



Email: committeeservices@horsham.gov.uk
Direct line: 01403 215465

Horsham Town Policy Development Advisory Group

Tuesday, 20th September, 2022 at 5.30 pm

Via Remote Access

The Access to Information Procedure Rules are not applicable to Policy Development Advisory Groups and members of the public may not attend. Members of the Council who are not members of the Policy Development Advisory Group may attend to observe the proceedings, seating for which will be provided, subject to providing advance (by noon of the day of the meeting) written notification to the Chairman of the meeting and committeeservices@horsham.gov.uk

Councillors: Christian Mitchell (Chairman)

Andrew Baldwin
Toni Bradnum
Karen Burgess
Peter Burgess
Christine Costin

Jon Olson
Stuart Ritchie
David Skipp
Ian Stannard
Cilve Trott

You are summoned to the meeting to transact the following business

Jane Eaton
Chief Executive

Agenda

	Page No.
1. Apologies for absence	
2. Notes of previous meeting	3 - 8
To receive the notes of the meeting held on 13 July 2022	
To receive the following items relating to the policy development process:	
3. Queensway/Queen Street junction and public realm improvements	
The Group are invited to review and consider proposals to redesign the junction in the light of issues with inconsiderate parking and take-away food operations.	
To receive the following service updates:	
4. Carfax Market Contract	

5. **Forum Walk, Blackhorse Way crossing and West Walk improvement works**

6. **Forum fountains operation**

7. **Forward Plan Extract for the Horsham Town Centre Portfolio**

9 - 12

To note the Forward Plan extract for the Horsham Town Centre portfolio

Joint Horsham Town & Local Economy Policy Development Advisory Group
13 JULY 2022

- Present: Councillors: Christian Mitchell (Chairman), Jonathan Chowen (Chairman), Toni Bradnum, Jon Olson, Stuart Ritchie, David Skipp, Cilve Trott, Roger Noel, Matthew Allen, Gordon Lindsay, Mike Morgan and Martin Boffey
- Apologies: Councillors: Andrew Baldwin, Karen Burgess, Peter Burgess, Christine Costin, Billy Greening and Colin Minto
- Absent: Councillors: Ian Stannard, Chris Brown and Nigel Jupp

13 **NOTES OF PREVIOUS MEETING**

- a The notes of the meeting of Horsham Town PDAG held on 16 March were received.
- b The notes of the Local Economy PDAG meeting held on 26 May were received.

14 **HORSHAM MARKETS - SERVICE REVIEW AND FUTURE OPTIONS APPRAISAL**

The PDAG received a presentation on the Horsham Market Service Review and Future Options Appraisal from consultants Quarterbridge Ltd.

Members were advised the study had considered current Horsham markets, including food and drink offered and current product lines sold. Residents and local market traders also completed a survey with a good response rate.

Residents were very positive about the Saturday and Thursday markets held in the Carfax as well as the additional Bishopric and Piries Place markets - these would continue.

The consultants reported that although Horsham had a high number of food and drink outlets, the popularity of street food in the markets identified a demand for high quality independent food offered within Horsham.

Survey feedback identified a gap in the market for a permanent Food Hall offering an evening and late night food provision targeted at a younger audience and space for a wider variety of small businesses.

By focusing on locally established independent food and beverage businesses rather than chain restaurants, it could create a distinct casual indoor dining space and attract visitors at different times of the day.

There would be potential for an 'inside out' concept with outside seating and flexible space for multi-functional community and 'Pop Up' events with a community focus.

The presentation described how the street food could drive footfall for a range of local micro-business stalls, along with small scale events and promotions. This could provide a focal point, increase variety to the town centre and act as a hub for the local community.

Three potential locations had been identified for the Food Hall and were discussed at the PDAG. Further information would be available at future meetings.

Members were extremely positive and interested in future proposals for the Food Hall. The Economic Development Officer advised that during the Covid pandemic over 300 new Food and Beverage businesses started up and registered with Horsham District Council.

Members were keen to explore further examples of modern Food Halls and Quarterbridge would send these to the PDAG.

It was felt the current markets offered the town a strong base and future plans needed to strengthen the experience and value for traders and visitors.

Members were keen to pursue next stages of the proposal to include developing the business case further, additional consultation, funding and management plans.

15 **A BOARDS POLICY**

The Chairman updated the PDAG on the draft 'A' Boards policy.

The draft policy was circulated after the last PDAG to Members and district wide stakeholders for feedback and comments. He thanked those who had provided feedback.

The final document would be considered at Cabinet in September and Council in October.

Members were asked to advise any further comments as soon as possible so the finalised document incorporated all feedback prior to the meetings.

16 **UPDATE ON ECONOMIC DATA, TRENDS AND PROJECTS**

The Head of Economic Development provided an update on current projects and data relating to the local economy.

Current projects included Horsham District Mystery Trails, Retail Training Programme providing free training for independent retailers and hospitality businesses and Hospitality Skills Buffet working in partnership with Mole Valley District Council and Chichester College offering free skills development for businesses and individuals supporting employment in this sector.

