

**THE CABINET**  
**23<sup>RD</sup> APRIL 2014**

Present:	Councillors:	
	Ray Dawe	Leader
	Helena Croft	Deputy Leader and Communication, Horsham Town & Special Projects
	Andrew Baldwin	The Environment
	Jonathan Chowen	Arts, Heritage & Leisure
	Gordon Lindsay	Resources
	Roger Paterson	The Local Economy
	Sue Rogers	A Safer & Healthier District
	Claire Vickers	Living & Working Communities

Also present: Councillors: Roger Arthur, John Chidlow, George Cockman, Leonard Crosbie, Malcolm Curnock, Brian Donnelly, Frances Haigh, David Holmes, Christian Mitchell, Godfrey Newman, Kate Rowbottom

EX/48 **RECORD OF THE MEETING OF 20<sup>TH</sup> MARCH 2014**

The record of the meeting of the Cabinet held on 20<sup>th</sup> March 2014 was approved as correct and signed by the Leader.

EX/49 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

EX/50 **ANNOUNCEMENTS**

There were no announcements.

EX/51 **PUBLIC QUESTIONS**

David Moore asked the following questions:

- 1. Why does the report of the Cabinet Member for Living & Working Communities on Horsham District Planning Framework – Evidence Base Update examine solely the employment opportunities north of Horsham but not elsewhere?*
- 2. Why had the Novartis site in Horsham Town been ignored as a potential location for a business park given that it was a brownfield site?*

EX/51 Public Questions (cont.)

Councillor Roger Paterson, the Cabinet Member for the Local Economy, replied as follows:

1. *The Economic Growth Assessment identifies that there is a lack of employment floorspace over the next 20 year period to meet the needs of the District, particularly that of a higher quality stock. It recommends that the Council should to plan for a choice of sites and locations which are attractive to the market and which will provide a range of jobs to meet these needs. In order to achieve this, it recommends that the Council not only retains existing employment sites across the District, but that it also allocate new sites across the District for employment use. However, the north east portion of the District benefits from some of the best transport connections in the District and therefore the report suggests that an employment offer in this location could provide a complementary proposition to the town centre and could provide higher quality, modern business space that would help broaden Horsham's appeal to businesses but also help retain existing growing businesses that are already in the District. Since 40% of the Horsham's workforce already commutes out of the District, and 60% of these residents work in Crawley/Gatwick or London, planning to site additional housing and employment north of Horsham also makes this location closer to the most common workplace destinations and therefore environmentally more sustainable.*

Mr Moore asked a supplementary question about the possibility of a railway station for a proposed business park north of Horsham and whether that was an essential requirement.

Councillor Paterson replied that, in terms of the employment base, it was not an essential requirement but that it was understood to be a key element being sought by the developer.

2. *The Novartis site is included within the Economic Growth Assessment. The assessment recognises that Novartis has reduced its operations considerably over the last two years and that it announced recently that operations on site would cease in mid-2014. Due to the identified lack of employment floor space across the District, the Economic Growth Assessment recommends that the Council should retain existing employment sites, such as the Novartis site, but also allocate new sites for employment to provide enough jobs to meet the needs of the community over the next 20 year period.*

*Novartis recently announced that they have engaged a specialist company to test the market for future science and technology based uses for the main site. (They have sold the car park and sports ground site north of Parsonage Road to Linden Homes, subject to contract.)*

*If Novartis ultimately disposes of the main site for a technology park or similar this will be very good news for the local economy but will only provide a small minority of the number of new jobs required for Horsham District residents during the plan period.*

**REPORT BY THE CABINET MEMBER FOR LOCAL ECONOMY AND THE  
DEPUTY LEADER OF THE COUNCIL & CABINET MEMBER FOR  
COMMUNICATION, HORSHAM TOWN & SPECIAL PROJECTS**

EX/52 **Promoting Horsham Town Centre**

The Deputy Leader of the Council and Cabinet Member for Communication, Horsham Town & Special Projects introduced the joint report, which provided an outline of a marketing initiative to promote Horsham town centre and the proposal for a budget to deliver it. She stated that Horsham had fared well during the recent recession, had a low vacancy rate for premises, a good mix of national and independent retailers, a vibrant restaurant scene and markets. The marketing plan would encourage visits to the town (and hopefully from new visitors coming from further afield) and increase the footfall in Horsham. It would promote shopping, eating, leisure, arts and heritage.

