hotels on offer in the area were not chain or easily

recognisable names and therefore created a problem, as well as losing out on tourism potential.

In respect of planning permission for hotels, it was reported that it was easier to move from a hotel to other uses but it wasn't as easy to move from other uses to a hotel. The Holiday Inn, Great Notley was referenced, with regard to how many years changes to plans that took. It was suggested that it may be useful for the committee to look at how this works, for instance Pubs are protected in certain ways and perhaps this could be transferred to hotels, to make it easier to facilitate.

The Chairman made a point that at the Essex Vision talk, it was discussed that Essex had no one or two identities unlike other Counties; therefore it was thought that there needed to be a push to create an image or identity.

**DECISION:** That the Task and Finish Group report was considered, and Recommended to Council, for consideration prior to being referred to Cabinet for a response.

**Recommended Decision:**

It is recommended to Full Council to refer the Task and Finish Scrutiny Review Report into Tourism Potential in the Braintree District to Cabinet on 14<sup>th</sup> May 2018 for consideration and response.

**Purpose of Decision:**

To enable the Task and Finish Group's report to be referred to Cabinet in accordance with the Procedure Rules for Scrutiny as set out in the Constitution.

<b>Report of the Task and Finish Group – Scrutiny Review into Tourism Potential in the Braintree District</b>		<b>Agenda No:</b>
<b>Portfolio</b>	<b>Economic Development</b>	
<b>Corporate Outcome:</b>	<b>A prosperous district that attracts business growth and provides high quality employment opportunities</b>	
<b>Report presented by:</b>	<b>Councillor Mrs J Pell, Chairman of the Task and Finish Group</b>	
<b>Report prepared by:</b>	<b>Leanda Cable Economic Development Officer and Anita Thornberry Economic Development Consultant</b>	
<b>Background Papers:</b>		<b>Public Report</b>
Report and Minutes of the Overview and Scrutiny Committee - 12 <sup>th</sup> July 2017 and 20 <sup>th</sup> September 2017 Minutes of the Task and Finish Group		<b>Key Decision</b>
<b>Executive Summary:</b>		
<p>A Task and Finish Group consisting of the following Members was formed to explore the potential of tourism in the Braintree District and make recommendations to Cabinet going forward:</p> <p>Councillors: Mrs Jackie Pell (Chairman), John Baugh, Mrs Mary Cunningham, Andrew Hensman, Patrick Horner, Mrs Iona Parker, Peter Schwier and Mrs Sue Wilson.</p> <p>The Group met with tourism representatives from Braintree District Museum, Maldon District Council, Witham Town Council, Visit Essex and gathered evidence from tourism operators and partners within the District.</p> <p>The Overview and Scrutiny Committee are asked to consider the Scrutiny Report of the Task and Finish Group and the recommendations to Cabinet contained therein. The recommendations are set out in the recommended decision box of this covering report.</p>		
<b>Recommended Decision:</b>		
<p>The Overview and Scrutiny Committee are requested to consider and refer the Task and Finish Group's Scrutiny Report into Tourism Potential in the Braintree District to Full Council on 23<sup>rd</sup> April 2018 and Cabinet held on 14<sup>th</sup> May 2018.</p> <p>The Task and Finish Group's Scrutiny Review into Tourism Potential in the Braintree District makes the following recommendations:</p>		

- 1. The Council should establish a tourism strategy to help guide its activities to support tourism businesses and the industry in the District.**

Work with the tourism businesses in the District and external tourism partners to produce a Tourism Strategy to establish the objectives for the District Council in supporting the sector. Within this, the Council should create a Sense of Place brand for the District.

- 2. The Council should, as part of the Tourism Strategy, establish a dedicated tourism website to better promote the District externally and increase its digital presence.**

Without pre-empting the results of the Tourism Strategy, the Council should establish a dedicated district-wide website to promote the tourism offer and support the businesses engaged in tourism.

- 3. The Council should continue to support the “Grape and Grain Trail” initiative across the District and consider further external partnerships.**

The Council should continue to work with Maldon District Council on the successful “Grape and Grain Trail” initiative and explore partnerships with other neighbouring authorities with a similar ‘offer’ to increase the attractiveness of the opportunity.

