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B O S T O N
B O R O U G H C O U N C I L

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Chief Executive
Phil Drury
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3 October 2017

TO MEMBERS OF THE ENVIRONMENT AND PERFORMANCE COMMITTEE

**NOTICE OF MEETING OF THE
OVERVIEW & SCRUTINY - ENVIRONMENT & PERFORMANCE COMMITTEE**

Dear Councillor

You are invited to attend a meeting of the
Overview & Scrutiny - Environment & Performance Committee on
Wednesday, 11th October, 2017 at 6.30 pm
in the Municipal Buildings, West Street, Boston, PE21 8QR

PHIL DRURY
Chief Executive

Membership:

Chairman: Councillor Judith Skinner
Vice Chairman: Councillor Nigel Welton
Councillors Colin Brotherton, David Brown, Barrie Pierpoint,
Anton Dani, Sue Ransome, Stephen Raven and Stephen Woodliffe

A G E N D A

PART 1 - PRELIMINARIES

A. APOLOGIES

To receive apologies for absence.

B. MINUTES

To sign and confirm the minutes of the previous meeting.

(Pages 1 - 4)

C. DECLARATION OF INTERESTS

To receive declarations of interests in respect of any item on the agenda.

D. PUBLIC QUESTIONS

To answer any written questions received from members of the public no later than 5 p.m. two clear working days prior to the meeting.

PART II - AGENDA ITEMS

- 1 **ECONOMIC DEVELOPMENT PLAN** (Pages 5 - 18)
A report by the Economic Development Manager

- 2 **PROSPEROUS BOSTON TASK AND FINISH GROUP
PHASE 3** (Pages 19 - 40)
A report by the Head of Town Centre Leisure, Events and Culture

- 3 **WORK PROGRAMME** (Pages 41 - 46)
Standing Item by the Chairman

- 4 **LEARNING AND DEVELOPMENT**
(For Members to consider any training needs they may have)

Notes:

The person to contact about the agenda and documents for this meeting is Karen Rist, Democratic Services Officer, Municipal Buildings, Boston, Telephone Number 01205 314226. email: karen.rist@boston.gov.uk

Council Members who are not able to attend the meeting should notify as soon as possible giving the name of the Council Member (if any) who will be attending the meeting as their substitute.

Alternative Versions

Should you wish to have the agenda or report in an alternative format such as larger text, Braille or a specific language, please contact Democratic Services on direct dial (01205) 314226

Emergency Procedures

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OVERVIEW & SCRUTINY - ENVIRONMENT & PERFORMANCE COMMITTEE

23 August 2017

Present: Councillor Judith Skinner (Chairman), Councillor Nigel Welton (Vice-Chairman), Councillors Colin Brotherton, David Brown, Jonathan Noble, Barrie Pierpoint, Elizabeth Ransome, Sue Ransome, Yvonne Stevens and Stephen Woodliffe

In attendance:

Officers –

Chief Executive, Partnerships & Sustainability Manager and Democratic Services Officer

60 APOLOGIES

Apologies were received from Councillor Stephen Raven with Councillor Elizabeth Ransome substituting.

61 MINUTES

The minutes of the previous meeting were signed by the Chairman with the agreement of the committee

62 DECLARATION OF INTERESTS

No declarations of interest were noted

63 PUBLIC QUESTIONS

No public questions were tabled.

64 BOSTON HEALTH AND WELLBEING STRATEGY 2017 - 2020

The Partnerships and Sustainability manager presented the report to the committee stating he felt it important to set the context in that the NHS reforms in 2013 had transferred responsibility for Public Health to local authorities in two tier areas: the upper tier authority Lincolnshire County Council being the lead authority for Public Health employing a Director of Public Health with the district councils having responsibility for delivery in key areas such as housing and leisure.

Committee were advised that Boston continued to faces challenges and it was important to recognise that both obesity and dementia trends were in line with national trends but that a key factor in the high levels of obesity in Boston was the ongoing problem of a lack of physical activity by the public.

Significant investments with the support of partners had been made in health and wellbeing initiatives with the launch of the Boston Park Run; development of the Body Hub and the provision of Memory Lane activity sessions for people with dementia.

The proposed new strategy set out 3 priority areas for the Council to focus on over the following 3 years.

The first priority was to encourage healthier lifestyles and behaviour to address the unhealthy living lifestyles currently favoured by many which increased risks of serious illnesses including diabetes, strokes and cancer. With research showing that 80% of obese adolescents would grow into obese adults; 40% of deaths in England related to lifestyle and that three quarters of adults in Boston were overweight or obese. With 25% of the adults in Boston smoking and with high levels of alcohol misuse – encouragement of changes in lifestyles supported by improved leisure activity was vital.

The second priority was to work towards Boston becoming a more Dementia Friendly Community. Committee were advised that over 1000 people over the age of 65 were living with Dementia in Boston in 2015 which was 7.1% of the population. Research showed a projected increase in that level to 8.5% of over 65's having the condition by 2030 which would be the highest proportion of cases in the Country. Members were advised that two thirds of people with dementia were women and that 1 in 3 people who died after 65yrs had dementia, with 1 in 20 under 65yrs who died having the condition. To support and understand the condition increasing both awareness and understanding was key to reducing the stigma and discrimination currently labelling sufferers and increased supportive and caring environment at a local level for both sufferers and their carers, was required to allow them to live well and feel part of the community.

