

<b>Committee:</b> Policy, Resources and Economic Development Committee	<b>Date:</b> 30 June 2021
<b>Subject:</b> Chairs Update	<b>Wards Affected:</b> All
	<b>For Information</b>

## **Parking Consultation**

Following a procurement exercise Parking Perspectives have been appointed as our contractors to undertake the work to deliver the parking Strategy for Brentwood Borough Council. The strategy is focusing on the three main borough centres of Brentwood, Shenfield and Ingatestone and will consider present provision through our car parks and the future demand. This strategy will also consider the environmental issues and approach, direction to charging for our car parks and provide a path towards digital improvements. Parking Perspectives are a well-established company who have completed parking strategies and related policy work throughout the UK as well as overseas. They recently assisted Colchester Borough Council deliver their parking strategy.

As part of the work Parking Perspectives will undertake:

- baseline situation and issues
- Stakeholder engagement including businesses
- Officer & Member Engagement
- Narrative of aspirations (Borough's Strategic Objectives) and the changes and challenges presented.
- Committed changes to supply and demand in the future, leading to a view of what will happen without intervention.
- Examination of the key themes including but not limited to charging, Carbon reduction, signage and usage
- Collation of the combined effect of interventions and policies within the strategy. Illustration of future format and suitability of solution.
- Outline and priority action plan for the future provision of parking around the three main Town Centres in the borough.

The proposed timeline is as follows:

<b>Timeline</b>	<b>Description</b>
June – July	Baseline evidence <ul style="list-style-type: none"> <li>• Existing situation (ticket sales data analysis)</li> <li>• Concerns, issues and ambitions (session with officers and lead councillors)</li> </ul>
July	Stakeholder engagement
August	Future situation <ul style="list-style-type: none"> <li>• Committed changes to provision;</li> <li>• Forecast changes to demand.</li> </ul>

August – September	Future models and solutions <ul style="list-style-type: none"> <li>• Fees &amp; charges long term plan</li> <li>• Town centre users' needs</li> <li>• Technology opportunities</li> <li>• Inclusivity</li> <li>• Environmental considerations</li> <li>• Policy development</li> </ul>
September – October	Preliminary conclusions - further consultation and engagement
November – December	Draft Parking Strategy developed ready for consideration by committee

Parking Perspectives will be liaising with the Parking Manager to arrange stakeholder engagement meetings or consultation meeting dates as necessary.

### **Town Hall**

The Council moved back into the Town Hall after a two year refurbishment project which was completed in 2019. The project was to ensure that the Council could manage a more efficient building as well as receive income for letting out residential and commercial space. The Council uses this income to reduce the Council's total net service expenditure to create a revenue stream in order to meet its Corporate Strategy objectives.

19 Residential units are leased to Seven Arches Investment Limited (SAIL), the Council's Wholly owned company. SAIL contract with Beresford's to manage the lettings. All 19 residential units are currently let at market rent which varies between £955 - £1,550pm

There are a total of 11 Commercial suites that have opportunity to be let out to gain a financial return. Some spaces have been utilised by the Council internally or by the Community service delivery hub such as Citizens Advice South Essex following Council decisions. The total budget for this Commercial income is approximately £212k. Two suites are under offer and two suites are currently vacant. The forecasted position for 2021-22 is approximately £187k.

### **Economic Development Strategy and Discover Brentwood**

The Council's corporate strategy was adopted in 2020, setting an objective to grow our economy. Part of that objective was to articulate ways that growing our economy can be achieved through production of an Economic Development Strategy. This topic was the subject of updates to PRED Committee in 2019/20 and since. Due to the pandemic, the resource of the Economic Development Team was switched to prioritise business support and related tasks during 2020/22. Whilst continuing this

effort, the team is now refocussed on drafting the strategy before bringing it to PRED Committee for approval. This will include details on how the following corporate objectives can be met, alongside an accompanying workplan:

- Promote Brentwood as a place to set up and do business from
- Enable the growth of existing business
- Encourage the creation of new enterprises and inward investment

An important part of promoting the borough as a place to visit and do business is the Discover Brentwood website. Identified in the Place Audit for Brentwood (September 2020), the website and brand needed a refresh. This has recently been completed, you can see more at [www.discoverbrentwood.co.uk](http://www.discoverbrentwood.co.uk). The website is a vehicle to promote the borough and provide further tools over time to do this, such as linkage with Click It Local and launching a local loyalty/reward scheme. This task has further importance as shops and other businesses recover from the pandemic. The launch of a local rewards scheme is due to support the upcoming Safari Trail from 17 July 2021.

### **Local Development Plan and Dunton Hills Garden Village**

The Local Plan examination continues. To date there have been five weeks of hearing sessions covering various topics set out in the plan. Outstanding issues with Highways England on the impacts of growth on the strategic highway network and questions regarding the housing trajectory have resulted in further work being undertaken ahead of those subjects being discussed at the sixth week of the hearing sessions, scheduled to take place week beginning 26 July 2021. Several papers and responses to issues have been published on the examination document library, available for public view on the Council's website via [www.brentwood.gov.uk/localplan](http://www.brentwood.gov.uk/localplan).

The below table sets out currently anticipated timeframes for next stages of the examination and adoption of the plan, subject to soundness and preceding stages.

<b>Item/stage</b>	<b>Timeframe estimate</b>
Updated Statement of Common Ground with Highways England submitted to Inspectors	wb. 14 June
Transport Assessment Interim Assessment updates submitted to Inspectors	wb. 28 June
Infrastructure Delivery Plan updates submitted to Inspectors	wb. 28 June
Week 6 Hearing Sessions scheduled	wb. 26 July
Main modifications consultation (six week period)	wb. 6 September
Inspectors Report published	December 2021
Adoption	by March 2022

The Dunton Hills Garden Village design guidance is currently undergoing a period of public consultation following approval at PRED Committee in March 2021. Once comments have been received the team will consider what changes need to be made before bringing the document back to PRED Committee. More information can be found at [www.duntonhillsgardenvillage.com](http://www.duntonhillsgardenvillage.com).

The Government has recently confirmed the latest round of grant funding for garden communities. The Council is grateful to receive an award of £250,000 towards the Dunton Hills Garden Village project. This will help to maintain progress in 2021/22 and includes specific funding to unlock preliminary technical work required to better understand M25 junction 29 impacts.

Dunton Hills Garden Village was recently shortlisted as a finalist in the Planning Awards 2021 for the stakeholder engagement category. The team has also just commissioned artist Laura Malacart as part of the community and education programme, in partnership with the Essex Cultural Diversity Project. The work will engage the local community over time by naming places in the new garden village, drawing out words, phrases and references inspired by 'people and place', culture, history, nature, ecology and the environment, as well as personal stories.

### **Corporate Website**

A "soft" launch of the new corporate website ([www.brentwood.gov.uk](http://www.brentwood.gov.uk)) went ahead on Monday 21 June. The IT & Digital team are closely monitoring its performance and immediate response.

The aim for the site is to bring our customers a clean, modern site that is engaging and informative but also efficient to use. A big challenge was to ensure that the Council support latest accessibility regulations, and the new site successfully meets AA accessibility standards.

This launch is just phase one of improving our web presence. A new Digital Content Editor is being recruited who will assume overall responsibility for the website and will drive the next steps to ensure the new web platform is fully utilised.

This is a big step in delivering one of our outcomes for the Council's Digital Strategy that was agreed at PRED in December last year.