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Friday, 12 June 2020

To: The Members of the **EXECUTIVE**
(Councillors: Alan McClafferty (Chairman), Colin Dougan, Josephine Hawkins,
Rebecca Jennings-Evans, David Lewis, David Mansfield and Adrian Page)

Dear Councillor,

A meeting of the **EXECUTIVE** will be held at Surrey Heath House and
www.youtube.com/user/SurreyHeathBC on Tuesday, 23 June 2020 at 6.00 pm. The agenda
will be set out as below.

Please note that this meeting will be recorded.

Yours sincerely

Tim Pashen

(Acting) Chief Executive

AGENDA

Pages

Part 1 (Public)

- | | | |
|----|------------------------------|--------|
| 1. | Apologies for Absence | - |
| 2. | Minutes | 3 - 10 |

To confirm and sign the open minutes of the meeting held on 26 May 2020 (copy attached).

- | | | |
|----|---------------------------------|---|
| 3. | Declarations of Interest | - |
|----|---------------------------------|---|

Members are invited to declare any interests they may have with respect to matters which are to be considered at this meeting. Members who consider they may have an interest are invited to consult the Monitoring Officer or the Democratic Services Officer prior to the meeting.

- | | | |
|----|-----------------------------|---|
| 4. | Questions by Members | - |
|----|-----------------------------|---|

The Leader and Portfolio Holders to receive and respond to questions

from Members on any matter which relates to an Executive function in accordance with Part 4 of the Constitution, Section B Executive Procedure Rules, Paragraph 16.

- | | | |
|-----------|--|----------------|
| 5. | End of Suspension of Parking Charges in Camberley Town Centre and Introduction of Low Paid Workers' Season Ticket | 11 - 20 |
| 6. | Kevin Cantlon Fund Repurposing –Economic Recovery | 21 - 28 |
| 7. | EM3 LEP - Bid for funding - Surrey Heath Online Retail Experience (SHORE) | 29 - 42 |
| 8. | Highways liability to support social distancing messaging in the Borough | 43 - 46 |
| 9. | Exclusion of Press and Public | 47 - 48 |

**Part 2
(Exempt)**

- | | | |
|------------|-----------------------|----------------|
| 10. | Exempt Minutes | 49 - 52 |
|------------|-----------------------|----------------|

To confirm and sign the exempt minutes of the meeting held on 26 May 2020 (copy attached).

**Minutes of a Meeting of the Executive
held at Surrey Heath House on 26 May
2020**

+ Cllr Alan McClafferty (Chairman)

+ Cllr Colin Dougan	+ Cllr David Lewis
+ Cllr Josephine Hawkins	+ Cllr David Mansfield
+ Cllr Rebecca Jennings-Evans	+ Cllr Adrian Page

+ Present

In Attendance: Cllr Graham Alleway, Cllr Rodney Bates, Cllr Cliff Betton, Cllr Sharon Galliford, Cllr Shaun Garrett, Cllr Emma-Jane McGrath, Cllr Sashi Mylvaganam, Cllr Graham Tapper, Cllr Victoria Wheeler and Cllr Valerie White

1/E Minutes

The minutes of the meeting held on 24 March 2020 were confirmed and signed by the Chairman.

2/E Questions by Members

Councillor Adrian Page received a question from Councillor Graham Tapper concerning decision making on Tree Preservation Orders and related matters. As this matter was a non-executive function it was agreed that it would be addressed with the relevant officer.

In response to a question from Councillor Rodney Bates on progressing matters relating to transit and permanent sites for travellers in the borough, the Leader indicated that this would be discussed as part of the establishment of the Executive Working Groups and adoption of their Terms of Reference later that meeting.

Councillor Sharon Galliford received a response to her question on making climate change policies intrinsic in all decision making, with the Leader indicating support and that he hoped to see firm recommendations on actions to tackle climate change from the Climate Change Working Group shortly.

3/E Watchetts Tennis Court Redevelopment

The Executive considered a proposal to redevelop the tennis courts at Watchetts Recreation Ground to create a new mixed-use Tennis and Netball facility on the site. Members were informed that these courts had not been resurfaced for over 20 years and were falling into a state of disrepair. It was also reported that at present there were no dedicated netball facilities in Surrey Heath outside of school settings.

It was reported that the courts at Watchetts currently generated minimal income for the council and the charging policy was ineffective due to a lack of ability to effectively police it.

The project would involve a complete refurbishment of the tennis courts at Watchetts, including resurfacing of all five courts, repainting, new perimeter fencing, and installation of a new gate access and online booking system. Three tennis courts would be converted to mixed use facilities, allowing for the provision of two netball courts. It was also proposed to introduce floodlighting, which would be subject to planning permission; this would require an upgrade to the current electricity supply at the site.

The cost to deliver the full proposed works including floodlighting was estimated to be around £135,000, although a number of grant applications would be submitted in an effort to reduce the level of direct funding by the Council. It was advised that the estimated cost without floodlighting and upgraded supply was approximately £103,000, although this approach would make a netball league unviable meaning the majority of income would be lost.

As part of this project, it was proposed to set up a sinking fund so the courts would become self-sustaining, therefore minimising the need for future capital investment in the longer-term. With the refurbishment, it was estimated that by year 3 the facility would generate £16,000 a year leaving an estimated surplus after expenses and contribution to a sinking fund of around £5,675 a year.

RESOLVED that

- (i) the Tennis Courts at Watchetts Recreation Ground be redeveloped to include the resurfacing of all five courts, repainting, new perimeter fencing, installation of a new gate access and online booking system, and the introduction of floodlights (subject to planning);**
- (ii) as part of the redevelopment, three courts be converted to mixed use facilities allowing for the provision of two netball courts;**
- (iii) a tender process to source and appoint a suitable contractor be undertaken; and**
- (iv) the project delivery be delegated to the Executive Head of Business, in consultation with the Places & Strategy Portfolio Holder.**

RECOMMENDED to Full Council that the Capital Programme be increased by £135,000 to fund the redevelopment of the Watchetts Tennis Court.

4/E Executive Working Groups 2020/21

The Executive considered a report proposing the establishment of working groups, their terms of reference and the allocation of seats to those working groups. It was agreed to add additional wording referring to Gypsy & Traveller matters to the Equality Working Group's Terms of Reference, whilst recognising that the Local Plan Working Group would be looking at planning related issues concerning traveller sites and pitches in the borough.

The list of the proposed membership for each Working Group, as nominated by Group Leaders, was noted.

RESOLVED that

- (i) the following Executive Working Groups for the Municipal Year 2020/21 be established:**
 - **Camberley Town Centre Working Group;**
 - **Climate Change Working Group;**
 - **Equality Working Group;**
 - **Local Plan Working Group;**
 - **Surrey Heath Villages Working Group;**
- (ii) the Terms of Reference for each of the Working Groups, as set out in the agenda report, as amended, be agreed;**
- (iii) the number and allocation of seats on each working group be as set out in the Terms of Reference; and**
- (iv) the nominations of members to each Working Group by Group Leaders, as previously circulated, be noted.**

5/E Appointments to Outside Bodies 2020/21

The Executive considered a report seeking appointments to outside bodies for the 2020/21 municipal year. It was agreed that Group Leaders would be asked to seek any further nominations to positions which remained vacant.

Members were advised that, from next year onwards, all representatives would be required to produce a brief report on the work they had undertaken over the previous year and the value gained by the Council for appointing a representative to that organisation.