The final priority was to improve both local housing and financial confidence. Statistics showed that 1 in 5 households in the Borough were in fuel poverty and 1 in 5 also categorised as having serious hazards. The gross weekly pay for Boston was significantly lower than the national average but private rental rates higher than the national average. Improvements to housing standards were needed with increased ranges of affordable housing and flexible housing options. By working with partners the Council could look to support people to manage their finances which in turn it would help to identify those who could potentially become homeless due to financial problems.

Furthermore earlier identification of the vulnerable already homeless, or at risk of becoming homeless would prevent increases in homelessness.

Concluding the Partnerships and Sustainability Manager stressed the need for committee to recognise that only a partnership approach could address and take forward the complex problems. Members were reassured that officers continued to submit bids for funding streams and advised that resources for prevention of Boston's priorities would be strongly influenced by the outcome of the county-wide Health Strategy review and asked to support lobbying to influence the decisions.

Committee deliberation followed which included:

There was overall praise for the report and the draft strategy and recognition by most members of the problems the town continued to experience. The urgent need for a change in lifestyles was evident by the findings within the policy and concern was voiced by many at both the current high levels of obesity and dementia and at the projected increases.

Whilst acknowledging they were in line with national trends, members recognised the significance of the figures within the draft strategy.

Areas identified and suggestions made to support the implementation of the strategy included working with schools and employers.

Debate in respect of the need to address the obesity levels of schoolchildren was robust with comments on the need for changes in their lifestyles being paramount with an emphasis on physical activity and healthy eating.

Type 2 diabetes in the young, alongside obesity, was directly linked to lack of activity and diet: members voiced very strong comments about the levels of sugar in all foodstuffs and a lack of monitoring of the content of lunch boxes and about how often school children were seen eating sweets / chocolate bars and drinking sugar laden fizzy drinks.

Strong concerns were voiced at the amount of children (*particularly those who were old enough to walk on their own*) being driven to and from school daily, over very short distances from their own homes. Parents of young children would benefit by walking to and from school; elder children would benefit walking on their own or with friends and from an environmental stance it would reduce congestion and the dangers of traffic parking, in front of the schools.

During the discussion a number of members agreed that parents needed to take far more responsibility for their children's lifestyle and health needs and that they should be monitoring their eating habits, providing healthy lunch boxes and ensuring that they support their children in undertaking physical activity. Limitations on iPad / laptop / usage should be implemented and time made for family physical activity, be it simply walking; bike riding or visiting a local park and using the free facilities they provided for exercise. Money did not need to be an issue as there were plenty of free parks and green areas with exercise and play equipment within the town.

A comment was made by a member that a dictatorial approach to parents to enforce changes could have a negative effect, dependant on the situation of each individual household. Encouragement and support would the member noted, be a far more productive approach: a realisation of both an individuals and their own families health issues, together with their personal circumstances was more important rather than simply dictating that a person had to change their lifestyle.

Committee recognised that investing in green spaces was an area where the Council could make a big difference. By working with BTAC, alongside all the Parish Councils and other organisations it could achieve a very practical improvement in the provision of exercise and play equipment and in providing clean open spaces for families to visit and enjoy outdoor activity.

Discussing the high level of smoking in the town members did acknowledge that a contributory factor could be the concentration of the migrant workers, a large number of whom appeared to smoke. The Partnerships and Sustainability Manager advised that whilst members identified it could prove difficult in knowing how to approach the various migrant communities in educating them on the dangers, contact could be made with Quit 51 the smoking cessation service to see if they had experience of similar situations and could offer advice on how an approach could be made.

Concluding the Chairman thanked the officer for the report and the committee for the rounded debate.

Councillor Jonathan Noble moved the officer recommendation which was seconded by Councillor Barrie Pierpoint and the motion was clearly carried.

RECOMMENDED:

1. That the committee having consider the draft Health and Wellbeing Strategy for 2017 – 2020 recommend that Cabinet approve the strategy subject to baseline data and target-setting within the action plan
2. That committee agree that the priorities and key principles identified in its district-based Health and Wellbeing Strategy be used as the basis for responding to any request for feedback on the emerging Lincolnshire Joint Health and Wellbeing Strategy.

65 WORK PROGRAMME

Committee noted the work programme and were reminded that within the new ways of scrutiny working the quarter performance monitoring data would be emailed in due course for members information.

The Meeting Closed at 8.00 pm



B O S T O N B O R O U G H C O U N C I L

AGENDA ITEM NO: 1

| | |
|-------------------|-------------------------------------|
| REPORT TO: | ENVIRONMENT & PERFORMANCE COMMITTEE |
| DATE: | 11 TH OCTOBER 2017 |
| SUBJECT: | ECONOMIC DEVELOPMENT PLAN |
| PORTFOLIO HOLDER: | CLLR. MIKE COOPER |
| REPORT AUTHOR: | ECONOMIC DEVELOPMENT MANAGER |
| EXEMPT REPORT? | NO |

SUMMARY

To provide members of the Environment and Performance Committee with an update on progress in delivering the strategic themes of the Economic Development Action Plan 2017/18 aligned to the Prosperity priority within the Council Plan 2016/17 – 2019/20.

