

**THE CABINET**  
**19<sup>TH</sup> JULY 2012**

Present: Councillors:  
Ray Dawe Leader  
Roger Arthur Deputy Leader and Efficiency & Resources  
Andrew Baldwin The Environment  
Helena Croft Communication, Special Projects & Horsham Town  
Ian Howard Living & Working Communities  
Roger Paterson The Local Economy  
Sue Rogers A Safer & Healthier District

Apologies: Jonathan Chowen Arts, Heritage & Leisure

Also present: Councillors: John Bailey, George Cockman, Leonard Crosbie,  
Malcolm Curnock, Duncan England, Christian Mitchell

EX58 **RECORD OF THE MEETING OF 3<sup>RD</sup> MAY 2012**

The record of the meeting of the Cabinet held on 3<sup>rd</sup> May 2012 was approved as correct and signed by the Leader.

EX59 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

EX60 **ANNOUNCEMENTS**

The Cabinet Member for the Local Economy recommended to all Members the current exhibition at Horsham Museum on 20<sup>th</sup> Century British Art.

The Cabinet Member for Living & Working Communities reported that Sussex Building Control and housing association Saxon Weald had been awarded first prize in the Best Partnership category at the Local Authority Building Control South East Building Excellence Awards in recognition of their close working relationship over the past three years

EX61 **PUBLIC QUESTIONS**

There were no public questions.

**REPORT BY THE DEPUTY LEADER AND CABINET MEMBER FOR  
EFFICIENCY & RESOURCES**

EX62 **Report on and Performance Indicators for Quarter 4 2011/12; District Plan  
Priorities; and Tracked Project List Progress**

The Cabinet Member for Efficiency & Resources reported on the outcome of the review of District Plan priorities; the quarterly review of the set of performance

EX62 Report on and Performance Indicators for Quarter 4 2011/12; District Plan Priorities; and Tracked Project List Progress (cont.)

indicators for the fourth quarter of 2011/12 and year end 2011/12 by the Scrutiny & Overview Committee's Performance Management Working Group; and the outcome of the review of the Tracked Project List.

It was noted that the priorities identified in the District Plan were reviewed on a monthly basis by the Corporate Management Team and quarterly by the Performance Management Working Group. A review of the District Plan Priorities was currently being undertaken and a more focused approach to monitoring the priorities was being developed.

The Performance Management Working Group had considered the progress monitoring report of the District Plan priorities at its meeting on 16<sup>th</sup> May 2012 and had raised no concerns.

The main area of concern highlighted by the Performance Management Working Group in respect of the quarterly and year end review of performance indicators related to the time taken to come to a decision on planning applications and the response thereto by the Head of Service were noted. The Cabinet Member for Living & Working Communities and the Chief Executive also addressed this issue in response to Members' queries. The Chairman of the Scrutiny & Overview Committee encouraged all Members to attend the next meeting of the Committee on 6<sup>th</sup> September 2012, when there would be a presentation by the Head of Planning and Environmental Services on Development Management, which would also address many of the issues raised.

It was noted that the Project Assurance Core Team (PACT) had been set to improve the way projects were managed and to act as a support mechanism for major projects to oversee progress against time, cost and risk and alert the Corporate Management Team to significant concerns. The PACT reported progress on twelve key projects to Corporate Management Team each month and a summary was provided for the Performance Management Working Group each quarter. The concerns raised by the Working Group in respect of the leisure centres' building maintenance responsibilities and the Director of Community Services' response were noted.

RESOLVED

That the report be noted.

REASON

Performance Management is part of the duty of Best Value to drive up service improvement.

**REPORT BY THE CABINET MEMBER FOR LIVING & WORKING  
COMMUNITIES**

EX63 **Horsham Town Supplementary Planning Document**

The Cabinet Member for Living & Working Communities reported that the Horsham Town Plan Supplementary Planning Document (SPD) and Sustainability Appraisal were the first of a series of documents that would be produced by the Council as part of the Future Prosperity of Horsham Project. The aim of the Horsham Town Plan SPD was to provide a planning structure for the town centre based on the Council's findings, aspirations, priorities for the area and to sustain and enhance the area for the future in the most effective way. The guidance would help to steer potential developers and would act as the Council's starting point for more detailed discussions and proposals that arose in the town over future years. The Horsham Town Plan SPD sought to build on Policy CP17 of the Core Strategy 'Vitality and Viability of Existing Centres' and would be published as a Supplementary Planning Document (SPD) which would form part of the Local Development Framework.

The Horsham Town Plan SPD and Sustainability Appraisal had been subject to two rounds of public and stakeholder consultation. Subsequent to these consultations, appropriate changes had been made to the documents, such as the inclusion of three additional key areas of the town centre.

The SPD had been considered by the Cabinet Member's Strategic Planning Advisory Group on 14<sup>th</sup> June 2012 and was now submitted to Cabinet for recommendation to Council for approval for adoption.

Other Cabinet Members spoke in support of the report .