RESOLVED that

- (i) the appointments to outside bodies listed below be agreed;**

Organisation	Representative 2020/21
Basingstoke Canal Joint Management Committee	Cllr Helen Whitcroft Cllr David Lewis (sub)
Blackwater Valley Advisory Committee for Public Transport	Cllr Edward Hawkins Cllr Valerie White Cllr David Lewis (sub)

	Vacancy (sub)
Blackwater Valley Countryside Partnership	Cllr Sarah Jane Croke Cllr David Lewis
Briars Centre Management Committee	Cllr Sharon Galliford
Camberley Town Football Club – Observer	Cllr Valerie White
Chobham Common Liaison Group	Cllr Pat Tedder Cllr Victoria Wheeler
Citizens Advice Bureau Management Committee	Cllr David Lewis
Deepcut Village Association	Cllr Paul Deach
Fairoaks Airport Consultative Committee	Cllr Victoria Wheeler
Farnborough Aerodrome Consultative Committee	Cllr Josephine Hawkins Vacancy (Sub)
Frimley Community Centre Management Committee	Cllr Darryl Ratiram
Frimley Fuel Allotments Charity (4 year appointments)	Cllr Sarah Jane Croke
Heatherside Community Centre Council	Cllr Graham Tapper Vacancy
Heathrow Community Noise Forum	Cllr Victoria Wheeler Vacancy (sub)
Henry Smith Charity (4 year appointments)	n/a
Joint Waste Collection Services Committee	Cllr David Mansfield Cllr Josephine Hawkins (sub)
Local Government Association - General Assembly	Leader of the Council – Cllr Alan McClafferty Cllr Colin Dougan (sub)
Miss Gomms Trust (4 year appointments)	Cllr Emma-Jane McGrath Cllr Graham Tapper Rev Chris Russell
Mytchett Community Association General Committee	Cllr Paul Deach Cllr Helen Whitcroft (sub)
Parity for Disability	Cllr Helen Whitcroft
Parking and Traffic Regulation outside London Adjudication Joint Committee (4 year appointments)	n/a
RELATE North East Hants and Borders	Vacancy
South East England Councils	Leader of the Council – Cllr Alan McClafferty Cllr Colin Dougan (sub)
Surrey County Playing Fields Association	Cllr Pat Tedder
Surrey Environment Partnership	Cllr David Mansfield
Surrey Heath Age Concern	Cllr Shaun Garrett
Surrey Heath Arts Council	Cllr Shaun Garrett

	Cllr David Lewis Cllr Morgan Rise Cllr Edward Hawkins (sub)
Surrey Heath Duke of Edinburgh Award Forum	Cllr Richard Brooks
Surrey Heath Local Area Committee	Cllr Vivienne Chapman Cllr Josephine Hawkins Cllr Rebecca Jennings-Evans Cllr Victoria Wheeler Cllr Valerie White Vacancy Cllr Graham Alleway (sub) Vacancy (subs)
Surrey Heath Partnership	Cllr Alan McClafferty Cllr Josephine Hawkins
Surrey Heath Sports Council	Cllr Rebecca Jennings-Evans Cllr Charlotte Morley 2 vacancies
Surrey Heath Youth Focus	2 vacancies
Surrey Leaders Group	Cllr Alan McClafferty
Thames Basin Heaths Joint Strategic Partnership Board	Cllr Victoria Wheeler Cllr David Lewis (sub)
Voluntary Support North Surrey	Vacancy Vacancy (sub)

(ii) **attendance by the appointed members at meetings of the bodies listed above and at Annex A to the Executive report, be regarded as approved duties, in accordance with the Members' Allowances Scheme; and**

(iii) **any further nominations to vacant positions be agreed by the (Acting) Chief Executive after consultation with the Group Leaders.**

6/E Appointments to Surrey Leaders' Group Outside Bodies

The Executive considered a report detailing the vacancies for Surrey Leaders' Group Outside Bodies which would be filled in 2020/21. It was reported that there were vacancies on the Surrey County Council Adults and Health Select Committee and the Countryside Access Forum. No Members had expressed an interest in being appointed to either of those bodies.

RESOLVED not to make any nominations to vacancies on Surrey Leaders' Group Outside Bodies.

7/E Establishment of a Property Investment Working Group

The Executive considered a report proposing the establishment of a Property Investment Working Group, which would lead on matters concerning the Council's

property investments. The Working Group would consider any opportunities for acquisition of property, any proposals for refurbishment or regeneration of the Council's properties, and the disposal of any Council property. It was noted that any recommendations from the Working Group would be referred to the Executive for decision.

Members considered the proposed Terms of Reference of the Working Group. It was agreed to amend the membership of the Working Group to include a member of an opposition group, rather than specifically referring to the leader of the largest opposition group.

The Executive was reminded that, in 2016, a Land & Property Board had been established, with authority delegated to the Chief Executive in consultation with the Board to make any authorisations set out in the Property Acquisition Strategy. The establishment of the Working Group superseded the Land & Property Board; as a result, it was proposed to rescind this delegation to the Chief Executive.

RESOLVED that

- (i) a Property Investment Working Group be established;**
- (ii) the Terms of Reference for the Property Investment Working Group, as set out at Annex A to the agenda report, as amended, be adopted;**
- (iii) members be appointed to the Property Investment Working Group by the Leader in accordance with Paragraph 2 of this report, as amended; and**
- (iv) the delegations to the Chief Executive in consultation with Land & Property Board to agree any authorisations in the Property Acquisition Strategy be rescinded.**

8/E Appointment of a Director for SHBC Camberley Ltd.

The Executive was reminded that the properties in Camberley Town Centre acquired by the Council from Capital and Regional PLC in 2016 were held in a Jersey Property Unit Trust. 99.99% of the units in the Trust were held directly by the Council. SHBC Camberley Ltd, a wholly owned subsidiary of the Council, held the remaining 0.01%. This structure was necessary due to Jersey law requiring at least two unit holders for any trust.

Members were advised that the Council's former Chief Executive, Karen Whelan, was the sole Director of SHBC Camberley Ltd. Following Mrs Whelan's resignation from the Council it was necessary to appoint a new director. It was also agreed to delegate the decision of the appointment of this role to the Monitoring Officer in consultation with the Leader, which would enable any future appointments to be made in a timely manner.

It was confirmed that no payments had been or would be made in relation to the position of Director of SHBC Camberley Ltd.

RESOLVED that

- (i) Karen Whelan be removed as Director of SHBC Camberley Ltd following her resignation from the Council's employment;**
- (ii) the (Acting) Chief Executive, Tim Pashen, be appointed as Director of SHBC Camberley Ltd;**
- (iii) authority be delegated to the Monitoring Officer to appoint new Directors in consultation with the Leader of the Council; and**
- (iv) the Scheme of Delegation of Functions to Officer at Part 3, Section B of the Constitution be updated to include this delegated authority.**

9/E Exclusion of Press and Public

In accordance with Regulation 4 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, the press and public were excluded from the meeting for the following items of business on the ground that they involved the likely disclosure of exempt information as defined in the paragraphs of Part 1 of Schedule 12A of the Local Government Act 1972 as set out below:

Minute	Paragraph(s)
10/E	1
11/E	3
12/E	3
13/E	1&3

Note: Minutes 10/E, 11/E, and 13/E are summaries of matters considered in Part II of the agenda, the minutes of which it is considered should remain confidential at the present time.

10/E Community Services Partnership

The Executive made decisions in relation to a partnership for Community Services.

11/E Acquisition of Property on London Road

The Executive made decisions in relation to the acquisition of a property on London Road, Camberley.

12/E Ground Floor Ashwood House - indicative marketing costs

The Executive received a report setting out the indicative costs of marketing and stripping out the former BHS unit in Ashwood House, Camberley.

RESOLVED that

- (i) the costs involved in marketing the former BHS unit be noted;**
- (ii) the cost of stripping out the unit and other associated works be noted; and**
- (iii) no decision to commence with stripping out the unit be made at the current time.**

13/E Review of Exempt Items

The Executive reviewed the reports which had been considered at the meeting following the exclusion of members of the press and public, as it involved the likely disclosure of exempt information.

Chairman

End suspension of parking charges in Camberley Town Centre and introduction of 'Parking Subsidy' Season Ticket

Summary

On 23 March 2020 the Government announced a period of lockdown in response to the Covid-19 pandemic. On 26 March 2020, under COVID-19 delegated authority, Surrey Heath Borough Council temporarily suspended parking charges across the borough to enable easy access for all customers to essential shops and pharmacies.

The Government is now relaxing the lockdown restrictions and some non-essential shops are opening from 15 June 2020. To allow the town time to adjust to new COVID19 measure, the temporary suspension of parking charges in Camberley town will not be lifted until 13 July 2020.

In addition it is proposed to introduce a 'Parking Subsidy' Season Ticket for all car parks, excluding Main Square multi-storey car park, to provide a low cost parking alternative for essential retail and service employees.

