



**South Area Committee**  
**(City Councillors representing Cherry Hinton,**  
**Queen Edith's, Trumpington Wards)**

13<sup>th</sup> March 2008  
7.30pm – 9.27pm



## **Minutes & Actions**

**Present:** **City Councillors**  
**Cherry Hinton:** (Stuart Newbold, Russ McPherson)  
**Queen Edith's:** (Alan Baker, Amanda Taylor)  
**Trumpington:** (Andy Blackhurst, Philippa Slatter, Sheila Stuart)  
**County Councillor:** Anne Kent

### **08/09 Minutes**

The minutes of the meeting on 10 January 2008 were signed as a correct record.

### **08/10 Apologies for Absence**

Apologies were received from City Councillors Robert Dryden and Vikki Sanders, and County Councillors Christine Carter and Geoffrey Heathcock.

### **08/11 Declarations of Interest**

Personal Code of Conduct interests were declared as follows:

<b>Councillor</b>	<b>Minute Number</b>	<b>Nature of Interest</b>
Slatter	08/15 Anstey Way Events	Involved in the organising committee for these events.
Taylor	08/15 Cambridge University Press Pensioners' Club	As a member of the Cambridge University Press Pension Scheme.

Prejudicial Code of Conduct interests in Planning Applications were declared as follows. The Councillor indicated took no part in the discussion and did not vote on the application referred to.

<b>Councillor</b>	<b>Application</b>	<b>Nature of Interest</b>
McPherson	07/1427/FUL	Had written to the Planning Officer during the consultation period stating his objections to the application.

### **08/12 Matters Arising**

There were no matters arising

## **08/13 Open Forum**

A member of the public asked what could be done about verge parking particularly in Topcliffe Way which has become the overflow parking area for Addenbrooke's. There is a notice on lamp posts that mentions a £100 fine for illegal verge parking. He had approached the council about this and had been told that unless the person driving the car on to the verge was seen that no action could be taken. Who was to be informed if someone was seen and was it not too late by the time they arrived the person would be long gone.

Cllr Baker said he shared the resident's concerns. There were two ways to protect grass verges. The first was to extend the byelaw for which Fendon Road and Mowbray Road had been the pilot to other parts of the city. The problem with this was that it was expensive and that the resident was quite correct in saying that the person had to be observed driving their car on to the verge. The second way was to put double yellow lines in place in consultation with the County Council. Double yellow lines applied to the verges and the pavement as well as the road. In that situation, the people to contact are LAPE (Local Authority Parking Enforcement) by phoning Cambridge 458500. They are able to issue fixed penalty fines.

## **08/14 City Centre Management - consultation on proposals**

The Head of Tourism and City Centre Management, Emma Thornton, gave a short presentation. She said that City Centre Management nationally had been gaining momentum over the past 10-15 years and that Cambridge had been one of the first schemes to get established. The activities (which include managing the street markets, licensing café tables on the pavement, street entertainment and street trading) were very visible and there was a good record of partnership working with private sector on a wide range of projects. Marketing the attractions of the city centre and working to provide good transport links and access were also vital roles. The challenges of doing this would increase with the provision of 45,000 new homes on the city fringes over the next 20 years.

Emma commented that it was essential to cherish the range of small independent shops as well as the larger brand such as John Lewis and those occupying the new Grand Arcade. National trends showed that fewer people were visiting city centre shops and that there was a significant increase year on year in on-line shopping. Therefore, providing a cohesive city centre community which could respond proactively to these challenges was very important.

Responding to the current and future challenges could not be done by the public sector alone so a strengthened public/private partnership was needed. Important in developing this would be the need to give the private sector more of a say in governance when they were providing vital funds. Such a partnership needed to be proactive rather than reactive. One example of such an initiative was CAMBAC (Cambridge Businesses Against Crime) which was a partnership between

businesses, the police, and the Council.

So consultation was taking place now to seek views from residents before a decision is taken later in the summer about the future structure and role of a public/private sector partnership for City Centre Management and Tourism.

**Councillors and the public raised the following:**

Cllr Stuart: A shop keeper in King's Parade had expressed concern about the opening of the Grand Arcade and had asked if there were plans for signage to and publicity about other shops and when these might be put in place.

Emma: A Shopping and Access Guide was designed last year which gave guidance about 17 different shopping areas in the city. These are available at the Park & Ride sites and in the city centre. This will be updated annually and there are plans to extend it. I have been working with the County Council and other stakeholders on a wayfinding system for Cambridge which will seek to improve pedestrian signage in the city centre. A research project has been undertaken which identifies where people tend to stop to orientate themselves which will help in the location of signs. There will be a mix of tablets style signs with a map and supporting information and finger posts. The plan will be to replace existing signs as new ones are installed so key in this project is the need to declutter. John Lewis and the Grand Arcade recognise the importance of the independent shops in attracting people to continue to come and shop here.

Cllr Slatter asked whether there were plans to increase the number of stops made by the City Shuttle bus, whether additional vehicles were planned and whether the leaflet mentioned was available on the bus.

Emma said that the Shuttle Bus was the City's best kept secret. She was working with Stagecoach to reconsider the route of the Shuttle as well as additional stops and she confirmed that leaflets were available on it.

