

**TOWN CENTRE SUB COMMITTEE
17 MARCH 1999**

Present: Councillors Bettison (Chairman), Adams, Mrs Ballin, Finnie,
Flood, Jones, McCormack and North

Apologies for Absence were received from:
Councillors Mrs Hirst and Wheaton

11 Substitute Member

The Sub Committee noted the attendance of the following Substitute Member under Standing Order 38:

Councillor Adams for Councillor Wheaton

12 Minutes

RESOLVED that the Minutes of the Meeting of the Sub Committee held on 2 June 1998 be confirmed as a correct record and signed by the Chairman.

13 Town Centre Management Strategy (Item 1)

The Chief Executive reported on proposals for the adoption of a draft Town Centre Management Strategy. The draft Strategy had been prepared with the involvement of key players for wider consultation and promotion. It would aim to raise the attractiveness of the Town Centre and promote visitor interest, prior to the proposed redevelopment of the Town Centre in three to four years time.

The Strategy included an action programme under three broad headings: standards of street care; targeted improvements to the fabric of the Town Centre; and marketing and communications initiatives. For example, graffiti and gum removal would be addressed to improve the standard of street care. Improvements to the fabric of the Town Centre would include landscaping schemes and welcome signs. As part of the marketing and communications initiatives, a calendar of core promotional events such as a "French Market" in May and "Bracknell Beach" in August had been planned. The Sub Committee approved the Strategy as a working draft and to facilitate the enhancements to the Town Centre the Sub Committee agreed to request the Strategy and Policy Committee to release Section 106 monies held for this purpose.

The Sub Committee also considered a recent incident in which a train had collided with an abandoned supermarket trolley on its approach to Bracknell Station. The Sub Committee concluded that the Public and Environmental Services Committee should give consideration to this matter.

RESOLVED that

- (i) the proposed approach and working draft strategy, as set out in Appendix 1 to Item 1 of the agenda, be approved;

- (ii) the Strategy and Policy Committee be recommended to release Section 106 monies held to enhance the Town Centre to meet the objectives set out; and
- (iii) the Public and Environmental Services Committee be recommended to take urgent action to ensure the collection of abandoned supermarket trolleys in all public places by those responsible and to consider what other measures could be taken that would act as a strong deterrent from allowing trolleys to be abandoned.

14 **Capital Investment Initiatives (Item 2)**

The Sub Committee considered a report proposing the commissioning of a feasibility study to examine the potential for introducing a closed circuit television system within Bracknell Town Centre. The Sub Committee considered the closed circuit television scheme operated by the Royal Borough of Windsor and Maidenhead, how it was configured and the success it had achieved since it had been commissioned. Whilst acknowledging that closed circuit television would have an effect in reducing crime, the Sub Committee noted that its introduction would reduce the fear of crime and provide comfort to those who visited the Town Centre. The Sub Committee also discussed the possibility of extending closed circuit television to other part of the Borough and agreed that any scheme adopted by the Council should be capable of being extended elsewhere in the Borough.

RESOLVED that:

- (i) a feasibility study be commissioned to examine the viability and cost of introducing a closed circuit television system within the Town Centre that would be capable of being extended to other areas in the Borough; and
- (ii) that Mason Communication Ltd be appointed to undertake the feasibility study.

15 **Item for Information**

The Sub Committee noted the following item submitted for information only:

Town Centre Development Manager's Report (Item 3)

The meeting commenced at 5.30pm and concluded at 7.15pm

CHAIRMAN