Portfolio: Business & Transformation

Date Portfolio Holder consulted: 10 June 2020

Wards Affected: All

Recommendation

The Executive is advised to RESOLVE that

- (i) the temporary suspension of parking charges in Camberley town centre be lifted on 13 July 2020;
- (ii) the 1 Hour free parking at Knoll Road Car Park introduced pre-lockdown to support the town during the High Street refurbishment works be reintroduced;
- (iii) parking charges remain suspended in the rural car parks beyond 13 July 2020;
- (iv) a 'Parking Subsidy' Season Ticket be introduced for a 12 month period at £10 per month on 13 July 2020 or as is practicable after this date;
- (v) the criteria and eligibility for this Season Ticket be as set out at Annex 2 to this report;
- (vi) the 'Parking Subsidy' Season Ticket be reviewed after 12 months; and
- (vii) the 'Parking Subsidy' Season Ticket be advertised in the local paper, on-line and in each car park affected as required by the Road Traffic Regulation Act 1984 and notify the public of items (i) and (ii) as part of the notice.

1. Resource Implications

- 1.1 The provision of free parking during the Covid-19 lockdown has reduced the Council's income significantly by approximately £4,000 per day (based on pre-Covid 19 footfall levels).
- 1.2 The lifting of the temporary suspension of parking charges in Camberley town centre car parks will allow the Council to receive a modest amount of income of circa £1,000 per day, based on 25% of previous demand.
- 1.3 The 1 hour free parking provided at Knoll Road car park to support the town centre during the High Street works will also be re-instated.
- 1.4 The provision of a Parking Subsidy Permit Season Ticket at £120 per annum or £10 per month will provide cheap parking for low paid workers and increase the use of Knoll Road car park. This will be limited to 150 permits.
- 1.5 There is a cost of advertising the Notice of Change and Notice of Making in the local paper of approximately £3,000 which will be funded through Parking Services budget.

2. Key Issues

- 2.1 The Government announced a nationwide lockdown on 23 March 2020 which affected the free movement of people and closing all but essential shops, such as supermarkets and pharmacies as well as imposing strict working conditions on all offices and business.
- 2.2 Customer numbers in car parks across the borough reduced by 90% and on 26 March 2020 SHBC made the decision to temporarily suspend parking charges in all car parks across the borough.
- 2.3 Due to lack of demand and to reduce running costs and the risk of vandalism, Knoll Road multi-storey car park was closed and all residual Season Ticket holders were moved to Main Square multi-storey car park.
- 2.4 At the start of the lockdown the peak occupancy in Main Square multi storey car park was 50 vehicles (capacity is 770 vehicles). With the easing of restrictions occupancy is approximately between 150 to 190 cars per day.
- 2.5 Further easing of the restrictions will take place on 15 June 2020, when non-essential businesses are allowed to open. The Square Shopping Centre estimates that it will be operating at approximately 1/3 capacity.
- 2.6 Lifting the temporary suspension of parking charges on 13 July 2020 will provide an additional four weeks' of free town centre parking

following the easing of restrictions on 15 June 2020.

- 2.7 All previous town centre Season Ticket holders will be contacted and informed of the date that parking charges will resume. This will give those previous customers enough time to organise new Season Tickets for staff who have or who will return to work in Camberley town centre.
- 2.8 A large number of customers parking in Main Square car park will be low paid shop workers who will be displaced when parking charges are introduced.
- 2.9 To provide low cost parking for these customer and to reduce demand for public transport it is proposed to introduce a Parking Subsidy Season Ticket costing £120 per year, payable in full or £10 per month on a rolling basis. Payment will be by direct debit initially, but will move to an online system to reduce the administrative workload. Details of how the scheme will work is at Annex 2.
- 2.10 Government instructions to local authorities is to give NHS and carers free parking. This will be managed by Parking Services. NHS workers will be able to email Parking Services using their NHS email addresses and carers will need to get their employers to email Parking Services their details.
- 2.11 All shops and businesses in the town centre and in The Square will be required to maintain social distancing so will be restricting the number of customers allow in their premises.
- 2.12 These measures could cause customers to spend some time queuing as part of their visit to Camberley town centre.
- 2.13 It is not known if or for how long customers could spend in queues. Parking Services have the ability to increase the grace period from the standard 10 minutes to 20 minutes or 30 minutes to off-set any potential resentment customers may feel for being charged to stand in queues.
- 2.14 Parking Services will be able to monitor parking patterns and compare occupancy and length of stays to previous patterns.
- 2.15 Customers will have to touch the screen on the pay stations to enter their vehicle registration number. Hand sanitiser dispensers will be provided at appropriate locations to ensure customers can sanitise their hands after use.
- 2.16 A comprehensive cleaning plan is in place to clean the pay stations regularly along with all other touch points throughout both multi-storey car parks.

3. Options

3.1 The Executive has the options to:

- (i) approve the re-introduction of parking charges in Camberley town centre as shown in Annex 1.
- (ii) approve the re-introduction of 1 Hour free parking at Knoll Road Car Park.
- (iii) approve the continued suspension of parking charges in the pay and display car parks across the borough as shown in appendix 1
- (iv) approve the introduction and advertising of the Parking Subsidy Season Ticket as shown in Annex 2
- (v) amend the recommendations in this report
- (vi) reject the recommendations in this report

4. Proposals

4.1 It is proposed that the Executive:

- (i) approve the suggested reintroduction of charging in Camberley town centre
- (ii) approve the re-introduction of 1 Hour free parking at Knoll Road Car Park.
- (iii) agree the continued suspension of parking charges in the pay and display car parks across the borough
- (iv) agree the introduction of a 'Parking Subsidy' Season Ticket is introduced at £10 per month on 13 July 2020 or as is practicable after this date and advertise the changes

5. Supporting Information

5.1 The Square shopping centre will be operating at 1/3 capacity, however, many offices will still remain closed after 15 June 2020. Therefore, it is anticipated that demand for parking will only be 25% of pre-lockdown levels

6. Corporate Objectives And Key Priorities

6.1 Place: Delivering an improved Camberley Town Centre for the benefit of the Borough.

7. Policy Framework

7.1 This proposal supports Council Recovery Plan..

8. Legal Issues

8.1 The introduction of the Parking Subsidy Season Ticket will require a Notice of Variation giving 21 days' notice of the variation and Notice of Making to be published in accordance with the Road Traffic Regulation Act 1984 and be placed in each affected car park.

9. Sustainability

9.1 Parking charges need to re-instated sensitively across the borough starting in Camberley where there is greatest demand for parking.

10. Risk Management

10.1 There is a risk of adverse reaction from public users and the Town Centre interests to the re-introduction of charges. However, the re-instatement of 1 hour free parking at Knoll Road Multi-story and the Parking Subsidy Season Ticket will assist in providing low cost parking yet maintain income for the council.

11. Community Safety

11.1 There are no community safety issues.

12. Equalities

13. An Equality Impact Assessment is being undertaken and any outcomes from this Assessment will be reported to the meeting.

14. Consultation

14.1 Information signs will be erected in each multi-storey advising the public that charges will be back in place on the given day and this information will be shared on line and on social media.

14.2 Legal notices will be advertised as required, erected in each car park affected and on the councils website informing the public of the proposed new Parking Subsidy Season Ticket.

15. PR and Marketing

15.1 The Council will be re-introducing parking charges in Camberley town centre but not in the outer areas as we continue with our recovery plan. The new Parking Subsidy Season Ticket has been introduced to provide a cheap alternative to public transport for low paid workers.

