

21 July 2014

Agenda Item: 9A

## Community Committee

### Supplementary report to Agenda Item 9

**Report of:** Ashley Culverwell Head of Borough Health Safety and Localism

**Wards Affected:** All

**This report is:** Public

#### 1. Executive Summary

- 1.1 This report outlines additional information and recommendations arising from the need to consult with residents over future development options for William Hunter Way, Brentwood.
- 1.2 The report recommends a pilot Brentwood wide Council news bulletin. It is anticipated that this will cost approximately £5k and can be achieved within existing budgets.
- 1.3 The recommendations below supercede those contained within the original agenda item.

#### 2. Recommendations

- 2.1 **That a Borough wide news bulletin is piloted and that the first edition includes the consultation for the William Hunter Way development.**
- 2.2 **Officers are instructed to report back to this Committee on the results of the feedback of the pilot news bulletin to enable a decision to be made on continuing with regular editions.**

#### 3. Introduction and Background

- 3.1 As outlined in Agenda Item 9 of the Community Committee Agenda there is a recommendation that the Council explores the provision of a Borough wide news bulletin.

- 3.2 In light of the proposed public consultation for William Hunter Way, it is recommended that a first edition of a pilot bulletin is produced in September which will incorporate consultation with residents in respect of the William Hunter Way development.
- 3.3 There is a need for openness and transparency with our residents through a comprehensive engagement process over the important pivotal town centre William Hunter Way site. It is therefore recommended that the opportunity is seized to seek residents feedback on the concept of a Borough Bulletin at the same time.
- 3.4 The first edition bulletin will therefore include details of a website based survey to capture thoughts and views for a regular bulletin. This will also provide the opportunity for the Council to capture e-mail addresses from residents in order that future communications can (where possible and appropriate) be distributed electronically.

#### **4. Issue, Options and Analysis of Options**

- 4.1 It is estimated that the provision of a pilot news bulletin can be achieved within existing budgets at a cost of less than £5k.
- 4.2 It is anticipated that this will be piloted in September this year. This will include a link to the Council's web site encouraging residents to feedback their views on the continuation a quarterly news bulletin. This will enable the Council to collate e-mail addresses and other contact details which can be used for future consultations and customer contact. Those residents preferring to receive any future issues electronically will have this option which will result in cost savings for the Council.
- 4.3 A report in respect of residents' feedback responses will be brought back to this Committee to enable Members to consider the continuation of a regular bulletin.

#### **5. Reasons for Recommendation**

- 5.1 To enable the Council to trial a Council news bulletin and to begin the consultation process in respect of the future development of the William Hunter Way site.

#### **6. Consultation**

- 6.1 Residents will be consulted in respect of a regular Council news bulletin.

## **7. References to Corporate Plan**

- 7.1 A Borough wide Council news bulletin would provide the opportunity for closer collaboration with our residents, strengthening communities and improving health and well being as part of the Council's Localism priority.

## **8. Implications**

### **Financial Implications**

**Name & Title: Jo-Anne Ireland, Acting Chief Executive**

**Tel & Email: 01277 312712/ jo-anne.ireland@brentwood.gov.uk**

- 8.1 Costs will be met within existing budgets for the pilot issue. Any future issues will need to be subject to a full business case and budget allocation.

### **Legal Implications**

**Name & Title: David Lawson, Monitoring Officer**

**Tel & Email: 01277 312860/david.lawson@brentwood.gov.uk**

- 8.3 These are laid out in Agenda Item 9.

### **Report Author Contact Details:**

**Name:** Ashley Culverwell, Head of Borough Health Safety and Localism  
**Telephone:** 01277 312506  
**E-mail:** ashley.culverwell@brentwood.gov.uk