

**TOWN CENTRE SUB COMMITTEE
2 JUNE 1998**

Present: Councillors Angell, Mrs Ballin, Bettison, Flood, Jones,
McCormack, North and Wheaton

Substitute Member: Councillor Mrs Clifford for Councillor Mrs Hirst

Also Present: Councillor Wade

1 Election of Chairman

RESOLVED that Councillor Bettison be elected Chairman of the Town Centre Sub Committee for the municipal year 1998/99.

COUNCILLOR BETTISON IN THE CHAIR

2 Appointment of Vice Chairman

RESOLVED that Councillor Angell be appointed Vice Chairman of the Town Centre Sub Committee for the municipal year 1998/99.

3 Substitute Members

It was noted that Councillor Mrs Clifford was acting as a substitute Member for Councillor Mrs Hirst for the duration of the meeting.

4 Minutes

The minutes of the meeting of the Sub Committee held on 27 January 1998 were approved as a correct record and signed by the Chairman.

5 Presentation by Town Centre Development Manager on the Second World Congress of Down Town and City Centre Management

In a detailed presentation, Graham Mountford informed the Committee of his recent visit to the second World Congress of Down Town and City Centre Management and gave details of the work undertaken within the United States on the concept of Business Improvement Districts (B.I.D.s). B.I.D.s were areas of towns or cities chosen for enhancement into which private property owners within the area paid a percentage of their tax specifically for developing services within the area over and above those provided by the municipality. These services could include safety projects, improvements, maintenance, landscaping and marketing of the B.I.D. In several cases specific staff were employed as either public safety officers or customer service representatives to encourage the new image, develop a perception of safety and enhance the services available to area users. Representatives attending the congress had visited a number of cities within a short space of time and assessed the various different B.I.D. initiatives.

It was noted that within the United Kingdom town and city improvement zones had been developed in certain areas but had not been entirely successful as they were less focused on specific areas, undertook to run a wider range of services and therefore had not the concentrated infrastructure or funding which enabled the Business Improvement Districts to be successful. It was considered that American successes could be adapted in part to British towns such as Bracknell, by encouraging local investment and partnerships to develop local services above those already provided by the Council. However a clear vision of a town's development route would be needed to ensure its success.

6 Town Centre Retailers and Business Associations (Item 1)

The Sub Committee considered a report reviewing the work undertaken by the Bracknell Retailers Association and Town Centre Forum, in light of the town centre redevelopment proposals and the new unitary authority's role.

RESOLVED that:

- (i) the Borough Council continue to support the work of the Bracknell Retailers Association and invites them to submit comments on relevant topics to the Town Centre Sub Committee; and
- (ii) the Borough Council supports the creation of a Town Centre Business Association to provide a platform for town centre initiatives.

7 Town Centre Capital Programme (Item 2)

The Sub Committee received a report giving details of three improvement schemes proposed for the town centre in the short term as part of the work detailed within the capital programme for the 1998/99 municipal year. The proposed schemes related to Grenville Place, The Broadway and Crossway and approach road signage for the approach roads linking the Met Office roundabout and station roundabout with The Ring. It was noted that the latter would have to be referred to the Highways Sub Committee for road naming approval.

RESOLVED that

- (i) the proposed schemes to re-pave and improve Grenville Place, undertake remedial and repair works to the Broadway and Crossway including replacing lamp column heads and signing the town centre approach roads be approved; and
- (ii) the work be carried out by the Borough's term contractor and other specialist sub contractors as appropriate.

8 **Interim Report of the Focus Group on Transportation Issues of Town Centre Redevelopment (Item 3)**

The Sub Committee received and noted the information item relating to the progress undertaken by the Focus Group on transportation issues relating the proposed town centre redevelopment.

9 **Exclusion of Public and Press**

RESOLVED that pursuant to Section 100A of the Local Government Act 1972, members of the public and press be excluded from the meeting for the consideration of Item 4 which involves the likely disclosure of exempt information under the following categories of Schedule 12A of that Act:

- (9) Terms proposed for a Contract
- (7) Financial or Business Affairs relating to a third party

10 **Town Centre Development - Consultancy Advice (Item 4)**

In a report containing exempt information the Sub Committee considered the need to confirm the retention of the Council's developed consultants, Healey and Baker.

RESOLVED that Healey and Baker continue to be retained to provide ongoing advice on the town centre development proposals on the terms reported.

The meeting commenced at 5.30pm and concluded at 6.45pm

CHAIRMAN