Annexes	Annex 1 – Re-introduction of Parking Charges Annex 2 – Details of the Parking Subsidy Season Ticket
Background Papers	None
Author/Contact Details	Eugene Leal – Parking Services Manager Eugene.leal@surreyheath.gov.uk
Head of Service	Daniel Harrison - Executive Head of Business

Consultations, Implications and Issues Addressed

Resources	Required	Consulted
Revenue	<input type="checkbox"/>	<input type="checkbox"/>
Capital		
Human Resources	<input type="checkbox"/>	
Asset Management		
IT		
Other Issues	Required	Consulted
Corporate Objectives & Key Priorities	<input type="checkbox"/>	<input type="checkbox"/>
Policy Framework		
Legal	<input type="checkbox"/>	<input type="checkbox"/>
Governance		
Sustainability	<input type="checkbox"/>	<input type="checkbox"/>
Risk Management	<input type="checkbox"/>	<input type="checkbox"/>
Equalities Impact Assessment	<input type="checkbox"/>	<input type="checkbox"/>
Community Safety		
Human Rights		
Consultation		
P R & Marketing	<input type="checkbox"/>	<input type="checkbox"/>

Annex 1: Re-introduction of parking charges

Main Square multi-storey car park

Category of Charge	Charges
Up to 2 Hours	£1.80
Up to 3 Hours	£2.30
Up to 4 Hours	£3.50
Up to 6 Hours	£5.00
Up to 10 Hours	£7.00
Evenings after 6pm until 8am the following day	£2.00
Sundays or Bank Holidays	£1.50
12 months Season Ticket	£995.00
6 month Season Ticket	£575.00
3 month Season Ticket	£290.00

Knoll Road multi-storey car park

Category of Charge	Charge
Up to 1 Hour	FREE
Up to 2 Hours	£1.50
Up to 3 Hours	£2.00
Up to 4 Hours	£3.00
Up to 6 Hours	£4.00
Up to 10 Hours	£4.00
Sunday and Bank Holidays	£1.50
Evenings after 6pm (Monday to Saturday)	£1.50
12 months Season Ticket	£825.00
6 month Season Ticket	£475.00
3 month Season Ticket	£240.00
12 months Parking Subsidy Season Ticket (£10 per month by direct debit)	£120.00

Pay and Display Car Parks – FREE

Bagshot car park, Chobham car park, Burrell Road car park, Watchetts Road car park and Yorktown car park

The 12 months Parking Subsidy Workers Season Ticket (£10 per month by direct

debit) will be available in the pay and display car parks when appropriate.

Annex 2: Parking Subsidy Season Ticket

The Parking Subsidy Season Ticket enables lower paid staff who commute to work in shops or offices across Surrey Heath to apply for a discounted parking Season Ticket.

Parking Subsidy Season Tickets will apply to park in a specific car park and each car park will have a maximum limit to ensure the availability of parking for daily customers and other Season Ticket holders.

Qualifying Criteria

To be eligible for the Parking Subsidy Season Ticket, applicants must:

- work in either a commercial centre as defined by the maps in Appendix 1.
- drive a minimum of 2 miles for their place of residence to their place of work
- earn less than the National Living Wage plus 10% per hour. This is currently £8.72 per hour + 10% gives an hourly rate of £9.59. Should earnings increase above this figure the person will no longer be eligible for the Season Ticket.

Required Documents:

Proof of Earnings. Acceptable documents include:

- Copy of payslips
- A letter on headed paper from your employer stating the hourly rate which you are paid and place of work
- A copy of contract of employment

Proof of Residence. Acceptable documents include:

- A recent utility bill, bank statement or payslip no more than 3 months old (electricity, gas, landline phone, water bill)
- Benefit Award Statement, Tenancy Agreement or letter from your landlord confirming your tenancy

Photocopies and online downloads of the above will be accepted.

Cost

150 Season Tickets are available across the borough at a price of £120 each per annum or £10 each month payable by direct debit on a first come first served basis.

The season ticket will be issued for a specific car park and made available on a pro-rata basis based on the spaces available in each car park

Main Square multi-storey car park –	Not available	Pro rata space
Knoll Road multi-storey car park	606 spaces	85 Season Tickets
Bagshot pay and display car park	95 spaces	15 Season Tickets
Chobham pay and display car park	96 spaces	15 Season Tickets
Burrell Road pay and display car park	60 spaces	9 Season Tickets
Watchetts Road pay and display car park	36 spaces	6 Season Tickets
Yorktown pay and display car park –	137 spaces	20 Season Tickets
Total spaces and available Season Tickets	1030 spaces	150 Season Tickets

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Kevin Cantlon Fund Repurposing – Economic Recovery

Summary

This paper is requesting the re-purposing of the remaining budget in the Kevin Cantlon Shop Fronts Improvements scheme allowing for greater support to be given to businesses following the COVID-19 outbreak.

Portfolio: Business & Transformation

Date Portfolio Holder signed off report: 15 June 2020 (by the Leader)

Wards Affected: All

Recommendation

The Executive is advised to RESOLVE that

- (i) The remaining budget left in the Kevin Cantlon Shop Fronts Scheme be re-purposed for business support projects following the COVID-19 Crisis;
- (ii) As part of the business Support work, Economic Development to work with organisations and associations who work with businesses to support and guide SHBC in the correct level and type of business support needed;
- (iii) research be undertaken either at LA level or with Borough and District colleagues to understand the impacts and needs of the business community so that support can be targeted; and
- (iv) authority to spend the fund be delegated to the (Acting) Chief Executive in consultation with the Business & Transformation Portfolio Holder.

1. Key Issues

- 1.1 There has been a very low take up of the Shop Front Improvements scheme, and there is £87,000 remaining in the budget. Only supporting 7 shop fronts in the Borough during this time.
- 1.2 The COVID-19 pandemic has impacted hugely on the local and global economies, and sadly this is set to continue as Government Financial Packages cease and businesses face the realities of re-starting.

2. Resource Implications

- 2.1 The Economic Development team will continue to deliver under the Economic Development Strategy which sets out to support businesses.
- 2.2 This proposal will allow for additional work to be undertaken to support the economic recovery of the Borough.

- 2.3 The Economic Development team will work with other Boroughs and Districts, associations and organisations to coordinate support and to get best value for money, and best support for business through collaborative initiatives.

3. Options

- 3.1 The Executive has the following options to consider:

- 3.1.1 Continue to use the money for The Shop Front Scheme

- 3.1.2 Part repurpose the fund

- 3.1.3 Fully repurpose the fund

4. Proposals

- 4.1 It is proposed to utilise the remaining fund (£87,000) to undertake Business Support to support the recovery of the Economy post COVID-10.

5. Supporting Information

- 5.1 Since the Shop Fronts Scheme launched, there have been 8 applications have been made, 7 successful totalling a grant pay out of £18,756.

- 5.2 Promotion for the scheme has been undertaken through door to door leaflet drops, engaging with signage companies to promote the scheme to their customers and business newsletters and information sharing.

- 5.3 Issues identified by businesses include:

- 5.3.1 Difficulties in getting approval from landlords

- 5.3.2 Not long enough left on the lease to warrant investment

- 5.3.3 Lack of cash flow to pay the 50% required to gain match funding

- 5.3.4 Uncertain retail market

6. Corporate Objectives And Key Priorities

- 6.1 Prosperity – to sustain and promote our local economy so people can work and do business across Surrey Heath, promoting an open for business approach that attracts investment and complements our place. Allowing for this fund to be re-purposed will ensure that Economic Development are helping businesses recover, and growth to support the communities of Surrey Heath.

- 6.2 Performance – to deliver effective and efficient services and allow for support to be targeted to businesses and individuals when they need it.

7. Policy Framework

- 7.1 Business support and financial packages may remain to come forward from central Government and any proposals for the use of this fund to support businesses will fill any gaps in support and enhance the programmes.
- 7.2 The business support will be in line with the current and future economic development strategies to ensure that the projects delivered are inline with the Boroughs needs and wider objectives.

8. Governance

- 8.1 Financial matters will be carried out within strict guidelines.
- 8.2 Procurement of any contractors used to deliver the work will be undertaken

9. Risk Management

- 9.1 Risk assessments will be undertaken on each project developed accordingly.

10. Equalities Impact

- 10.1 Any project arising from the re-allocation of these funds will support all businesses and individuals which are eligible for the projects. Equalities impact assessments will be undertaken when required.

11. PR And Marketing

- 11.1 Support will be required to celebrate the Shop front scheme and what it achieved, as well as why (if approved) the money is going to be diverted towards business support programmes for businesses in recovery and growth post COVID-19.

12. Officer Comments

- 12.1 Enabling the Economic Development team to utilise this funding to support businesses recovering from this Global pandemic will be a fitting re-allocation of the funding first set out to reflect the passion of Kevin Cantlon in the Local Economy of Surrey Heath.