- 4. The Council should consider other, similar, promotional opportunities to the Grape and Grain Trail to raise awareness of the depth of offer within the District.**

The District has much to offer in terms of tourism such as Culture and Heritage and rural recreation, ‘themed’ promotional activity should be considered. This could be promoted on a district-only basis and also, where appropriate, engage with neighbouring authorities (e.g. Textile Trail).

- 5. The Council needs to better understand its ‘bed stock’ including quality and promote accordingly.**

Existing online presence for Braintree does not promote the full range of the overnight accommodation available to visitors and the Council needs to fully understand the range and quality of the availability of the offer. Working with the private tourism sector, the Council should assist in creating the appropriate tourism environment to develop high quality accommodation providers of all types throughout the District.

- 6. To consider sponsorship and charging opportunities across our tourism information to provide a source of ongoing revenue funding.**

Our existing tourism information is produced at a negative cost to the Council; consideration needs to be given to recouping the costs via advertisement and promotion opportunities for external partners.

- 7. Cabinet should consider an increase in staff and financial resources to harness the District’s tourism potential for the benefit of economic growth.**

The Council does not currently have a dedicated staff resource for Tourism, activity is undertaken as part of the Economic Development Officer for Apprenticeships, Skills and Tourism role at 50% of the Officer's time. There is no dedicated budget for tourism and any chargeable activity is consumed within the wider Economic Development budget.

**Purpose of Decision:**

To enable the Task and Finish Group's Scrutiny Report to be referred to Full Council and Cabinet in accordance with the Council Procedure Rules for Scrutiny Reviews.

**Any Corporate implications in relation to the following should be explained in detail.**

<b>Financial:</b>	Should the recommendations 1, 2, 3, 4 and 7 be approved and implemented there will be financial implications to the Council.
<b>Legal:</b>	None arising out of this report.
<b>Safeguarding:</b>	None arising out of this report.
<b>Equalities/Diversity:</b>	The Tourism Strategy and any resulting website as well as all marketing campaigns will need to ensure that they are targeted at all groups.
<b>Customer Impact:</b>	None arising out of this report.
<b>Environment and Climate Change:</b>	Attracting visitors to the District could have an environmental impact. Any Tourism Strategy will need to be mindful of this and consider the most sustainable means of attracting visitors and guiding them around the District.
<b>Consultation/Community Engagement:</b>	As set out in the report.
<b>Risks:</b>	None arising out of this report.
<b>Officer Contact:</b>	Leanda Cable and Anita Thornberry
<b>Designation:</b>	Economic Development Officer/Economic Development Consultant
<b>Ext. No:</b>	2588
<b>E-mail:</b>	leanda.cable@braintree.gov.uk

## **TASK AND FINISH GROUP REPORT TOURISM POTENTIAL IN BRAINTREE DISTRICT**

### **1. EXECUTIVE SUMMARY**

A Task and Finish Group was established by the Overview and Scrutiny Committee to conduct a Scrutiny Review into Tourism Potential in the Braintree District and to consider the following:

- *What is the current economic impact of tourism in the District?*
- *What is the current tourism offer in the District?*
- *What role could Councils have in promoting tourism?*
- *What kinds of businesses could potentially develop and benefit from an increase in tourism spend in the District?*
- *What role should Braintree District Council, Visit Essex and other partners have in promoting tourism in the District?*

The Task and Finish Group consisting of the following Members:

Councillors: Mrs Jackie Pell (Chairman), John Baugh, Mrs Mary Cunningham, Andrew Hensman, Patrick Horner, Mrs Iona Parker, Peter Schwier and Mrs Sue Wilson.

The Task and Finish Group met with representatives from the Braintree District Museum, Maldon District Council, Witham Town Council, Visit Essex and representatives from tourism businesses within the District.

This report sets out the work undertaken and the recommendations of the Task and Finish Group as a result of its Scrutiny Review.

