

Minutes of the **Overview and Scrutiny Committee**
of the **Test Valley Borough Council**
held in Conference 2, Beech Hurst, Weyhill Road, Andover
on Wednesday 7 October 2015 at 5.30 pm

Attendance:

Councillor C Lynn (Chairman)	(P)	Councillor A Finlay (Vice Chairman)	(P)
Councillor N Adams-King	(P)	Councillor D Baverstock	(P)
Councillor S Cosier	(P)	Councillor J Cockaday	(P)
Councillor B Few Brown	(A)	Councillor D Drew	(A)
Councillor I Jeffrey	(P)	Councillor K Hamilton	(P)
Councillor J Neal	(P)	Councillor J Lovell	(P)
Councillor T Preston	(P)	Councillor B Page	(P)
Councillor K Tilling	(P)	Councillor J Ray	(-)
		Vacancy	

Also in attendance:

Councillor Z Brooks	Councillor S Hawke
Councillor P Giddings	Councillor G Stallard

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Urgent Item

Due to Councillor P Bundy being appointed as Planning & Building Portfolio Holder he can no longer serve on this Committee or be Lead Member of the Community Safety Panel. The Chairman proposed that Councillor Baverstock take over as the Lead Member on that panel as she had been involved with the panel from the start. Councillor Bundy would be co-opted to the panel. Councillor Baverstock was also appointed as the new Community Lead Member

Resolved:

That Councillor Baverstock be appointed Lead Member of the Community Safety Panel and Community Lead Member.

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Minutes

Resolved:

That the minutes of the meeting held on 9 September 2015 be confirmed and signed as a correct record.

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Presentation by the Andover Town Centre Manager

Chris Gregory, Andover Town Centre Manager gave a presentation on the work of the Town Centre Partnership. He explained that the Partnership brought together the public sector, organisations, businesses and local residents and was funded by Andover Town Council, Test Valley Borough Council and Hampshire County Council.

The Town Centre Partnership aimed to encourage people into the Town Centre, boost the economy and vibrancy of the town and ensure customers received a good shopping experience.

This is achieved by;

- Programme of events
- Marketing and promoting projects in Andover
- Ensuring the town looks and feels at its best
- Supporting businesses

A number of questions were raised and the key issues were;

- Apathy amongst businesses as Partnership seen as yet another incentive.
- Although there was a good mix and balance of shops there are a few gaps in the market. This could be redressed with vision and future development.
- Promotion of independent businesses.
- Businesses paid a fee of between £75-£200 to become a member of the Partnership for which they received business training, mentoring and help with projects. They were also affiliated to the Chamber of Commerce at no extra cost.
- Businesses were consulted on the Partnership's action plan on an annual basis.
- Any business could join the Partnership although those outside the Town Centre would join at an entry level and would only be promoted to a Borough wide audience.
- KPIs were being put in place to monitor progress and improvements to the plan.
- Change the way the Town is promoted and better advertisement for independent businesses.
- Businesses were being trained to diversify through digital channels and market more to the local community.
- A kiosk in the Town Centre was suggested some time ago and the Partnership would support such an initiative.
- The Chantry Centre was a member of the Town Centre Partnership.
- Andover came 4th out of 235 applicants in the National Great Britain High Street competition for improved towns.

The issue of disabled manoeuvrability around shops was raised. If there were any specific issues then Chris would be happy to discuss the matter with the businesses concerned. It was also noted that this had been a core of role of the former Andover District Disability Forum which had now been incorporated into the new Test Valley Access Forum.

148 **Programme of Work for the Overview and Scrutiny Committee**

The Committee agreed to move the November meeting back to the 4 November.

The Committee considered and updated the Work Programme as follows:

- A Competitive Local Economy – Phase 2 be deferred to the 2 December meeting.
- The Community Safety Panel Report be deferred to the 16 January meeting.
- Animal Welfare Report to be added to the 16 January meeting.

Resolved:

1. **That the November meeting be moved back to the 4 November 2015.**
2. **That the future work programme, as amended, be approved.**

(Meeting terminated at 6:20 pm)