The Cabinet Member for the Local Economy reported that the marketing plan would have precise targets which would be supported by the use of new technology being implemented in some of the town centre car parks. The business plan would be announced in due course. The new car parking equipment would be introduced by the end of July 2014. The success of the marketing plan would be measured using a new method for recording footfall in the town utilising new technology in relation to car parking and would provide supporting information about footfall and shopping habits.

RESOLVED

- (i) That the development of a marketing plan and promotional campaign for Horsham town be supported.
- (ii) That, subject to Council approving the proposed budget, authority for its use be delegated to the Chief Executive, in consultation with the Cabinet Members for the Local Economy and Communication, Horsham Town & Special Projects.

RECOMMENDED

***That a revenue supplementary estimate of £60,000 be approved to develop a promotional campaign.***

REASON

To enable a co-ordinated promotional campaign for Horsham town to be marketed to current and future users and to reach those people who have never considered Horsham as a shopping and leisure destination.

## **REPORT BY THE CABINET MEMBER FOR LIVING AND WORKING COMMUNITIES**

### EX/53 **Horsham District Planning Framework – Evidence Base Update**

The Cabinet Member for Living and Working Communities presented an evidence base update as part of the preparation of the Horsham District Planning Framework (HDPF). The report provided a summary of the key findings for a number of evidence base documents, many of which were a refresh of existing studies, together with how they influenced the HDPF. A number of other evidence base documents had been previously reported to Members and were available to view on the Council's website.

Updates were provided on the following:

- (i) Economic Growth Assessment – Horsham District Emerging Findings
- (ii) Market Appraisal on the Current and Potential Future Demand for Business Space in Horsham District
- (iii) Transport and Development Study
- (iv) Locally Generated Housing Needs Assessment
- (v) Habitats Regulations Assessment – Appropriate Assessment
- (vi) Flood Risk Sequential Test Paper
- (vii) Open Space, Sport and Recreation Assessment
- (viii) Green Infrastructure Study
- (ix) Landscape Capacity Assessment
- (x) Settlement Sustainability Analysis

The Economic Growth Assessment had been jointly commissioned by Horsham District Council, Crawley Borough Council and Mid Sussex District Council; the terms of reference would be circulated. The other two local authorities had signed off the study. The assessment had identified the need for further employment floorspace in the District.

The Chairman welcomed Darryl Hemmings, Planning and Transport Manager at West Sussex County Council, to the meeting. Mr Hemmings reported on the Transport and Development Study. The study used the West Sussex County Transport Model to assess the impact of proposed development locations set out in the HDPF Preferred Strategy on the highway network in 2031. The key outcome was that the road network had the potential to accommodate additional development subject to a number of mitigation measures such as the widening of the approach to junctions and existing roads, and signalisation of a number of existing junctions.

In response to Councillors' questions, Mr Hemmings stated that the transport model had been revised in recent years to incorporate up-to-date statistics and that it was a robust tool for forecasting. It provided a strategic model; site specific impacts could be assessed later and Development Management processes could address particular issues at the pre-application stage and

EX/53 Horsham District Planning Framework – Evidence Base Update (cont.)

seek to provide additional transport capacity. Mitigation measures had been costed. The transport assessment for land North of Horsham indicated that improvements would be required; the applicant would have to show viability.

The Cabinet was informed that the Highways Authority was content with the Transport and Development Study; its final sign-off had been received.

The Chairman thanked Mr Hemmings for his attendance and contributions.

In relation to the Locally Generated Housing Needs Assessment, a Position Statement had not currently been prepared as stated in the report because this would be prepared for Submission of the Horsham District Planning Framework to take account of population statistics that would be published by the Office for National Statistics in late May 2014.

RESOLVED

That the content of the reports, as part of the evidence base which was being used to inform the preparation of the Horsham District Planning Framework, be noted.

REASON

To enable the continued preparation of the Horsham District Planning Framework.

EX/54 SCRUTINY & OVERVIEW COMMITTEE – MATTERS REFERRED TO CABINET

There were no matters currently outstanding for consideration.

EX/55 MATTERS OF SPECIAL URGENCY

There were no matters of special urgency to be considered.

The meeting closed at 8.03pm having commenced at 5.30 pm.

LEADER