### **2. BACKGROUND**

The Braintree District's mix of rural hinterland and attractive market towns and its location close to major international gateways such as London Stansted Airport and major trunk roads such as the A12 means it has real potential as a tourism destination. It is geographically close to other tourism destinations such as Colchester, Maldon and South Suffolk and is rich in a culture and heritage that is not only related to its near neighbours but also has its own distinction.

### **3. AN OVERVIEW OF TOURISM**

In 2015, tourism in the Braintree District was worth £179m pa to the Braintree economy and this did not significantly increase in 2016<sup>1</sup>. The economic impact of tourism is equivalent to 7% of the total Braintree economy and is responsible for 3,000 jobs in the District, equivalent to 0.5% of total employment. The impact of tourism in the Braintree District is, however, below that of Maldon (£183m pa); Colchester (£255.4m pa); and, Tendring (£365m pa).

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<sup>1</sup> the last available figures

The value of tourism for Essex is in the region of £3.1 billion to the local economy as well as creating a total of 61,000 jobs, 70% of these in full time employment. Essex sees over 51 million visitors, with 94% of these being day visitors. Visits to Essex are inspired by a number of different reasons, with the majority being to visit friends and family, although the coast and scenery were very strong attractions.

In 2015, the Braintree District hosted a total number of 3.5m trips made up of 178k staying trips and 3.3m day trips. The “spend” per day trip was in the region of £34 which is broken down as follows:

- £10 – shopping
- £15 – food and drink
- Circa £1 – attractions.

Spend in urban areas was £68.4m and in rural areas was £51.3m with a roughly 50/50 split in total rural and urban visitor trips (1.6m/1.7m). The increased spend in urban areas supports the greater spend on shopping and food and drink as opposed to spend in attractions.

The Braintree District has around 520 serviced hotel rooms which are predominantly rated as 3\* with the majority of overseas visitors to the District staying with friends and relatives, whilst the majority of domestic visitors stay in accommodation, a sizeable proportion of these visitors also stay with friends and relatives. Around 10% of both overseas and domestic visitors are in the District for business purposes. In order for there to be a strong visitor economy to attract more serviced accommodation and better quality serviced accommodation, there needs to be a clear majority of people choosing to stay in such establishments for both business and leisure visits to ensure high occupancy levels throughout the week, deriving a strong yield for the accommodation businesses. Currently there is a lack of independent boutique hotels and a lack of spa and/or 4\* hotels. There is also no specific demand for consideration by chains to bring significant additional rooms or to increase existing quality and the Braintree District is not an area being considered for expansion outside of the two areas highlighted in the Local Plan for hotel development: Eastlink 120 and Braintree Town Centre.

#### **4. VIEWS OF VISITOR ATTRACTIONS**

The Task and Finish Group met with operators of visitor attractions within the District and heard from the operator of a Tourism Information Centre. In these meetings the Task and Finish Group learned about the different operational requirements of the variety of different visitor attractions within the District as well as their barriers and opportunities. The key findings of these meetings are summarised below:

- *Networking*

It was clear from the evidence provided by the attractions operators that value was perceived in bringing together businesses with similar offers in order to facilitate working together and provide a greater depth of offer to the visitors and either prolong their stay in the District and/or encourage repeat visits. This style of networking was not happening in a structured fashion currently with most operators too busy managing and running their attractions to be able to initiate such activity.



- *Market Research*

All agreed that market research was valuable to their businesses but that not all of the operators gathered such research usually due to financial and time limitations. It was agreed that more in-depth market research would be helpful to the businesses though it was not clear how this would be conducted and by whom.

- *Social Media*

In terms of marketing, most of those providing evidence agreed that social media was a very strong marketing platform as it enabled the messages to be received by many people in an economical way. Websites were also found to be invaluable marketing tools but the information within them needs to be easily found as well as clear and concise.

- *Hotel Accommodation*

It was agreed that the lack of bed stock within the Braintree District was an inhibitor for tourism but this was generally a problem across Essex which needed to be addressed. Attractions found it disappointing to have to direct their visitors to accommodation outside the district.