Annexes	Original Exec Paper requesting the adoption of the original scheme
Background Papers	
Author/Contact Details	Teresa Hogsbjerg – Economic Development Manager Teresa.hogsbjerg@surreyheath.gov.uk
Head of Service	Louise Livingston - Executive Head of Transformation

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Shop Front Improvement Grant Scheme – The Kevin Cantlon Fund

Purpose

To consider the setting up of a Shop Front Improvement Grant Scheme called the Kevin Cantlon Fund.

Background

1. The Council's vision for making Surrey Heath an even better place to live, work and enjoy hasn't changed. Following on from major financial investment in the Borough last year we are already seeing financial results and are making good progress on key refurbishment and regeneration schemes; positioning ourselves to deliver significant town centre improvements and new housing over the next few years.
2. This report seeks approval for a Town and District Centres Shop Front Improvement Scheme to be delivered under the Council's Economic Development Strategy. The funding and procurement route for this Shop Front Improvement Scheme will be approved through the Council's Land & Property Board. Details of the scheme and how to apply will be set out in a document with a clear set of eligibility criteria.
3. The need for this scheme has come about through:
 - The High Street (Camberley) Working Group, it identified some changes it would like to make to the High Street which included the importance of improving the appearance of the streetscape and public realm as one of the main changes that would make the biggest difference to the High Street and would support the wider aspiration of regenerating the town centre. Some shops have carried out their own improvement works but the majority of units would benefit from shop front improvements. This investment would boost confidence in the area generally, and help to attract investment.
 - Work undertaken with the business associations across the Borough including Frimley and Bagshot again looking at schemes to help improve the streetscape and public realm which in turn will help attract inward investment.
4. Funding for the Scheme will come from section 106 money and the general fund. The fund supporting this scheme will be known as the Kevin Cantlon Fund. Kevin worked very closely with businesses across the borough and was an integral part of many of the business associations, he was also in the process of setting up the High Street Forum and had completed a high street inward investment study with the support of the Local Government Association which had supported

the setting up a shop front improvement scheme therefore the fund will be set up in his memory as a testament to his hard work in this area.

5. The total capital funding available for 2017/18 will be £100,000. This fund will be reviewed annually.
6. The Scheme will help to address the appearance of the area by funding and implementing physical improvements to the front elevations of existing independent businesses to create attractive, thriving town and district centres that people are proud of, that customers want to visit and will encourage further investment by the existing businesses themselves.
7. In the future the Council will work with the retail and commercial community to develop shopfront design guidelines and will consider rolling the programme out to other local centres within the borough.

Options

8. The Council has the options to adopt the setting up of a shop front improvement scheme for town and district centres called the Kevin Cantlon Fund or to amend the proposal or decline the setting up of the scheme.

Resource Implications

9. As set out above £100,000 will be put into the Kevin Cantlon Fund from Section106 contributions and the General Fund.

Recommendation

10. The Council is advised to resolve that
 - (i) a Shop Front Improvement Scheme, called the Kevin Cantlon Fund, be set up as detailed above;
 - (ii) the Corporate Capital Programme 2017/18 be increased by £100,000 to fund the setting up of the Kevin Cantlon Fund Shop Front Improvement Scheme;
 - (iii) the Chief Executive, after consultation with the Land and Property Board, be authorised to determine the funding policy and grant conditions and, thereafter, determine any applications for this Shop Front Improvement Scheme.

Annexes: None

Background Papers: None

Report Author Louise Livingston 01276 707403

e-mail:louise.livingston@surreyheath.gov.uk

Chief Executive:

Karen Whelan 01276 707313

e-mail:Karen.whelan@surreyheath.gov.uk

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EM3 LEP – Bid for funding – Surrey Heath Online Retail Experience (SHORE)

Summary

Enterprise M3 LEP has launched a call for projects that help to support re-starting the economy post-COVID19.

The Council's Economic Development team have been working in partnership with Alibaba (the world's largest retailer and e-commerce company) to plan a 'Live Commerce' platform for Surrey Heath businesses to help with this recovery and to aid with any future pandemic isolation precautions.

The platform would create a single portal for all current and future Surrey Heath businesses to promote and sell their products and services, take online bookings and reservations all on an even footing. A main focus of the platform will be the built in 'Live Commerce' streaming which allows businesses to showcase products, offers and promotions; like a QVC shopping channel for the digital age, this functionality can also be used to deliver webinars and classes from service based businesses.

As a pilot for Alibaba, they have made clear that they want to deliver the project in a modular fashion, enabling future bolt-ons of new technology and functionality including 5G.

We see this platform as the perfect way to blend online and offline sales, with retailers being able to live stream to encourage physical visits for special promotions or being able to switch to, a uniquely engaging, online only mode should further social distancing/isolation be necessary in the future.

In China, Alibaba's ecommerce platform, Taobao, boasts 4,000 livestream hosts, who generate 150,000 hours of content each day, and On Singles' Day (11 November) 2019 over 50% of merchants on Alibaba-owned retail website Tmall embraced live streaming, to the tune of almost 20 billion yuan (\$2.9 billion) of sales. However, in the West such platforms do not yet exist; this project would be the first of its kind for Alibaba in the UK and would be quickly scalable to the rest of the region once tested. It should also be noted that Alibaba is very keen to look at how virtual reality and augmented reality could work on this platform over 5G giving further opportunity for collaboration.

Also part of the project partnership is Bubbl, an Innovate UK backed product who's technology plugs in to any app to offer geolocation targeted dynamic mobile content distribution. Once launched, retailers and town centre managers would be able to use the technology, via a borough app, to proximity market video, image and audio content to visitors offering unparalleled advertising opportunities for businesses. Alongside this the technology also offers a number of safety benefits such as greater reach for issues such as missing persons, lost children, evacuation etc. It would also have significant advantages during COVID-19 isolation to allow targeted messaging for pharmacy and food parcel services.

Montagu Evans and the BID have already pledged support for the project and will help the Council work with businesses to promote understanding of the tools and utilisation of the technology in a way that is right for their business.

A successful bid would enable us to build all this functionality for the borough and develop a Borough App which encompasses both the Alibaba product and Bubbl functionality giving an unparalleled experience for new and existing businesses and a much-improved experience for the customer. The Borough App also allows for future Council initiatives to be added as required.

All LEP bids require match funded contributions for which we seek Council approval.

Portfolio: Business & Transformation

Date Portfolio Holder signed off report: 15 June 2020 (by the Leader)

Wards Affected: All

Recommendation

The Executive is advised to RESOLVE that

- (i) the bid to the EM3 Local Enterprise Partnership for 'Supporting Town Centre Funds' be endorsed; and
- (ii) the Council's financial contribution to the overall LEP bid, including staffing resource be noted.

The Executive is advised to RECOMMEND to Full Council that the Capital Programme be amended by £10,000 to fund the Council's contribution towards the Surrey Heath Online Retail Experience project.

1. Key Issues

- 1.1 The COVID19 pandemic has accelerated some of the issues and uncertainty facing physical retailers as the purpose of the high-street continues to evolve. The concern for Surrey Heath is heightened for the Council due to our significant investment and reliance in the sector.
- 1.2 It is important for Surrey Heath Borough Council to continue to identify methods to support businesses in the borough and innovate to ensure we remain a location that is attractive to new and existing businesses.
- 1.3 Enterprise M3 LEP has launched a Supporting Town Centres call for projects up-to £100,000 that help re-start the local economy.
- 1.4 Surrey Heath Borough Council have been working with the world's largest e-commerce company Alibaba and start-up technology company Bubbl to form a bid to the LEP for a borough app that houses a UK first live-commerce and proximity marketing platform for businesses to be able to promote and sell from.

- 1.5 All LEP bids require a match funded contribution from partners which we have calculated as follows, for the Council we propose £10,000 cash and £40,000 in contribution; primarily staff costs to support the initial build and ongoing promotion;

Partner	Cash	Contribution
SHBC	£10,000	£40,000
Camberley BID	£20,000	
Montagu Evans		£30,000
Alibaba		£65,000
Enterprise M3	£80,000	
Total Project Costs	£250,000	

2. Resource Implications

- 2.1 Should the LEP bid be successful the Council would be required to invest £10,000 but also allow for staff time to establish and promote the project to businesses and consumers.
- 2.2 Primarily the emphasis will be the responsibility on the Economic Development team to grow usage but other teams in the Council will also be required to support, including IT and Marketing and Communications.