The under mentioned 5 'model for growth' themes are growth driven and look to focus and guide economic, environmental and social interventions. These themes are also designed to underpin the emerging South East Lincolnshire Local Plan sustainable growth in new homes, drive the creation of over 3800 new jobs and ensure that the borough stays competitive and a location of choice.

- To promote and support inward investment into the borough
- To support business development & growth of new and existing businesses
- To support employability skills initiatives
- To foster start ups and nurturing entrepreneurs, and
- To encourage green innovation and infrastructure

The Council Plan 2016/17 – 2019/20 sets out a clear sense of direction and an overall open for business vision for the borough. The rolling economic action plan is a fluid document that will be subject to annual review to ensure that it remains responsive, appropriate and fit for purpose. This will allow the plan to take into account and changes in economic profile, conditions or comments received from stakeholders and or the community that emerge during the period of the adopted Council Plan 2016/17 – 2019/20.

RECOMMENDATIONS

Environment and Performance Committee are requested to consider the progress made by the council in delivering the Economic Development Action Plan that supports the Council Plan 2016/17 – 2019/20 'Prosperity' priority

REASONS FOR RECOMMENDATIONS

The economic development priorities for Boston Borough Council's economic plan set out in a rolling action plan underpins the under mentioned vision for achieving sustainable economic growth and wellbeing for the borough's community.

THE VISION: *"To create a strong, successful and resilient economy that works for all by positioning the borough as a destination of choice for investing, working, living and visiting".*

ALTERNATIVES CONSIDERED

(Outline any alternatives that have been considered, including 'do nothing'.)

REPORT

Background

- 1.1 The Cabinet ratified the direction of the Economic Plan and its associated rolling action plan that aligns to and supports the Council Plan 2016/17 – 2019/20 'Prosperity' priority.
- 1.2 The borough has a wealth of exciting small, medium sized and large businesses and through the economic plan the council is working closely with the business community to support, guide and nurture them to grow and be successful.
- 1.3 The plan proposes a range of 'model for growth' themes that are growth driven and look to focus and guide economic, environmental and social interventions that feed into the Prosperity priority of the Council Plan.
- 1.4 These themes as identified in points 1.5 – 1.9 are also designed to underpin the emerging South East Lincolnshire Local Plans sustainable growth in new homes, drive the creation of over 3800 new jobs
- 1.5 **Theme 1: To promote and support inward investment into the borough.** This theme looks at evolving the promotion and proactively

targeting of inward investment to support local sector strengths and supply chains (*food processing and manufacturing, engineering, agriculture & horticulture, storage & logistics*) working with Greater Lincolnshire Enterprise Partnership, Department of International Trade and other partners on trade and inward investment.

- 1.6 **Theme 2: To support business development & growth of new and existing businesses.** This reflects the importance of proactively targeting and supporting growth oriented businesses in the borough, helping them and supporting them to grow through enhanced access to finance, expert advice, suitable premises and locations.
- 1.7 **Theme 3: To support employability skills initiatives.** We want to ensure through this theme that current and future workforce education and skills are appropriate for the global marketplace, as well as offering young people improved aspirations, increased wage levels and alternative career paths.
- 1.8 **Theme 4: To foster start-ups and nurturing entrepreneurs.** We are keen to build a thriving enterprise culture that encourages early stage ventures to start up and grow and improve entrepreneurial education.
- 1.9 **Theme 5: To encourage green innovation and infrastructure.** We want to actively support and promote sustainable clean energy and green infrastructure by encourage our business community to work towards renewable technologies.

Context

- 2.1 The Council Plan 2016/17 - 2019/20 sets out a clear sense of direction and an overall open for business vision for the borough. This document will be regularly reviewed to take into account the fast changing economic landscape and is supported by a rolling action plan, which highlights what we, together with partners intend to achieve, and intended outcome.
- 2.2 The rolling action plan is a fluid document that will be subject to annual review to ensure that it remains responsive, appropriate and up-to-date. This will allow the plan to take into account any changes in economic profile, conditions or comments received from stakeholders and the community that emerge during the period of the Council Plan 2016/17 - 2019/20.
- 2.3 The borough has a number of strengths to nurture and opportunities to create sustainable economic prosperity and wellbeing that benefits all. Greater collaboration between areas of opportunities and threats around a SWOT analysis will stimulate innovation and support the development of sector specific growth.