Cllr Kent asked whether the University of Cambridge and the Colleges were part of the partnership as people had commented on the levels of rent charged by them for the retail outlets owned by them. She asked also whether the city might be laid out in such a way that people were encouraged to explore eg public art could provide such a focus (the Fisher Square sculpture had transformed that area) and could commuted sums from developments be used for this.

Emma said that historically the links had been made through the Bursars' Committee. Her strategy was to forge stronger links with the colleges having key property holdings in the city centre such as Gonville & Caius. As a result she was planning to give a presentation to those bursars to try and get them really engaged. The survey of people's walking habits would also help in relation to the role of public art.

Cllr Stuart commented in her role as Chair of the Public Art Steering Group and said that a Public Art Strategy was being drawn up. There was also a Public Art Initiative

Fund (PAIF). The Steering Group had commissioned a well known artist to identify sites in the city where art could be use to best effect. It was also hoped that changes could be made to the S106 criteria such that more money could be put into the PAIF.

Member of the public: Are there any plans to extend the number of Park & Ride sites?

Helen Green (Partnership Project Officer for City Centre Management and Tourism) said that when the Guided Bus came into operation, there would be new Park and Ride sites at St Ives and Fenstanton.

Simon Payne, Director of Environment & Planning, said that the Long Term Transport Strategy was key to how transport was linked to the new growth. Currently a new Park and Ride site was being built at Milton.

Cllr Baker raised the question of the night time economy and whether the partnership had any plans to develop this and to develop further the links with the police to manage the city centre at night.

Emma said that CAMBAC (Cambridge Business Against Crime) which was set up by City Centre Management last year was a beginning. The new CAMBAC Manager has a range of projects to tackle the night time economy. An award scheme was to be launched to reward and recognise licensed premises for best practice in managing licensed premises. In Brighton they have developed a night time Ranger initiative which is an initiative which could be explored for Cambridge if appropriate in the future.

## **08/15 Community Development and Leisure Grants 2007/08 and 2008/09**

The Grants Officer introduced the report. She alerted the Committee to a mistake in the table for 2008-09 on page 15 of the agenda by amending the 2008-09 chart on page 15 of 31 to "Leisure should read "allocated £0, remaining £3420", as opposed to "allocated £3420 and remaining £0" which were the figures in the report.

The Committee considered first the expenditure of funds for the 07-08 financial year which would end on 31 March.

Having clarified that the £671 not spent in the 2007-08 budget under Community Development grants would be devolved back to the central grants budget, the Committee agreed unanimously to award £671 to the Royal British Legion to contribute to the funds for the repair of the roof of their premises. This was deemed to be the organisation in greatest need which had not had the full amount of their request granted previously.

The Committee then considered the applications for 2008-09.

Members questioned the request from the Cambridge University Press Pensioner's Club on matters of principle. Concerns were raised about public money being used to fund a closed club and about whether only residents of south area would benefit. Cllr Slatter asked whether they might be advised to ask other grant givers such as

Cambridge Water.

Cllr Slatter also raised concerns about the application from Romsey Mill for the Cherry Hinton Football Project and Queen Edith's/Cherry Hinton detached youth work. She said it was looking more like core funding rather than pump priming.

The Chair pointed out that getting a grant from South Area Committee helped Romsey Mill to obtain grants from other sources.

Cllr Kent suggested that funds from central council budgets would be more appropriate.

The Grants Officer said that Romsey Mill did receive core funding from the central grants budget.

Cllr Stuart as the portfolio holder for Community Development and Health said that she would look into the issues raised for future allocations to Romsey Mill.

Cllr Baker suggested that if the grant were awarded, that a letter be attached indicating that this level of funding from South Area Committee would not be on-going.

The Committee resolved to award the following grants:

To Anstey Way events ( by 7 votes to 0)	£1250
To Cherry Hinton Festival (unanimously)	£1370
To Romsey Mill Cherry Hinton Football Project (unanimously)	£4044
To Romsey Mill Queen Edith's/Cherry Hinton detached youth work (unanimously)	£2811

The Committee resolved by 6 votes to 0 with Cllr Taylor abstaining not to make any award to Cambridge University Press Pensioner's Club.

## **08/16 Applications for Planning Permission**

Full details of the decisions, conditions of permissions and reasons for refusal may be inspected in the Environment and Planning Department, including those, which the committee delegated to the Head of Development Control to draw up.

These minutes should be read in conjunction with the reports on applications to the committee, where the conditions to the approved applications or reasons for refusal are set out in full and with the Amendment Sheet issued at the meeting. Any amendments to the recommendations are shown.

**1** 07/1427/FUL  
**Site** 49-51 High Street, Cherry Hinton  
**Proposal** Change of use of ground floor from A1 (retail) to A2 (Financial Services) for use as a licensed betting shop.  
**Recommendation** Approve with conditions  
**Applicant** Joe Jennings Bookmakers  
**Public Speakers** Mr Martin Sanders (objector) Mr Richard Peett (agent) Cllr McPherson spoke as ward councillor from the floor, but did not take part in the debate or vote as he had made objection to the application during the consultation stage.  
**Decision** **APPROVED** (by 5 votes to 1) with conditions

The meeting finished at 9.27pm

**CHAIR**