3. Options

- 3.1 Approve the Council contribution of £10,000 and appropriate staff resource.
- 3.2 Refuse the Council contribution of £10,000 and appropriate staff resource.

4. Proposals

- 4.1 The Economic Development team proposes that Council approve a project contribution of £10,000 and appropriate staff resource for delivery.

5. Supporting Information

- 5.1 Submitted LEP Bid attached as Annex A

6. Corporate Objectives And Key Priorities

- 6.1 We believe this project supports all four of the Council's challenges as set out in the five-year strategy.

7. Policy Framework

7.1 The primary purpose of the project is to support the economic recovery of the borough but is also devised in line with the Economic Development Strategy and Council's five-year plan.

8. Legal Issues

8.1 The proposed project is a first of its kind in the UK and whilst successful overseas it has the potential to raise issues not immediately identified. It is proposed that liability be weighted toward technology partners as part of the contract framework.

9. Governance

9.1 If successful the project will have due regard to all appropriate governance.

10. Risk Management

10.1 A full risk assessment will be produced as part of the project management.

11. Equalities Impact

11.1 This project will be accessible to all businesses in the borough regardless of size and turnover.

12. Human Rights

12.1 No issues identified.

13. Consultation

13.1 Views and considerations have been sought from project partners Montagu Evans and Camberley BID. It has not been possible to consult with retailers due to the uncertainty of the bid success.

14. PR And Marketing

14.1 Internal support for PR and Marketing will be required.

15. Officer Comments

15.1 The need for funding is dependent on approval from the EM3 LEP

Annexes	Annex A - Submitted LEP bid
Background Papers	N/A
Author/Contact Details	Sam Marshall – Economic Development Officer sam.marshall@surreyheath.gov.uk
Head of Service	Louise Livingston - Executive Head of Transformation

Supporting Town Centres Fund Expression of Interest Form

An Expression of Interest application form is required for all projects seeking capital funding from Enterprise M3, irrespective of the project value. Please answer all questions and provide as much detail as possible. Please submit electronic versions of this form, in pdf format, along with any accompanying documentation to bids@enterprisem3.org.uk in line with the stated timescales in the Invitation to Bid.

All Expression of Interest applications will be assessed internally by LEP officers against set criteria. The Enterprise M3 Chief Executive can approve projects seeking less than £100,000 of capital funding.

Each section of this form contains response guidelines created to help provide a common platform to the Expression of Interest applications we receive and allow for consistency of review and consideration and to answer the questions we often get. If you are still unsure about what information should be provided in each section please contact bids@enterprisem3.org.uk for further clarification.

Enterprise M3 recognises that applicants may not have all the information relating to timescales, milestones and monitoring. Applicants are encouraged to complete the form as fully as they can and indicate where possible when this information could be made available.

Responses to this Expression of Interest should be kept short and concise.

Supporting Town Centres Fund Expression of Interest Form

1. Project name

Provide a short and descriptive name for the project

Surrey Heath Online Retail Experience (SHORE) – Providing a bespoke online platform for retailers in Surrey Heath.

2. Lead organisation for the project

Surrey Heath Borough Council.

3. Point of contact from the lead organisation

Name	Sam Marshall
Organisation	Surrey Heath Borough Council
Job title	Economic Development Officer
Address	Knoll Road, Camberley, Surrey
Telephone	01276 707100
Email	Sam.marshall@surreyheath.gov.uk

4. Please list all delivery partners and their role in the project

Partner	Role
Alibaba	Provision of the technical product to build the eCommerce platform Provision of the public cloud services to host the ecommerce platform General project advisory.
Bubbl.io	App build Geofencing proximity marketing integration.
Surrey Heath Borough Council	Project management and marketing
Montagu Evans	Retail sector advisory / town centre retail liaison
Camberley BID	Retail liaison, retail support and marketing

5. Provide a summary description of the project.

Provide a short summary of the project, including its location(s), what it will deliver, the impacts it will have, why the project will not proceed without funding or how providing funding accelerates the pace at which the intervention can be delivered, inter-dependencies with other projects (including to the recently Reopening High Streets Safely Fund announced by Government on 24 May 2020) and how the proposal supports social distancing. This paragraph will be used to explain your project to others.

Surrey Heath Borough Council have been working in partnership with Alibaba (the world's largest retailer and e-commerce company) to plan a 'Live Commerce' platform for Surrey Heath businesses. The platform would create a single portal for all current and future Surrey Heath businesses to sell their products and services, on an even footing. It would also have the added feature of built in 'Live Commerce' streaming to showcase products, offers and promotions; like a QVC shopping channel for the digital age and feature the ability for restaurant bookings and reservations.

Supporting Town Centres Fund Expression of Interest Form

As a pilot for Alibaba, they have made clear that they want to deliver the project in a modular fashion, enabling future bolt-ons of new technology and functionality.

We see this platform as the perfect way to blend online and offline sales, with retailers being able to live stream to encourage physical visits for special promotions or being able to switch to, a uniquely engaging, online only mode should further social distancing/isolation be necessary in the future.

In China, Alibaba's ecommerce platform, Taobao, boasts 4,000 livestream hosts, who generate 150,000 hours of content each day, and On Singles' Day (11 November) 2019 over 50% of merchants on Alibaba-owned retail website Tmall embraced live streaming, to the tune of almost 20 billion yuan (\$2.9 billion) of sales. However, in the West such platforms do not yet exist; this project would be the first of its kind for Alibaba in the UK and would be quickly scalable to the rest of the region once tested. It should also be noted that Alibaba is very keen to look at how virtual reality and augmented reality could work on this platform over 5G giving further opportunity for collaboration.

Also part of the project partnership is Bubbl, an Innovate UK backed product who's technology plugs in to any app to offer geolocation targeted dynamic mobile content distribution. Once launched, retailers and town centre managers would be able to use the technology, via a borough app, to proximity market video, image and audio content to visitors offering unparalleled advertising opportunities for businesses. Alongside this the technology also offers a number of safety benefits such as greater reach for issues such as missing persons, lost children, evacuation etc. It would also have significant advantages during COVID-19 isolation to allow targeted messaging for pharmacy and food parcel services.

The Council, Montagu Evans and the BID will work with businesses to help them to understand and utilise the technology in a way that is right for their business.

This funding would enable us to build this functionality into a Borough App which encompasses the Alibaba product giving an unparalleled experience for new and existing retailers and a much-improved experience for the customer. The Borough App also allows for future Council initiatives to be added as required.

6. Project costs	
Total Project Cost	£ 250,000
Funding Request from EM3	£ 80,000
Local Contributions	<i>Detail all other contributions to the project costs, specifying the source and whether they are confirmed</i>
	Camberley BID - £25,000 (pending) Surrey Heath Borough Council - £50,000 (pending) Montagu Evans - £30,000 (pending) Alibaba - £65,000 (pending)

7. Earliest start date	June
Desired start date	July 2020

Supporting Town Centres Fund Expression of Interest Form

Delivery timescale

How long, in months, will it take to deliver the project? How has this calculation been made? If there are uncertainties, please confirm the approximate delivery timescale range as accurately as possible. Enterprise M3 wish for projects to be delivered at pace

It will need 4-6 weeks to deliver the pilot project:
week 1: Required research and scope.
Week 2: Confirm the project plan and resources
Week 3: Develop and implementation.
Week 4: Testing and trouble shooting
Week 5: Go-live and trial using
Week 6: Trial using and project acceptance

Supporting Town Centres Fund Expression of Interest Form

8. Identify the issues the scheme is intending to address to support social distancing

Provide details of the project objectives and how it will contribute to addressing issues for maintaining social distancing. (e.g. Pedestrian movement flows, increased need for vehicle access, need to provide space for road crossing points, the need to give confidence to users of the roads and public spaces etc.)

The project seeks to establish an online platform, with partners Alibaba, which will be available to all existing and new businesses in the Borough to sell their goods in a single, localised portal, enabling contactless purchasing and delivery.

Alongside traditional e-commerce, the system will also be focused around live streaming functionality, which enables retailers and centre managers to be able to speak directly to customers and offer reactive promotions and brand engagement.

