



ECONOMIC REGENERATION SCRUTINY COMMITTEE

BURNLEY TOWN HALL

DATE: 04/12/2013

PRESENT MEMBERS

Councillor Elizabeth Monk in the Chair.

Councillors Marcus Johnstone, Arif Khan, Andrew Newhouse, Lian Pate, Tom Porter and Andy Tatchell

OFFICERS

Mike Cook	- Director of Economic Regeneration
Paul Gatrell	- Head of Housing and Development Control
Colin Hill	- Head of Regeneration and Planning Policy
Kate Ingram	- Head of Facilities Management
Ryan Gifford	- Support Officer
Imelda Grady	- Democracy Officer

25. Apologies

Apologies were received from Councillor Anne Kelly

26. Minutes

IT WAS AGREED

The Minutes of the meeting held on 3rd October 2013 were approved as a correct record and signed by the Chair.

27. Notice of key decisions

Members considered the Notice of Key Decisions and Private Meetings and were invited to comment on those items that fell within the remit of the Committee.

Mike Cook informed members that the Burnley Local Plan would now be taken to the Executive in January 2014 and added that a reprofiling of the 3 year Burnley Business Growth Programme would be considered by the

Executive in December.

28. Empty Homes Clusters Programme and the LinkedUp Programme
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Paul Gatrell updated the committee on the progress with the Empty Homes Clusters Programme and the LinkedUp Programme.

The clusters programme comprised £3.5m from the Government that was being matched funded by the Council and the private sector to bring back 175 empty homes back into use in the Brennand Street, Gannow Lane and Trinity areas.

Paul said that the loans to landlords scheme to enable refurbishment of their properties had proved difficult to progress as initially the loans of up to £10k had to be matched funded. The loans had now been increased to £20k not matched funded and to date there had been 63 enquiries of which 40 had been completed.

Paul Gatrell updated members on the LinkedUp programme which was a joint scheme between Burnley Council and four other local authorities in Pennine Lancashire, Calico Housing and the Together Group aimed at bringing bring back into use 474 empty homes over the next 3 years – in Burnley this equated to 68 properties. By the end of the current financial year it was anticipated that Calico would have purchased and renovated 12 properties against a target of 35 and 19 properties had been identified for option 4 treatment via the private sector. One of the major stumbling blocks for this project had been the refusal of the banks to sign off the leases required for the 10 year option and one solution was to see if a 7 year lease would be viable. Also several of the properties did not meet the funding requirement set by the Registered Social Landlords and had been put to AAW Ltd to deliver instead.

Council Porter asked what the criteria was for a property to be classed as an empty home and Paul said that the clusters programme was specifically targeted at properties that had been empty for more than 2 years.

Councillor Khan asked how a value was put on a property that was under a compulsory purchase order and Paul said that legislation required that the market value was paid and this was a figure was agreed by the Council and an independent valuer.

**IT WAS
AGREED**

That the report be noted

29. Burnley Branding

Kate Ingram gave a presentation on the Burnley Branding Strategy outlining the progress that had been made since its inception in 2008.

Consultants had found that people who lived outside of the Borough had negative perceptions of Burnley and that these needed to be challenged. As a result Burnley had redefined its boundaries, got a better understanding of 'place' and consolidated its assets. A storybook had been produced to give direction and clear messages about what Burnley had to offer covering four areas of product, environment, communications and behaviour.

The key gateways into the town had been improved, events had been promoted and a bondholders network had been created to drive things forward and promote Burnley in a positive way. As a result in the last 6 months there had been positive media coverage of Burnley's achievements.

A further review by the consultants in 2013 had shown that Burnley was now more confident than it had been in 2009 and that there had been good progress made on products and promotion. However the review also found that whilst the Brand still held true there needed to be more done on behaviour and to refresh the story book to highlight advanced manufacturing and the education offer. It also found that Burnley was too internalised and needed to be more outward looking.

Members agreed that there was a lot of positive work being done to raise Burnley's profile and this would be further enhanced by the better rail links into Manchester. Kate said that Burnley's offer was being promoted in Manchester but also further afield.

Members also discussed the impact that the rail link to Manchester might have on the shopping offer in Burnley and Kate Ingram said that shopping offers in Manchester and Burnley were different and would not compete with each other.

Members commented that the Mitre public house was an eyesore on an important gateway into the town. Mike Cook explained that this building was in a conservation area but agreed that a decision ought to be made on its future.

Councillor Porter said that the road infrastructure around the former Michelin site was poor and Mike Cook said that the County Council was leading a piece of work on the East Lancs Transport Master Plan and this would form part of this.

Councillor Pate said that people who wanted to relocate to the area were finding it difficult to secure well paid jobs. Kate Ingram said that the Local Plan was a key piece of work which would help economic growth and

boost the population.

**IT WAS
AGREED**

That the update be noted .

30. Scorecards: Quarter 2, 2013/14
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Mike Cook informed members of the quarter 2 performance results for 2013/14 for those targets within the remit of the committee.

Those on target were the jobs created/safeguarded through inward investment service and business support programmes; the number of vacant properties brought back into use through local authority intervention; and the number of local contractors used as a percentage of all contractors used.

Those off target were the number of planning applications processed within target time, 70% against a target of 80%.

The customer satisfaction survey had shown an overall satisfaction rate with the Council of 55% which compared favourably with 51% in 2012 and 36% in 2010.

**IT WAS
AGREED.**

That the updates be noted .

31. The state of the local economy
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Ryan Gifford updated members on the state of the local economy which showed the emerging trends at the local, regional and national level in respect of unemployment, worklessness, enterprise, apprenticeships and support for businesses.

Councillor Pate said that there had been a significant increase in the number of people being sanctioned by the Job Centre for up to periods of 16 weeks and asked how many hardship claims had been made to the County Council. She said that a lot of people who were sanctioned did not have the skills required to make an appeal.

Councillor Pate also asked if calls to the Burnley Enterprise Trust were monitored as she had instances of calls not being returned in a reasonable timescale. Kate Ingram said she would follow this up.

Councillor Porter said that there were encouraging signs for better paid jobs in Burnley which would cascade down to improve the quality of life of residents in the town.

32. Work Programme .

Members were informed that the consultation results for Burnley markets would not be available for the January meeting and this review would slip to March.

Members were invited to submit areas of scrutiny for the work programme to Imelda Grady prior to the January meeting.