**RECOMMENDED TO COUNCIL**

That the Horsham Town Plan Supplementary Planning Document (SPD) and Sustainability Appraisal be approved, as submitted, for adoption on 14<sup>th</sup> September 2012.

**REASON**

The Horsham Town Plan is an important document which will set the framework for the regeneration of key areas within Horsham town which will increase the vitality and vibrancy of the town.

**REPORT BY THE CABINET MEMBERS FOR THE LOCAL ECONOMY AND  
ARTS, HERITAGE & LEISURE**

EX64 **Developing the District's Cultural Profile and Visitor Economy**

The Cabinet Member for the Local Economy presented this report, reminding Cabinet that the Horsham District Plan, adopted by the Council, set out its priorities for the period 2011-15, two of which were to: build an arts, leisure and culture reputation that also supported the economy; and plan for a successful local economy with high levels of employment.

One key area of economic and cultural work that engaged with both these aspirations was the visitor economy/tourism. Details of how the District's cultural profile and its visitor economy already made a significant contribution to the delivery of these priorities and how the development of these areas could provide further economic development were submitted.

The visitor economy was already an important element of economic development locally. However, the District's high quality of life and good arts, heritage and cultural offer was considered to be a largely untapped resource that, if delivered correctly, could provide a more powerful economic driver.

In order to achieve growth in the visitor economy, it was therefore recommended that web-based promotion should be maximised to obtain access to a much larger potential visitor/tourist market in an economically efficient way. It was also recommended that a comprehensive audit of the District's visitor economy assets and businesses that currently formed part of that economy should be undertaken to help establish the unique selling points and branding of the District, which in turn would help attract new visitors. In order to guide this work, it was intended that a Member Advisory Group would be established.

In presenting the report, the Cabinet Member for the Local Economy corrected a typographical error in the report, at paragraph 1.12, indicating that the Council's tourism budget was £5,500 per annum, not £5.5 million as indicated.

Other Cabinet Members discussed and spoke in support of the proposal.

Other Members addressed Cabinet, welcoming the proposal.

**RESOLVED**

- (i) That the best method to promote Horsham's visitor economy was to create a powerful, market driven, website presence, as part of an overriding Council communications and inward investment policy, to identify and promote Horsham District's landscape, heritage, arts and culture offering as an outstanding attraction for both day visitors and longer stay tourists.

EX64 Developing the District's Cultural Profile and Visitor Economy (cont.)

- (ii) That a comprehensive audit of the District's culture, heritage and tourism offer be undertaken to identify the unique selling points and brand identities for the District.
- (iii) That the Council continues to develop partnership marketing with businesses, stakeholders, Parish and Neighbourhoods Councils and the South Downs National Park to develop and promote short break packages.
- (iv) That an Advisory Group to the Cabinet Member for the Local Economy and the Cabinet Member for Arts, Heritage & Leisure to guide this work in the promotion of the visitor economy be established.

REASON

To maximise the potential of the District's visitor economy in the most economically efficient way, in order to help meet agreed District Plan priorities.

**REPORT BY THE DIRECTOR OF CORPORATE RESOURCES**

EX65 **Horsham's Financial Accounts – Outturn for 2011/12 – Revenue, Capital and Repair & Renewals Budgets**

The Cabinet Member for Efficiency & resources presented the report of the Director of Corporate Resources on the 2011/12 outturn on revenue, capital and repair & renewals funds, compared with the revised budget for the year. It was noted that, in general, expenditure had been kept within budget and an underspend had been achieved.

The underspend on revenue against the approved budget amounted to £1,235,000, and included budgets which were proposed for slippage and an exceptional item (a one-off VAT refund of £603,000).

The approved budget carry forwards from 2011/12 had been added to the relevant budgets for 2012/13.

Most of the savings/underspends that had occurred in 2011/12 had already been factored into the 2012/13 budget, where it was anticipated that the saving would be achievable in future years. Also, the 2011/12 outturn figures would be used as part of the budget challenge process for the preparation of the 2013/14 budget, to ensure budgets were not overstated.

EX65 Horsham's Financial Accounts – Outturn for 2011/12 – Revenue, Capital and Repair & Renewals Budgets (cont.)

Capital outturn for 2010/11 was £7,865,000, £1,967,000 below the budget. Expenditure from the Repairs and Renewals Fund totalled £237,000 against a budget of £427,000, and the unspent budgets would be rolled into 2012/13.

RESOLVED

That the report be noted.

REASON

There is a statutory requirement to report on the Council's financial position at the end of each year.

EX66 **SCRUTINY & OVERVIEW COMMITTEE – MATTERS REFERRED TO CABINET**

There were no matters currently outstanding for consideration.

EX67 **FORWARD DECISION MAKING PLAN**

The Cabinet received a schedule detailing the revised forward decision making plan.

RESOLVED

That the Forward Plan of Key Decisions be noted.

REASON

To comply with the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000 and the Council's Constitution.

The meeting closed at 6.32pm having commenced at 5.30 pm.

LEADER