- 2.4 A significant part of responding to current and future business and employment requirements involves the council reviewing and planning for its housing and jobs growth needs now and in future.
- 2.5 This evolving plan will complement the emerging South East Lincolnshire Local Plan that looks to deliver over 7500 new homes and 3800 new jobs for the borough of Boston up to 2036. Key themes set out earlier will underpin the development of a sustainable local economy and to ensure its continued competitiveness.
- 2.6 If our economy is to grow and prosper and one that works for all, then other support sectors will also need to expand, in particular the evening economy, hospitality and leisure. These are the sectors that not only help support the economy but also create the vibrancy and vitality that will attract investment which is vital for the growth and prosperity of the borough.
- 2.7 We will not work in isolation to develop and support this growth and will look to explore opportunities of mutual economic benefit with our partners. This will mean engaging more widely and working more effectively with partners including Local Enterprise Partnership (LEP), Federation of Small Business (FSB), Chamber of Commerce, Boston College, National Centre for Food Manufacturing, Town Team, Lincolnshire County Council and neighbouring districts to develop mutually beneficial projects to exploit strategic economic opportunities.
- 2.8 To support direct interaction and targeted marketing to potential investors, the council is developing a suite of promotion tools enforcing positive messaging on our Open for Business priority and positioning the borough of Boston front and centre to become a destination of first choice for sustainable business investment and growth. These include new promotional material, branding and website together with an enhanced online presence including YouTube, Twitter and LinkedIn social media channels.
- 2.9 The economic development priorities for Boston Borough Council's economic plan are set out in an action plan aligned to the Prosperity priority of the Council Plan that underpins the vision (below) for achieving sustainable economic growth and wellbeing for the borough's community.
- 2.10 The action plan priorities have been developed to create a synergy with Boston Borough Council's Plan 2016/17 - 2019/20 and South East Lincolnshire Local Plan.

Our Vision:

To create a strong, successful and resilient economy that works for all by positioning the borough as a destination of choice for investing, working, living and visiting.

CONCLUSION

The council will lead on taking this economic plan forward. The council, in partnership will provide a leadership role in promoting the borough's economic development and addressing the skills needs of local employers and individuals through appropriate partnership working, ensuring that local needs and priorities inform policy development and by taking forward specific projects adding value to the local business and residential communities.

The rolling action plan gives direction of travel for the economic development team to feed into and deliver on the Council Plan 2016/17 – 2019/20 'Prosperity' priority.

FINANCIAL IMPLICATIONS

There are no financial implications in delivering the action plan. External funding will be sort to deliver specific projects and outcomes

LEGAL IMPLICATIONS

(Highlight any specific legal implications arising from the report in this section. If none, insert the word 'none'.)

ANY OTHER IMPLICATIONS

(Highlight any other implications arising from the report in this section, such as impact on performance, human resources, equality impact assessment/human rights issues, risk management and environmental issues. If none, insert the word 'none'.)

CONSULTATION

(This section should be used to outline what consultation has been undertaken and provide an overview of the feedback received. If no consultation has been undertaken insert the words 'No consultation undertaken.' Consideration should be given to consultation with the local Ward Councillor, the relevant Portfolio Holder and other bodies of the Council such as the relevant Overview and Scrutiny Committee.)

APPENDICES

Appendices are listed below and attached to the back of the report: -

APPENDIX A

Economic Development Action Plan

BACKGROUND PAPERS

Background papers used in the production of this report are listed below: -

**Boston Borough Council Economic Plan
Economic Plan 2017 - 18**



THINK BOSTON | think business

Economic Development Service Plan 2017 - 18 (April - Sept 2017 Update)

1.0 Promote and Support inward investment into the borough

Page 11

| Action No. | Project | Outcome | Resource | Deadline/ milestones | Lead | Progress against project  |
|------------|--|---|--------------|----------------------|----------|---|
| 1.1 | Continue to broker relationships with Department for International Trade through strengthened links with GLLEP | Strong international proposition that supports increased international investment opportunities | LEP/Econ Dev | Ongoing | Econ Dev | On going dialog with DIT in partnership with the GLLEP has raised the profile and reach of Boston to a wider international ordinance resulting in interest from Italy, Portugal and Ireland in a redundant processing plant in Butterwick. The site has now been procured by an Irish company Annyalla Chicks who are investing over £8million in phase one, then potentially phase 2 over £4million, phase 3 over £5million. |
| 1.2 | Develop an inward investment plan to reflect a more targeted approach | Increased investment | Econ Dev | October 2017 | Econ Dev | In development. |

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| 1.3 | Development of a marketing campaign to promote investment opportunities | Positive coverage of the borough as a location of first choice through increased investment | Econ Dev | May 2017 | Econ Dev | As part of reiterating our Open for Business message and to enable us to talk more readily to the business community inside and outside of the borough we have developed a marketing campaign with cross cutting themes that clearly set out our position and one where the business community understand and can connect with our priorities |
| 1.4 | With partners promote available employment sites and commercial premises with the development of marketing packs | Increased access to employment and development sites that supports the needs of future business growth | Econ Dev/ Enterprise Centre/LEP | March 2018 | Econ Dev | As part of better intelligence and promotion we now have regular meetings with local and regional commercial agents, land agents and developers to ensure that information and guidance about the borough of Boston is correctly disseminated and not just reflecting the town of Boston. |
| 1.5 | Delivery of 'soft landing' tools that support an aftercare programme for new and recent inward investment | Effective coordination of a positive and proactive 'Open for Business' message and support | Econ Dev | March 2018 | Econ Dev | Linked to new website |
| 1.6 | Promotion of Boston's commercial sites, Land and retail opportunities | Greater awareness of the growth and investment opportunities | Econ Dev | March 2018 | Econ Dev | Linked to new website |
| 2.0 Support business development & growth of new and existing businesses | | | | | | |
| 2.1 | Develop an integrated business support service that utilises all BBC external facing service teams to deliver the 'Open for Business' priority | A more joined up approach that delivers a coherent message to the business community (existing and new) | All external facing service teams | May 2017 | Econ Dev | As part of delivering better integrated business support we now, where applicable have cross-team business meetings that delivers a more proactive and timely response to enable the business to make a more informed decision. |