Additional projects included LEAP – small business grants where applications are currently being appraised, West Sussex Retail Hub offering a free online virtual training hub in conjunction with WSCC and all West Sussex Local Authorities, and a potential new local market in Billingshurst. The fortnightly Business Newsletter was proving successful with nearly 18 000 emails had been opened in the last year amounting to 45% of those sent out.

Graphs were presented indicating West Sussex business incorporations and dissolutions/liquidations. It was noted that up to May 2022 marginally within the Horsham District more business started up than were dissolved. The greatest start up activity was in the Business Services sector followed by Travel, Personal and Leisure.

Business survival rates were also presented and reflect a predominant trend for Horsham being higher than both national and Coast-to-Capital levels. In line with other local authorities within West Sussex, Claimant rates have increased from March 2020 to May 2022.

Due to a recent change in supplier, footfall data information will be circulated as soon as available to the PDAG.

The Economic Development Officer informed the PDAG of High Street Trends and feedback from a recent conference.

Areas covered included; High Streets and businesses focusing on experiences not available online, polarising between lowest cost and premium; new strategies to attract midweek footfall; and the rise in on line home delivery options. Landlords were looking at more flexible lease terms to attract independent businesses and Councils were pro-active in driving strategic location investments.

Emphasis was placed on investing in the Youth to make places relevant and focus on the customers of the future. Constant monitoring was required to understand trends as well as getting the basics right by providing clean, safe, well maintained and welcoming high streets.

17 **UK SHARED PROSPERITY FUND**

The presentation went on to update the PDAG on the UK Shared Prosperity Fund (UKSP). Horsham District have been allocated £1 million over the next three years.

Horsham District Council has responsibility for developing an investment plan for approval by the government.

Consultations have taken place with a wide range of stakeholders including Parish Councils, Police and Community Partnerships and projects and proposals are under consideration. Investment submissions are due to government by the beginning of August.

Further information will be shared at future PDAGs.

18 **ECONOMIC DEVELOPMENT TEAM RESTRUCTURE**

The Head of Economic Development advised Members there had been a restructure in the Economic Development team. Details would be circulated to the PDAG after the meeting.

19 **PLATE UP LOCAL**

The final element of the PDAG was receiving information on the Plate Up Local initiative.

An event had taken place in June at Wiston Estate to help the Council understand how we could support local hospitality businesses and producers in the Horsham District to use local produce to be served on local menus.

The forum included local guest speakers; Kenny Tutt, Nick Hempleman and Rachel Knowles who championed the wealth of good food and drink within the district and although prices were higher there was no compromise on quality.

Breakout sessions reported that local food in hospitality was an important player in the visitor economy, an up to date and comprehensive directory would aid caterers within the district and there could be potential for a cluster of businesses to buy together and arrange a one-stop delivery.

Recommendations arising from this event will be to produce a Local Food and Drink Online Directory & Networking Platform for businesses, Horsham Six Local Products Campaign where local business would stock six local products to encourage buyers into their businesses and further training and networking events.

The PDAG were extremely positive about the initiative and looked forward to finding out further progress in future meetings.

20 **FORWARD PLAN EXTRACT FOR THE HORSHAM TOWN AND LOCAL
ECONOMY PORTFOLIOS**

The forward plan was noted.

The meeting closed at 7.05 pm having commenced at 5.30 pm

CHAIRMAN

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FORWARD PLAN

This notice sets out details of key decisions that the Cabinet or a Cabinet Member intend to make, and gives 28 days' notice of the decision under the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012. The notice may also include details of other decisions the Council intends to make.

The reports and any background documents that have been used to inform the decisions will be available on the Council's website (www.horsham.gov.uk) or by contacting Committee Services at the Council Offices.

Whilst the majority of the Council's business will be open to the public, there will be occasions when the business to be considered contains confidential, commercially sensitive or personal information. This is formal notice under the 2012 Regulations that part or all of the reports on the decisions referred to in the schedule may be private because they contain exempt information under Part 1 of Schedule 12A to the Local Government Act 1972 (as amended) and the public interest in withholding the information outweighs the public interest in disclosing it.

If you wish to make representations about why part or all of the papers should be open to the public, please contact Committee Services at least 10 working days before the date on which the decision is to be taken.

If you wish to make representations to the Cabinet or Cabinet Member about the proposed decisions, please contact Committee Services to make your request.

Please note that the decision date given in this notice may be subject to change.

To contact Committee Services:

E-mail: : committeeservices@horsham.gov.uk

Tel: 01403 215123

Published on 01 September 2022

What is a Key Decision?

A key decision is an executive decision which, is likely –

- (i) to involve expenditure or savings of £250,000 or more as well as otherwise being significant having regard to the Council's budget for the service or function to which the decision relates; or
- (ii) to be significant in terms of its effects on communities living or working in an area comprising two or more wards in the District.

	Subject and Date of Policy Development Advisory Group for consultation	Decision Taker	Date(s) of decision	Is all or part of this item likely to be dealt with in private	Contact Officer Cabinet Member (NB include name, title and email address)
1.	Park Place Bin Store	Cabinet Council	21 Jul 2022 7 Sep 2022	Open	Brian Elliott, Head of Property & Facilities brian.elliott@horsham.gov.uk Cabinet Member for Horsham Town (Councillor Christian Mitchell)

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