Retailers and shopping centre management will also be able to encourage and deter physical visits at specific times through live streaming, aiding social distancing. We will also be able to broadcast safety guidance direct to people's handsets through the proximity marketing functionality to maximise visitors understanding of social distancing.

A comprehensive marketing campaign will be run in parallel to the development of the platform, by all participating partners, to give awareness to residents and businesses of how the platform can aide them manage social distancing.

9. Detail the rationale for public sector intervention

Provide an explanation of the extent to which the delivery of the scheme can be accelerated as a result of securing funding. if funding for this project is not secured. Would an alternative (lower cost) solution be implemented (if yes, describe this alternative and how it differs from the proposed project)?

This is a new pilot for Alibaba and would be the first deployment in the UK, without external funding, it would not be possible for a project of this kind to be achievable in Surrey Heath.

As a pilot, there is no close substitute that could be implemented, so should funding not be secured a lower impact support for retailers and customers would be all that could be deployed.

10. Summarise the expected benefits and outcomes that will arise following delivery of the project and when are they expected to arise.

Provide a summary of how the project will impact on the local economy (e.g. area impacted by the Project, anticipated footfall levels, number of businesses likely to benefit etc.) and when these outcomes are likely to occur. Also include any potential legacy benefits from the Project and if the Project has the potential to be rolled out elsewhere in the Enterprise M3 LEP area?

This project would provide a new route to market for many businesses in the Borough and would provide a focus for the heightened 'shop local' trend within the Borough. We anticipate that the platform would be equally attractive for independent start-up businesses though to global retailers, with the association with the biggest e-commerce business as a partner being hugely attractive.

Retailers will not only benefit online but will also have a heightened presence for instore

Supporting Town Centres Fund Expression of Interest Form

purchases, being able to reach out to potential customers through live streaming and building confidence in their brand and visiting their store. This will help to elevate smaller businesses and contribute to helping to prevent closure of high street retail businesses.

The platform will also support businesses other than retail to meet wider audiences, create promotions and access their services in a way which they were unable to do before.

Once successful the project can be quickly scaled throughout the LEP region and may attract new retail openings, drive footfall and enable businesses to grow.

11. Strategic fit

Provide an explanation of how the Project aligns with other proposals and projects, both public and private, including details of partnership working. Demonstrate how your vision fits with wider strategic plans such as transport, off-highway initiatives, Business Improvement Districts, the LEP's Local Industrial Strategy etc. Also provide information on how this links to town centre regeneration and repurposing in the medium term with temporary interventions around safety in the shorter term. This should reflect the whole area of social distancing as well as the economy.

Surrey Heath Borough Council are the owners of The Square Shopping Centre in Camberley, purchased as part of major regeneration investment for the Council. The centre and all retail in the borough are a crucial part of the economy of the borough but the physical retail sector was in a state of flux prior to COVID19 but now been accelerated by social distancing measures.

This means that it is crucial we find new ways of supporting our retailers to grow and succeed, in turn generating income for the Council to deliver vital services to its residents.

This project offers Surrey Heath and the region the opportunity to innovate and work with global e-commerce leaders to implement new technologies into the UK, garnering national interest with the risk balanced by successful examples overseas.

Alibaba have expressed interest in using the platform to develop their learnings of 5G technology and how AR and VR may help to grow their market share.

12. Outline what digital aspects you are planning to include in your project to maintain social distancing and to aid in decision making

These could refer to interactive apps for visitors, digital signage, contactless payments and data gathered from Traffic Management systems etc.

Consumers in the region can buy products from local merchants without physical contact, through an online platform and via mobile app. Retailers and shopping centre management will also be able to encourage and deter physical visits at specific times through live streaming aiding social distancing.

Through the proximity marketing functionality, we will be able to broadcast safety guidance direct to peoples handsets.

Supporting Town Centres Fund Expression of Interest Form

A comprehensive marketing campaign will be run in parallel to the development of the platform, by all partners, to give awareness to residents and businesses of how the platform can aide them manage social distancing.

13. Outline any low carbon aspects you are planning to include in your project.

These could refer to reduction in carbon emissions in town centres, the use of sustainable materials, etc.

Carbon emissions would be reduced by allowing customers to avoid travel to shop but also by showing customers when good times to travel are through live streaming and proximity marketing.

14. Outline how your project supports design principles for a safer urban space

Applicants should refer to Government guidance on safe urban spaces which can be found at: <https://www.gov.uk/guidance/safer-public-places-urban-centres-and-green-spaces-covid-19> and detail how the Project meets the expectations and principles of the guidance.

The platform will allow for direct messaging to retailers and customers with health and safety messaging, COVID-19 related and otherwise. It will allow the Council to be more reactive and have an unparalleled method of communication with its residents and businesses. The project will have all due regard to the Safer Urban Space guidance.

15. Is funding being allocated through the Reopening High Street Safely Fund for a complementary project?

YES	NO	X
<i>If Yes: The Reopening High Street Safely Fund is focused on short term support to reopening town centres. Where applicants are seeking funding in the same area, they should demonstrate the added value this funding offers and in particular how investment through the Reopening High Street Safely Fund can be built upon.</i>		

16. Set out a summary breakdown of the estimated capital costs and programmed expenditure of the project in the table below

Project component – cost heading	Cost (£250,000)	Date of spend
<i>Provide details of how these costs were calculated</i>	Provided by Partners	

Supporting Town Centres Fund Expression of Interest Form

<i>This might include details relating to project inception, mobilisation, training, stage 1, stage 2, deployment activities</i>	Some of the overall project cost is being contributed in kind.	
Project planning and management	£30,000	
Cloud hosting	£60,000	
Develop and implantation	£40,000	
Professional services (including technical consulting)	£40,000	
Mobile App delivery	£20,000	
Proximity integration	£10,000	
Marketing	£30,000	
Contingency	£20,000	
Total	£250,000	

17. Will the project require on-going revenue support? If so, how will this be funded?

Summarise on-going project revenue costs, setting out how these costs will be funded

The project will require ongoing license fees which will be paid for through a membership charge following the pilot period.

18. Set out in the table below the high-level project stages or milestones (Enterprise M3 funds will be paid on achievement of agreed milestones). Append a high-level Gantt chart or project programme showing your key milestones, a critical path and any interdependencies.

Project Stage/ Key Milestone	Description	Indicative Date
<i>Include key construction milestones where appropriate</i>		
Research	Required research and scope.	29 th June
Project Plan	Confirm the project plan and resources	10 th July
Development	Develop and implementation.	17 th July
Testing	Testing and trouble shooting	24 th July
Trial Test	Go live for trial test	29 th July
Live	Go live	31 st July

19. Set out the key risks associated with the project.

Provide a summary of the main risks attached to the project, specifying their likelihood, impact and how they will be managed and mitigated. Also include any statutory and legal implications.

Risk	Likelihood (L/ M/ H)	Impact (L/ M/ H)	How risk will be managed/ mitigated
The delay of any milestone	M	M	Project timescales will be reviewed.
Slow uptake from users	L	H	The Council/ BID and Shopping Centre team will liaise with retailers and support them in using the platform
Costs exceed budget	L	H	Partners have been asked for quotes in advance but should anything occur that increases the cost of the project a small contingency has been built in.
No support from technical provider	L	H	Alibaba are the largest and most successful e-commerce company in the world and see the project as a partnership.

