

Local Economy Policy Development Advisory Group
6 FEBRUARY 2019

Present: Councillors: Gordon Lindsay (Chairman), Peter Burgess, Tony Hogben, Liz Kitchen, Lynn Lambert, Adrian Lee and Stuart Ritchie

Apologies: Councillors: John Chidlow, David Coldwell, Leonard Crosbie and Paul Marshall

Absent: Councillors:

Also Present:

18 **NOTES OF PREVIOUS MEETING**

The Group received the notes of the meeting held on the 19th December 2019.

19 **BUSINESS IMPROVEMENT DISTRICT (BID) FOR HORSHAM TOWN CENTRE**

The Head of Economic Development provided the Group with an update on the BID for Horsham Town Centre.

The proposal for a BID had been approved by Cabinet. The next steps were to make progress in the procurement process with the Economic Development team drafting the relevant tender.

The ballot stage should begin in 2020.

The Group were pleased with this outcome and the progress being made.

20 **CHRISTMAS PARKING IN HORSHAM TOWN CENTRE**

The Head of Parking Services presented a summary review of Parking in the town centre throughout the Christmas period.

Various concerns were raised in the lead up to the Christmas period that included; the reduction of parking spaces due the closure of Piries Place; severe weather; equipment reliability; Christmas related events being held in the town; and a spike in vandalism before the Christmas period, especially relating to car park lifts.

The Parking Services team tried to negate these concerns by; providing additional spaces in the town centre, opening more parking spaces in the Swan Walk car park; Hurst Road car park had re-opened after having a re-design to provide more spaces; Dukes Square and Parkside car parks were opened to the public during evenings and weekends; leaflets were sent to businesses, posters were put up, posts were made to social media, a press release was put

out, and there was staff on site throughout the period to inform the public of where they could park. The staff that were on site could help members of the public, take payments via tablet and provide equipment maintenance.

21 **CHRISTMAS IN HORSHAM TOWN CENTRE**

The Town Centres & Events Manager summarised a report on the footfall in Horsham Town Centre during the 2018 Christmas period.

It was reported that footfall in the town centre held up well even with the closure of Piries Place car park, severe weather and the current redevelopment sites.

Looking to next year's Christmas period the new Piries Place car park will be open, other redevelopment sites will have been completed and there will be new shops and trading opportunities in Swan Walk. The Town Centre & Events team will be looking to develop existing Christmas events, look again at a cabin-based market to run during the period, re-use well received events and ideas provided in the Year of Culture and also continue the Window Wonderland shop windows and displays campaign.

22 **JULIA DONALDSON EXPERIENCE**

The Town Centre & Events Manager reported that the Economic Development team are currently looking to see if a new permanent visitor attraction based on the works of Julia Donaldson would be feasible from 2020.

The Group were in favour of exploring this idea.

23 **TOWN CENTRE ENTRY SIGNS**

The Town Centre & Events Manager presented the case for refreshing the Town Centre Entry Signs around the town.

The new signs would be larger and the locations will be altered to improve and aid visibility.

The new signs would be visually updated to incorporate the District Visitor Economy branding and the latest HDC logo and Year of Culture logo during 2019. The signs would also display a 'Thank you for visiting' message on their reverse and the graphics would be easily changeable due to their design.

24 **FORWARD PLAN EXTRACT FOR THE LOCAL ECONOMY PORTFOLIO**

The group noted the relevant item appearing on the Forward Plan.

The meeting closed at 6.49 pm having commenced at 5.30 pm

CHAIRMAN