

**Local Economy Policy Development Advisory Group**  
**22 MARCH 2017**

Present: Councillors: Gordon Lindsay (Chairman), Peter Burgess,  
Leonard Crosbie, Liz Kitchen, Adrian Lee and Paul Marshall

Apologies: Councillors: John Bailey, John Chidlow, David Coldwell, Tony Hogben  
and Stuart Ritchie

18 **TO APPROVE THE NOTES OF THE PREVIOUS MEETING**

The group approved the notes of the meeting held on 18 January 2017. The Parking Services Manager referred to minute reference 17 and explained that a town centre parking capacity study was underway to understand the demand for spaces with a view to proposing options for longer term solutions.

19 **RURAL CAR PARKING**

The Parking Services Manager provided the group with progress report on the introduction of the Rural Parking Scheme. Members heard the position regarding sales of 19,000 discs from 9000 sign-ups for the scheme. Take-up had been good and season tickets were selling well, the group noted that a proportion of users were from outside the district. Payment machines and signage was being improved as planned and enforcement was being managed appropriately.

The group thanked officers for the update, which was duly noted.

20 **INDUSTRIAL STRATEGY CONSULTATION**

The Cabinet Member sought the advice of the group on the '*Building our Industrial Strategy*' Green Paper consultation. A report had been circulated with the agenda and a response was required to the 10 pillars that the government believed to be important to drive the industrial strategy forward. Subject to the views of the group, a Cabinet Member non-key decision would then be made and published.

Members, supporting the report as tabled, discussed:

- Emphasising infrastructure needs, such as roads
- Demographics
- Comparative housing costs
- Skills, particularly supporting existing provision, as well as new provision

The Cabinet Member noted the views of the group.

21 **WAYFINDING IN HORSHAM TOWN CENTRE**

The Head of Strategic Planning and Sustainability presented to the group and explained the existing provision of signage in the town centre. The town centre landscape had been changing with developments such as the John Lewis site leading to the need to update the wayfinding provision to ensure that it was fit for purpose.

Officers tabled improved examples for the group to consider, showing walking distances and significant buildings in 3D. The source information was now digitised so that it could be kept up to date. There were 27 information points currently, and two additional ones would be provided as part of the improvements. A further 'connectivity enhancement' would be provided in the form of a welcome sign on a roundabout.

The group endorsed the improvements, particularly that there should be a balanced approach to wayfinding.

*The meeting closed at 17:15*

CHAIRMAN