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Pandemic isolation is necessary for a 2 nd time	M	L	The project is in place to support successful business through isolation.
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20.a	State Aid																		
<p>State Aid guidance including De Minimis Aid can be found here: www.gov.uk/guidance/state-aid</p> <p>In order to minimise distortion of competition the European Commission sets limits on how much assistance can be given without its prior approval to organisations operating in a competitive market.</p> <p>There is a ceiling of €200,000 (approximately £178,000 based on the exchange rate as at 20/05/2020) for all De minimis aid provided to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years).</p> <p>Should the De minimis aid in aggregate including this Project exceed the amount of €200,000 your Project may <u>not</u> be eligible for funding.</p> <p>De Minimis Aid includes not only grant funding but also assistance such as free or subsidised consultancy services, marketing advice etc. If you are in any doubt about whether previous assistance received classes as De minimis assistance, please include it</p> <p><i>Please complete the below table detailing any De Minimis Aid your organisation has received over a three fiscal year period.</i></p> <p><i>If the De Minimis Aid amount including this project exceeds the €200,000 ceiling please ensure you complete Section 19. b</i></p>																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;">Provider of the Funding</th> <th style="width: 35%;">Amount (£)</th> <th style="width: 30%;">Date Received</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td></td> <td></td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		Provider of the Funding	Amount (£)	Date Received	N/A														
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N/A																			

21.b If you have received public funding over the De Minimis threshold, provide detail on how your Project is compatible with State Aid regulations.
<p><i>Provide detail of any advice received regarding State Aid and a statement explaining why the Project is compatible with State Aid regulations. Detail any exemptions you may wish to rely on under the General Block Exemption Regulations.</i></p> <p>No</p>

22. Provide details of how and when you will monitor and evaluate this project.
<p><i>A monitoring and evaluation framework should be provided which demonstrates how the effectiveness of the measures will be monitored, highlighting who will carry out this evaluation, the process involved, timescales and key evaluation criteria to be used.</i></p> <p>Surrey Heath Borough Council will allocate a project manager to oversee the project in line with the Council’s methodology. Regular partner updates will be taken and distributed from the project board.</p>

Supporting Town Centres Fund Expression of Interest Form

23. Provide details of any aspect of the project which you believe to be commercially confidential and explain why.

Please be aware that the work of Enterprise M3 is subject to Freedom of Information requests. Please also indicate if the information can be publicly declared at a later date

None

24. Senior Responsible Owner

As Senior Responsible Owner for SHORE I hereby submit this request for capital funding from the Enterprise M3 LEP on behalf of *[insert name of applicant]* and confirm that I have the necessary authority to do so.

I agree that details of the Project may be shared by Enterprise M3 LEP both publicly and also to partner organisations, agents, officers and sub-contractors.

I confirm that I have read the supporting guidance and that *[name of applicant]* has the resources in place to deliver this project should this proposal be awarded funding and that *[name of applicant]* will have all the necessary statutory powers in place and resources to ensure the timescales in the application can be realised

Name	Sam Marshall	Signed	Sam Marshall
Position	Economic Development	Date	05/06/2020

Highways liability to support social distancing messaging in the Borough

Summary

Surrey County Council highways have been working with various teams within Boroughs and Districts to identify and deliver measures to enable safer active travel in the context of social distancing. Some, including SHBC approached SCC about installing social distancing stickers/decals on pavements to delineate safe distances for queueing. Up until the 5th June 2020, SCC's position was to not allow these, given a host of issues that they present in respect of liability and maintenance.

Surrey Highways have now recognised how important the need is to enable spaces to be as safe as possible as people return to the high street, SCC members have therefore agreed to allow these measures, including decals on pavements, for the period of social distancing, However, it is expected that liability be taken.

Portfolio: Leader

Date Portfolio Holder signed off report: 15 June 2020

Wards Affected: All

Recommendation

The Executive is advised to RESOLVE that temporary liability be accepted for social distancing decals on the pavements across the Borough which have been purchased and provided by the Council and/or Collectively Camberley BID.

1. Key Issues

- 1.1 Ascertaining social distancing during the pandemic is everyone's responsibility, however, as a Local Authority we need to support our communities in understanding the needs for social distancing, and ensuring we are supporting the Governments guidelines in the re-opening of our high streets and communal spaces whilst restrictions on lockdown are lifted.
- 1.2 Within Camberley and some smaller High Streets there is limited space for the deployment of A-Boards or signage to support information about social distancing, and of using pavements to provide details on social distancing have been adopted as a simple recognisable process UK wide during the Covid-19 pandemic.
- 1.3 Up until the 5th June 2020 Surrey County Council were not allowing for the utilisation of pavement decals across the Borough.

- 1.4 Boroughs and Districts across the County have been lobbying for this blanket disapproval to be lifted to enable them to support a variety of social distancing measures.
- 1.5 On the 5th June 2020 Surrey County Council Members agreed to lift this, with requirements for the Boroughs and Districts to take over the liability required to ensure the Health and Safety of users of the public spaces which are detailed between 4.1.1 – 4.1.6

2. Resource Implications

- 2.1 Internal teams and resourcing information is being sought.

3. Options

- 3.1 The Executive has the option to
 - 3.1.1 Refuse to accept the liability; or
 - 3.1.2 Accept the liability

4. Proposals

- 4.1 Surrey County Council have requested the following be agreed to at Borough and District level for the utilisation of pavement decals within the Borough to support social distancing during the COVID-19 recovery and relaxation of lockdown measures:
 - 4.1.1 agree the locations with all relevant parties (including the disabled groups – they may impact on partially sighted);
 - 4.1.2 install and maintain (regular maintenance as they could peel off and be a hazard);
 - 4.1.3 agree to cover costs and making good any damage they cause (i.e. to expensive materials such as Yorkstone);
 - 4.1.4 ensure that the materials used are sufficiently skid resistant (i.e. not slippery when wet);
 - 4.1.5 agree to deal with any correspondence relating to these measures;
 - 4.1.6 are liable for any insurance claims for slips of falls related to the decals; remove these measures if instructed by SCC (this would only be done where there were obvious health and safety or maintenance issues that could not be resolved)

5. Supporting Information

- 5.1 The utilisation of pavement decals will be reviewed on an on-going basis to ensure that they are supporting social distancing, are well maintained and are still providing the correct information as per the Government's guidelines.

6. Corporate Objectives And Key Priorities

- 6.1 Place – continued focus on our vision to make Surrey Heath an even better place to live – providing the tools to support the community during the time for the need for social distancing.
- 6.2 Prosperity – to sustain and promote our local economy so people can work and do business across Surrey Heath, promoting an open for business approach that attracts investment and complements our place – supporting local business to adhere to the guidelines set out by government enabling them to re-open safely

7. Policy Framework

- 7.1 Clarification is being sought with County Highways about requirements for maintenance.

8. Legal Issues

- 8.1 If the Council's public liability insurance does not cover the decals on the pavements across the Borough, the Council would be liable for the full value of any successful claims for personal injury which result from accidents. If applicable, the Council should consider any additional premiums to enhance the level of insurance cover.

9. Governance

- 9.1 The Council will liaise with its insurers to verify its level of cover and, if required, discuss options to mitigate the risk of claims including any options to enhance cover.

10. Risk Management

- 10.1 Details of where the decals are distributed and utilised will

11. Consultation

- 11.1 Discussions have taken place with SCC about use of decals on public Highways, and initially there was a blanket refuse, however

12. PR And Marketing

- 12.1 Through the re-opening of the highstreets fund, The Borough has been awarded £78,494 in European Regional Development Fund (ERDF) monies to enable it to procure materials to support the re-opening of the high street.
- 12.2 The Council's Marketing and Communications team has designed and procured posters and pavement decals which will support social distancing by indicating a safe distance for shoppers to distance themselves from others whilst is required in the Governments easing of

lock down measures, both supporting Camberley, and our other highstreets across the Borough.

- 12.3 Marketing and Communications will be distributing the material to Camberley, and other officers will distribute to other highstreets within the Borough (This must be in accordance with the funding).

13. Officer Comments

- 13.1 Decals have been designed so that shoppers are given information about social distancing and encouraging them to take responsibility and use their common sense when using our high streets.

- 13.2 Messaging will be updated as per Government guidelines when required.

Annexes	None
Background Papers	<u>Government guidance on re-opening urban and green spaces safely</u> <u>Re-opening high street safely fund guidance</u>
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Head of Service	Louise Livingston - Executive Head of Transformation

Exclusion of Press And Public

Recommendation

The Executive is advised to RESOLVE that, under Regulation 4 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, the public be excluded from the meeting for the following items of business on the ground that they involve the likely disclosure of exempt information as defined in the paragraphs of Part 1 of Schedule 12A of the Act, as set out below:

<u>Item</u>	<u>Paragraph(s)</u>
10	1&3

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By virtue of
Regulation 21(1)(A) of the Local Authorities (Executive
Arrangements) (Access to Information) (England)
Regulations 2000.

Document is Restricted

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