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| 2.2 | Work in partnership with the Local Enterprise Partnership/BL/CofC and FSB to develop funding opportunities that support growth and investment | Increased investment in infrastructure to enable growth and create support opportunities for local business | LEP/BL/ BBC/CofC/ FSB | September 2017 | Econ Dev | We have quarterly meetings with funding partners across Lincolnshire to review current and future funding allocations |
| 2.3 | Support businesses and partners with initiatives that improve and enhance the skills of the workforce and new entrants into the world of work | A more sustainable and successful economy with fewer issues relating to recruitment | BC/JCP/BBC | March 2018 | BC/Econ Dev | Monthly partnership meetings now taking place with JCP Employer Engagement Manager to analyse types of skills the current workless population can offer and consider how to better link these to the skills and abilities of the current employment strategies of the local business community. |

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| <p>2.4</p> | <p>Continue to meet with the business community to enable a better and more informed understanding of issues, challenges and opportunities where the council and partners can intervene to create a destination of first choice</p> | <p>Greater awareness and intelligence of the boroughs business environment</p> | <p>Econ Dev/ LEP/CofC</p> | <p>March 2018</p> | <p>Econ Dev</p> | <p>A Health of the Boroughs Economy survey has been developed to gain a better understanding of the borough current economic position. Completed surveys will inform and guide interventions that will have the greatest impact for supporting business growth and investment.</p> <p>We have developed an internal business engagement strategy which looks to develop relationships that gives confidence for the business community that Boston Borough Council can support their growth through targeted interventions and collaborations</p> <p>As part of the council reaching out to the business community is monthly leadership meetings with key businesses that are showing growth. These meetings between the Leader, Chief Executive, Economic Development Manager and business are not only an opportunity for the business community to raise any concerns, issues or opportunities at the highest level, but also for the business community to fully understand that the Council is listening and is supporting an open for business priority.</p> |
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| 2.5 | Explore with the business community, schools and colleges projects that link schools with business | Greater interaction across the world of work and education providers with increased employment growth and reduction of 'brain drain' culture | Econ Dev/ BC/Schools/ Business/ LEP | October 2017 | Econ Dev | Partnership meeting with an organisation call Primary Engineer looking at delivering unique engineer programmes in the local schools. Work on a project concept and funding application to support this initiative is currently being under taken by economic development. |
| 2.6 | Work with partners to maximise the opportunities and benefits of Brexit | Increased support to enable the local business community make best use of opportunities created by Brexit | Econ Dev/ JCP/CofC/ BC/LCC/FSB | March 2018 | Econ Dev | Conversations starting to take place |
| 2.7 | Improve support for rural businesses and businesses in rural locations through connectivity to super fast broadband | Increased businesses activity through the use of 'on-line' technology to support business growth harnessing greater entrepreneurial culture and increased start-ups | Econ Dev/ Planning/ BBC IT/LCC | March 2018 | LCC | Working closely with colleagues at Lincolnshire County Council to identify business that are suffering from slow speed broadband connection and working on solutions to upgrade or connect to alternative wifi options |

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| 2.8 | Explore the opportunity to create collaboration through a business ambassador programme to support areas of funding, business support, inward investment and workforce development | Greater awareness and understanding of the borough's business offer - identifying interventions that champion business investment and enable business retention and growth | Econ Dev | June 2017 | Econ Dev | We are developing a business "Think Tank" to enable a more connected approach to the borough's economic prosperity. The idea is to bring together 10 - 12 businesses from all sectors to develop initiatives that support and remove barriers affecting business growth and sustainability, development and investment. This could include facilitating greater collaboration and working relations between the boroughs business community, schools, college and university to help shape the local skills agenda. The group will also be used as business champions/ ambassadors to engage the wider economic agenda through potential funding applications, marketing the borough as a place to do business and advocates for public and private sector engagement. |
| 2.9 | Support the development of a new website and social media channels providing responsive, relevant and appropriate information that meet the needs of our business community, now and in the future | Greater access to service areas for support, guidance, procurement of services etc. | Econ Dev/ Comms/ Commercialisation programme | July 2017 | CG/ Comms | |

