

ECONOMIC DEVELOPMENT AND ENTERPRISE
OVERVIEW AND SCRUTINY COMMITTEE

MINUTES OF MEETING HELD ON 20 AUGUST 2009 AT 2:00PM

Present: Councillors J Kane (Chairman); C Whiteside (Deputy Chairman); D Banks; A Jacob; D Moore; A Mossop; Mrs C Watson; W Southward and H Wormstrup.

Apologies for absence were received from Councillors E Brennan; N Clarkson; Mrs A Faichney and A Carroll.

Also Present: Mr M Clarke, World Heritage Site Project Director; Councillors R Pitt and Mrs Y Clarkson.

Officers: J Betteridge, Head of Development Strategy; N White, Scrutiny Support Officer; D Ward, Regeneration Project Officer and C Willoughby, Member Services Technical Support Officer.

EDE 08/09 Minutes of the Meeting held on 2 July 2009

RESOLVED – That the minutes of the meeting held on 2 July 2009 be signed by the Chairman as a correct record.

EDE 09/09 Arrangement of the Agenda

With the permission of the Chairman, an additional item regarding the proposed temporary closure of Inkerman Terrace was added to the Agenda.

Due to the Head of Development Strategy being present it was also moved, duly seconded and

RESOLVED – that Agenda item 9 – Marketing Copeland be considered before Agenda item 7 – Millom and Egremont Market Towns Initiatives.

EDE 10/09 World Heritage Bid

Mr M Clarke, World Heritage Site Project Director, presented to Members on the World Heritage Site (WHS) status bid for the Lake District National Park.

The Committee was advised that the original application for WHS status was made in 1986 and subsequently in 1989 and 2002. In 2005 a new partnership was formed and in 2006 a further economic study was

undertaken. During 2008 a WHS Roadshow visited a number of areas in and around the Lake District, including Whitehaven. Within the next year, the WHS Project Team will be advised if their bid will be put forward by central Government.

During the discussion that followed, Members asked about the marketing of the World Heritage Site status and whether the Lake District National Park Authority would allow the marketing of West Cumbria using the WHS status. Members were advised that no one authority or organisation would own the WHS designation.

Members were also advised that if the bid was successful, the earliest designation would be achieved would be 2011 or 2012.

Mr Clarke was thanked for his presentation.

RESOLVED – that the presentation on the World Heritage Bid be received.

EDE 11/09

Marketing Copeland

The Head of Development Strategy presented to the Committee on Marketing Copeland. This included both the Council and Delivery Partners, the opportunities to Copeland from the Energy Coast, Copeland as a good place to live, work and to do business and Copeland as a visitor destination.

Members were also updated on the existing work, work themes, targets and Opportunities resulting from the marketing.

During the discussion which followed, Members suggested the use of the World Heritage Site bid nomination should start now in order to publicise the area to tourists.

The importance of Beach Awards to the smaller rural areas along the west Cumbria coast was also emphasized.

The poor road/transport infrastructure was highlighted and the need for a bridge across the River Duddon was seen as essential.

Concern was expressed by Members regarding the promotion of Copeland by the Lake District National Park Authority and Cumbria Tourist Board and whether the council was receiving value for money.

RESOLVED – that the Marketing Copeland presentation be received.

EDE 12/09

Closure of Inkerman Terrace

Members discussed the proposed closure of Inkerman Terrace from 7 September 2009 for 5 weeks.

Although Members felt it was necessary to repair the road surface, they also had concerns over the use of possible 'rat runs' and that no discussions had been held with local communities.

It was requested that an urgent meeting be arranged with Cumbria County Council together with the Harbour and Bransty Ward Members to discuss appropriate alternative routes for the closure and the means of communicating these to the public.

RESOLVED – that an urgent meeting be arranged with Cumbria County Council together with the County Councillor and Harbour & Bransty Ward Members to discuss the proposed closure of Inkerman Terrace from 7 September 2009 for 5 weeks.

EDE 13/09

Millom and Egremont Market Towns Initiatives

Mr S Walker, Programme Manager, Egremont and Area Regeneration Partnership Ltd and Mr P Stewart, Millom Network Centre, presented a report to the Committee on Millom and Egremont Market Towns Initiatives.

The report presented the key outputs and outcomes from the Market Town Initiatives in Millom and Egremont which were completed during 2008/09.

With regard to Millom, the major projects highlighted included the Millom Network Centre, Millom Outreach Team, Tourism Office, Swimming Pool, Palladium regeneration, Transport Forum, Community Pot and Millom Business Forum.

With regard to Egremont, the key projects included Employment Access, Business advice, Community Pot Grants, Business Expansion Grants and Building Re-Use Grants.

Members were generally pleased that schemes in both towns had been successful and that valuable lessons had been learned. The importance of involving the local community was highlighted.

Mr S Walker and Mr P Stewart were thanked for their report.

RESOLVED – that the report to the Committee on Millom and Egremont Market Towns Initiatives be received.

EDE 14/09 Cleator Moor Town Square Renaissance

The Regeneration Project Officer presented to Members on the Cleator Moor Town Square Renaissance Project and were advised that a Cleator Moor Task Group was established in 2008 to look at the future of Cleator Moor Town Centre.

Consultation has taken place with various stakeholders, existing and potential occupants, the local community and the North of England Civic Trust.

From this, a number of recommendations had been made including a review of services using the area, a review of the Public realm, a reduction in the number of railings, increased foliage and a review of traffic flow.

The Committee were advised that the Implementation Strategy document was available to view in the Member's Room.

The Regeneration Project Officer was thanked for her presentation.

RESOLVED – that presentation on the Cleator Moor Town Square Renaissance Project be received.

EDE 15/09 Work Plan

Consideration was given to the Work Plan for 2009/10.

RESOLVED – that the Work Plan be noted.

The Meeting closed at 4:55pm

Chairman:.....

Date:.....