- *Visitor Demographics*

The visitor demographics for the attractions ranges from families to retirees and each had different requirements from the attraction which they attempted to meet. The attractions all hosted themed events to attract the different demographics at different times of the year, for example, family-focused events during school holidays were common.

- *Promotion of Braintree District*

It was agreed that promoting Braintree may not fully address the diversity of offer available to the visitors, particularly new visitors, and many would not perceive a relationship between, for example, Finchingfield and Halstead under the 'Braintree' banner. It was agreed that the recent "Grape and Grain Trail" was a successful initiative that should be replicated for other themes such as Culture and Heritage as long as it was very clearly promoted via social media and a web presence. It was also suggested that the rural element of the Braintree District visitor offer has its own identity as well as the different offers of, for example, Witham to ensure prospective visitors are aware of the range of attractions open to them. A co-ordinated approach to the marketing of, for example, the wide range of events hosted in the District would be beneficial in attracting visitors to the District. The Maldon Sense of Place example was well received with the opportunity for the Braintree District to consider something similar acknowledged.

The Committee heard some concerns around the difficulties of Visit Essex only being able to promote its members rather than the destination and visitor offer of Essex generally and Braintree in particular. From the perspective of Visit Essex, the Task and Finish Group heard that it was financially necessary

for Visit Essex to be a member-led organisation and that it was constrained in its activity through lack of resources.

## **5. RECOMMENDATIONS**

Based on the feedback from participants and observations made by Members of the Task and Finish Group, the following recommendations are made:

- 1. The Council should establish a tourism strategy to help guide its activities to support tourism businesses and the industry in the District.**

Work with the tourism businesses in the District and external tourism partners to produce a Tourism Strategy to establish the objectives for the District Council in supporting the sector. Within this, the Council should create a Sense of Place brand for the District.

- 2. The Council should, as part of the Tourism Strategy, establish a dedicated tourism website to better promote the District externally and increase its digital presence.**

Without pre-empting the results of the Tourism Strategy, the Council should establish a dedicated district-wide website to promote the tourism offer and support the businesses engaged in tourism.

- 3. The Council should continue to support the “Grape and Grain Trail” initiative across the District and consider further external partnerships.**

The Council should continue to work with Maldon District Council on the successful “Grape and Grain Trail” initiative and explore partnerships with other neighbouring authorities with a similar ‘offer’ to increase the attractiveness of the opportunity.

- 4. The Council should consider other, similar, promotional opportunities to the Grape and Grain Trail to raise awareness of the depth of offer within the District.**

The District has much to offer in terms of tourism such as Culture and Heritage and rural recreation, ‘themed’ promotional activity should be considered. This could be promoted on a district-only basis and also, where appropriate, engage with neighbouring authorities (e.g. Textile Trail).

- 5. The Council needs to better understand its ‘bed stock’ including quality and promote accordingly.**

Existing online presence for Braintree does not promote the full range of the overnight accommodation available to visitors and the Council needs to fully understand the range and quality of the availability of the offer. Working with the private tourism sector, the Council should assist in creating the appropriate tourism environment to develop high quality accommodation providers of all types throughout the District.

**6. To consider sponsorship and charging opportunities across our tourism information to provide a source of ongoing revenue funding.**

Our existing tourism information is produced at a negative cost to the Council; consideration needs to be given to recouping the costs via advertisement and promotion opportunities for external partners.

**7. Cabinet should consider an increase in staff and financial resources to harness the District's tourism potential for the benefit of economic growth.**

The Council does not currently have a dedicated staff resource for Tourism, activity is undertaken as part of the Economic Development Officer for Apprenticeships, Skills and Tourism role at 50% of the Officer's time. There is no dedicated budget for tourism and any chargeable activity is consumed within the wider Economic Development budget.

## **6. ACKNOWLEDGMENTS**

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- Braintree District Museum
- Maldon District Council
- Visit Essex
- West Street Vineyard, Coggeshall
- Witham Town Council
- A&T Ventures, Halstead
- Officers of Braintree District Council