3.0 Support housing growth and infrastructure development

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| 3.1 | Work with colleagues and partners on the developments of initiatives that align to the South East Lincolnshire Local Plan | Greater developed linkages which improve business continuity, support and delivery | BBC | June 2017 | Strategic Planning | Working on best value' delivery options with Broadgate Homes and Woodhead Ltd to develop further enterprise space aligned to the existing Boston Business Centre. This would enhance our modern business accommodation offer, whilst creating valuable move on space for existing tenants of the centre. |
| 3.2 | Work closely with partners to develop infrastructure projects that open up future investment opportunities | Greater awareness of the investment offer and relocation potential | BBC/LEP | March 2018 | BBC | Regular meeting with major developers, utilities companies and service providers to identify suitable opportunities |
| 4.0 Develop our tourism, heritage and cultural opportunities | | | | | | |
| 4.1 | Work with colleagues, partners and business to improve the visibility of Boston as a place to visit | Increased footfall within the town centre and visitor attractions | Tourism/ Town Team/ Econ Dev | Ongoing | BBC | Working closely with colleagues and elected members across the authority developing a new "online" presence creating a sense of place for the borough of Boston |

KEY

| | | | |
|----------|------------------------------|-------|---------------------|
| Econ Dev | Economic Development | BC | Boston College |
| BBC | Boston Borough Council | CofC | Chamber of Commerce |
| LEP | Local Enterprise Partnership | Comms | BBC Comms team |
| JCP | Job Centre Plus | CG | Clive Gibbon |

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| FSB | Federation of Small Business | BBC IT | Boston Borough Council Information Technology |
| LCC | Lincolnshire County Council | Town Team | Boston Town Team |
| BL | Business Lincolnshire | | |



B O S T O N B O R O U G H C O U N C I L

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| REPORT TO: | ENVIRONMENT & PERFORMANCE COMMITTEE |
| DATE: | 11 OCTOBER 2017 |
| SUBJECT: | TASK AND FINISH GROUP PROSPEROUS BOSTON - PHASE 3 OF REVIEW |
| REPORT AUTHOR: | HEAD OF TOWN CENTRE, LEISURE, EVENTS & CULTURE To be presented by the Chairman. |
| EXEMPT REPORT? | NO |

SUMMARY

The 'Prosperous Boston' Task and Finish Group concluded its review at a meeting on the 10 August 2017: officers reported back on activity within their respective services areas, summarising details of that meeting are noted within this report.

On convention of the review in 2015 the following scope and phasing stages were agreed to allow a thorough investigation across all of the services areas identified.

Phase 1:

Retail Experience / facilities provided / review of shops and the market(s) and the provision of toilets.

Phase 2:

Car Parks, Environment and Transport, full review of signage throughout the town, car parking provision, cleanliness & antisocial behaviour, the provision of flora and statement art in and around the town and transport links to and from the town.

Phase 3:

This final phase focussed on Tourism and Events and included a full review of any promotion of the town, all events and accommodation.

RECOMMENDATIONS FROM PHASE 3

1. That the Environment & Performance Committee considers the report, notes the conclusion of the review and agree that Cabinet be recommended to agree the recommendations within Phase 3 as detailed in section 4 of the report.
2. That the Environment and Performance Committee recognise that the group having received all outstanding information in respect of Phase 1, Phase 2 and of Phase 3 of the review have agreed completion of each phase.

REASONS FOR RECOMMENDATIONS

To seek to improve the viability and vitality of Boston and to support the work of the Prosperous Boston Task & Finish Group to enable Phase 3 of the review to be concluded.

ALTERNATIVES CONSIDERED

None.

1. BACKGROUND OF THE REVIEW

- 1.1 At the 9 September 2015 meeting of the Environment and Performance Committee meeting, the Committee agreed that a Task and Finish Group be convened to undertake a review of Boston in order to improve the overall visitor experience to the town, across all services, and to develop a 'visitor offer' to take forward. The group identified the priority for in depth consultation exercises and several consultations exercises were undertaken with members of the public; the market traders; retailers and commercial agents which proved invaluable to the group. Feedback crossed over all three phased of the review.
- 1.2 Phase 1 was to cover Retail Experience; facilities provided a full review of the shops and the market(s) and the provision of toilets. The review within this phase was undertaken over a 6 month period concluding with a report to the parent committee, Environment and Performance, on the 30 June 2016; the to the Boston Town Area Committee on the 13 July 2016 and finally through to Cabinet on the 7 September 2016.
- 1.3 Phase 2 was to cover Car Parks, Environment and Transport, to include a full review of signage throughout the town, car parking provision, cleanliness & anti-social behaviour, the provision of flora and statement art in and around the town and transport links to and from the town. This long phase of the review was undertaken over a 10 month period from May 2016 concluding with a report to the parent committee on 1 March 2017 and then on to Cabinet on the 5 April 2017.
- 1.4 Phase 3 was to cover Tourism and Events. To include a full review of any promotion of the town, all events and accommodation and concluded its last meeting on the 10th August 2017. This final report once received by the parent committee will then be scheduled to be tabled at cabinet on the 18th October with its final recommendations.

