

**Local Economy and Parking Policy Development Advisory Group**  
**6 NOVEMBER 2019**

Present: Councillors: Paul Clarke (Chairman), John Blackall, Roy Cornell, Tony Hogben, Gordon Lindsay, John Milne, Mike Morgan and Belinda Walters

Apologies: Councillors: Colin Minto

Absent: Councillors: Richard Landeryou and Jack Saheid

Also Present: Councillors: Peter Burgess and Frances Haigh

11 **NOTES OF PREVIOUS MEETING**

The notes of the meeting held on 24 September were received.

12 **DISCOVER HORSHAM DISTRICT**

The Senior Digital Officer gave a presentation on the Discover Horsham District website, which had been in development for some time and was nearing completion. The website would replace four existing websites so that there was one place where the district's places of interest, parks, outdoor activities and events could be promoted in a cohesive manner. It would be easy to use, friendly and visual. The site included pages on: food and drink, things to do, plan your visit, and towns and villages.

The website would be presented to local businesses on 26 November to get feedback, with a view to going live in January to ensure it is well established by Easter 2020. The digital signs being introduced to some villages across the district would use similar content and go live at a similar time.

Officers confirmed that parish and neighbourhood councils are being consulted on the content for the digital signs for their area.

The Cabinet Member thanked officers for their work on the project and advised that the content of the website and the digital signs would be controlled centrally to ensure consistency and quality.

13 **INWARD INVESTMENT**

The Head of Economic Development briefed the Group on how the Council was supporting local businesses and encouraging them to choose Horsham District as a business location.

The Think Horsham website was being developed as a marketing platform aimed at businesses. It included information on investment opportunities, business support and the Council's economic strategy.

The Group noted that recent strategic development sites at North Horsham and Novartis meant that high quality premises could be offered to businesses that were considering relocation. The council was working in partnership with the developers of these two sites.

The Director of Place stated that these strategic sites would increase the offer and this was an appropriate time to build up awareness of Horsham District as a business destination.

The Cabinet Member advised that an update on this work in progress would be brought to the next PDAG in January.

#### 14 **PIRIES PLACE CAR PARK**

The Parking Support Manager updated the Group on how the improved Piries Place carpark was performing since it was re-opened last month. The capacity of the carpark had increased from 330 to 516 and there were already more users than previously. The ANPR (automatic number plate recognition) system provided increased payment options and more flexibility for users. Only 1% of payments were being made with cash and the new system was more efficient to administrate and user friendly. The scope for working with businesses and tailoring accounts was also outlined.

The success of the carpark had not significantly reduced the use of other carparks, although Swan Walk was slightly less busy at peak times.

The Group were advised of the timetable for the rollout of ANPR to other carparks. It was due for installation in Swan Walk and The Forum by the beginning of December, and in the Pavilions carpark by February 2020.

The Cabinet Member congratulated the team on the success of the new carpark.

#### 15 **PAVILIONS CAR PARK FIVE-HOUR TARIFF**

The Cabinet Member stated that a new tariff was required for the Pavilions carpark to deter long-stay and commuter parking so that sufficient spaces were available for those using the leisure centre and other local facilities.

A report would be presented to Cabinet on 28 November recommending two higher tariff bands for those parking between five and six hours, and for those parking for six hours or more. Cabinet would be asked to approve a public consultation on the proposals with a view to introducing the new tariffs in January 2020.

The Director of Place agreed that clear signage advising that it was primarily a short-stay carpark should be installed.

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

The Forward Plan extract was noted.

*The meeting closed at 6.40 pm having commenced at 5.30 pm*

CHAIRMAN