2. 'PROSPEROUS BOSTON' TASK & FINISH GROUP PHASE 3

Summary of meetings:

2.1 Phase 3 of the review was undertaken through 5 meetings.

1st Meeting of Phase 3 – 20 February 2017

The group scoped out the priorities, which included:

- A full review of accommodation,
- A full review of all events, and
- A full review of any promotion of the town.

Feedback from initial consultations had identified the need for improved promotional matters pertaining to signage to toilets, web presence and 'Smarter' advertising and promotion for markets and events.

It was agreed that a consultation exercise should be undertaken with hoteliers and accommodation providers at the next meeting of 28 March 2017.

2.2 2nd Meeting of Phase 3 – 28 March 2017

One to one consultations were held with invited guests from across the range of accommodation providers within the borough, and a written survey was posted to those who could not attend.

The key outcomes of this meeting were as follows:

- Requests for better promotional material – hard copy and on line.
- A need for a Boston specific tourism based web site
- Criticism of Council lack of promotional material / lack of support of tourism and leisure businesses.
- Recognition of the improved signage within the town and the increase in cleanliness and floral displays.
- Recognition of the increase in toilet provision.
- Concerns on car parking – lack of car parking signage.
- Concern of no signage on main arterial roads into the town
- ASB – activity across the town with drinking and littering ongoing complaints.
- Concern at late notification of events / lack of any notification of events.
- Suggestion of a large public notice board in the market place
- Acknowledgment of the invitation to attend and give their views with requests to be involved in further consultations as the review progressed

2.3 3rd Meeting of Phase 3 – 8 May 2017

The third meeting held on 8 May 2017, concentrated on Events with the Group reviewing an update on the development of the Visit Boston UK website, the current resourcing of events, forthcoming events, the potential for sponsorship of events and the BTAC position in respect of event.

The Group agreed the following outcomes:

- A website preview evening be convened to consult with stakeholders.
- The support for increasing the number of events and the potential for BTAC to consider additional funding towards events in the town.
- The need for increased promotion of events and wider advertising.
- The Group recognised the need for both social media advertising along with hard copy print and advertising through local media.
- The group raised numerous suggestions for events including local food festivals and events relating to the history of the town (Fishing and Agriculture), music events / themed events and a variety of vehicle / motor shows.
- The group noted the current schedule but would like to see a wider variety in the event programme.
- The Group also wanted to determine a way to provide more public notice of forthcoming events.
- Suggestions were made about the potential to use the market place more and also other areas of open space owned by BBC both in the town centre and rurally if possible.

The Group agreed the conclusion of the events phase with the recommendation that BTAC take up further development of events as part of its ongoing work programme. It further agreed that the final stage of the last phase of promotion would begin after election.

4th Meeting of Phase 3 – 26 June 2017

- 2.4 The fourth meeting held on 26 June 2017, concentrated on Promotion with the Group reviewing an update on the development of a Visit Boston UK website. The Group determined to hold a preview evening for 11 July and agreed a list of invitees, attendance of officers, timings and refreshments.

Feedback on the initial stage and production of website was positive. The Group recognised that resources for this particular project were extremely limited and that their suggestions for the scope of what website could do had to be realistic, although group also acknowledged the potential of the site was limitless.

The group agreed that a questionnaire was to be used on the 11 July to ensure a high level of feedback was achieved.

2.5 5th Meeting of Phase 3 – 11 July 2017

A Visit Boston UK website preview and consultation event took place.

32 local businesses including hotels, bed and breakfasts, tourism attractions, outdoor activity providers and local retailers attended. A number of staff and members / portfolio holders and the Leader and Chief Executive were also in attendance to facilitate the event.

Following a preview all members and officers undertook one to one consultations with the attendees. The feedback was very positive and there was a consensus that the website could indeed help businesses in the Borough to broaden their own market promotion.

One area of particular support was that of the provision of the Events Listings page which proved popular with interest identified by most parties. There was particular recognition by the hospitality providers that the calendar of events would prove to be of the benefit of their guests.

General feedback covered all aspects of the website with requests for more specific information in respect of the initial set-up procedures for their respective businesses.

Furthermore there was a desire by a number of the retailers and food and beverage providers in attendance, to see specific web pages produced to improve their own service offers: suggestions of specific activity pages linking through to accommodation and also mapping of the activities within their areas of the borough were also suggested. Reference was also made to the villages and the benefits they provided to the borough overall with many visitors complimenting a number of the villages and the facilities they provided: again a suggestion noted specific web pages for each individual parish / area of the borough.

There was a genuine interest by a number of businesses questioning the opportunity for advertising direct on the web site with interests also be raised in respect of direct on potential sponsorship possibilities.

On collation of the feedback two key areas for action were identified in order to address expressions of interest of funding support for the website by the businesses:

- 1. That the Council develop a corporate policy covering advertising to enable income strands through the Visit Boston website for private advertising.**
- 2. That the Council develop a corporate policy covering corporate sponsorship to support private sponsorship to support the sustainability of the Visit Boston website.**

3. PROSPEROUS BOSTON' TASK & FINISH GROUP CONCLUSION

Final Meeting 10 August 2017

The aim of the final meeting was to allow the group to monitor the activity which had taken place across the review to identify outcomes achieved from the initial consultations undertaken in 2015:

The Head of Environmental Operations:

Feedback: A need for an increased provision of toilets.

Action: The number of toilets had been increased including provision within shops and Boston Stump.

Outcome: Positive feedback from members of the public and businesses.

Feedback: Concerns on environmental anti-social behaviour throughout the town including littering; spitting; urination in public, discarding of cigarette ends and vandalism of flower beds / litter bins and other issues.

Action: Introduction of external partner 3GS to carry out enforcement action on behalf of the Council in respect of all anti social behaviour across the town and out into the parish's. Issuing of fixed penalty notices was taking place. Covert cameras sanctioned through the courts and utilised in lay-by's to tackle littering and fly tipping.

Outcome: Noticeable impact on the town. Four prosecutions through the courts were in process for fly tipping. East Lincolnshire Community Safety Partnership had set up a Fly tipping Task and Finish Group.

Concluding his representation, the group were advised that the trial in Central Park where the gates have been left open at night had experienced a few instances of ASB but that there had been an improvement in the level of litter left overnight, possibly due to perceptions that other users will be walking through the Park. Discussions were due to take place in respect of continuation or not of the all day opening hours.

The Head of Housing, Health & Community Services:

The Head of Town Centre, Leisure, Events and Culture provided an update on behalf of the Head of Housing, Health & Community Services – quoted verbatim below:

“Public Order Offences / PSPO / Community Safety / Anti Social Behaviour. He reported that BBC works in partnership with the Police, Housing Associations and other agencies to address Anti-Social Behaviour (ASB) in Boston. Street drinking continues to be dealt with through the Public Space Protection Order (PSPO). The number of ASB incidents is falling across Boston borough. Between 1st April 2015 to 31st March 2016 and 1st April 2016 to 31st March 2017 the number of ASB incidents in Boston Town Centre (reported to Lincolnshire Police) fell by 15%, 89 incidents (source Police.UK). He also reported that crime is also falling. During 1st April 2015 to 31st March 2016 there were 1934 crimes reported compared to 1670 reported during 1st April 2016 to 31st March 2017; a difference of 264 reported crimes (source Police.UK)”.

The following concerns raised from initial consultations were still being raised:

Feedback: Dispersal of groups who made people feel intimidated and threatened particular in the town and around the bus station.

Action: No action had been taken as it was felt that the 'treat felt' was probably 'perception of threat' as against being actual threat.

Outcome: Advice of the police was to call 999 if a threat was made.

Feedback: Street Drinking / lack of policing. Drunks around the town at all hours openly drinking in the street / vomiting / urinating and discarding cans everywhere. No police patrols / no PCSO support. CCTV did not seem to be working. Calling 101 did not work.

Action: It was reported that during 2016-17, the Council issued 266 PSPO advice letters, 29 PSPO Warning letters, 7 Community Protection Notice Warning letters and 1 Community Protection Notice. This demonstrates the volume of people being dealt with for street drinking, and also that the advice letters are effective at preventing people from repeating the behaviour. The Council and Lincolnshire Police use the limited resources as efficiently as possible in tackling drinking in the PSPO area. Public needed to phone incidents in using 101.

Outcome: The group were not happy with the response by the police. They agreed the complaints of the public about not being able to access 101. and requested more information from the police in respect of their concern.

Feedback: Central Park: The ongoing lack of police presence. The park was still being used openly as a toilet. Drug taking and drinking was prolific. When trying to call the police to report an incident or calling 101 there were never any police available to attend. It was dangerous for children with discarded needles. There was no official patrolling. Large groups of very vocal groups of people was very intimidating.

Action: The Group were informed that the Police responded to incidents in Central Park in the way their prioritisation processes and resources allowed them to. CCTV was present in the Park and continued to be used to direct officers to incidents when resources were available and it was also used to gather evidence to support the service of notices, fines and prosecution. People needed to report the incidents at the time of the event.

Outcome: The group once again were unhappy with the feedback and requested officers source

It was noted that Inspector Morrice attended the monthly BTAC meetings and the group agreed that he be made aware of the concerns and asked to respond to their concerns at the next scheduled meeting of BTAC and that his representation be relayed to all group members.

The Town Centre Services Manager

Feedback: Car parking charges needed to be reduced to encourage visitors and local people to use the town car parks and shop / eat and drink in the town. Free car parking to be provided on market days was also suggested by businesses, market traders and the public. Suggestions of advertising on the tickets / sponsorship of tickets were also made to try to reduce charging.

Action: Following a review of parking permit charges, parking fees had not been altered for the current financial year. Charges had though decreased to £2 all day at Tunnard Street resulting in increased income. The service was due to undertake a full review in order to see if there are further opportunities to bring more people into BBC car parks. Requests for half an hour tickets would be included in the review. The Service would write to businesses offering them advertising on back of our tickets: reports of shoppers preferring to park in Pescod due to recently reduced charges and the £1 back in Oldrids had been a factor in the decision and other market incentives would be investigated.

Outcome: The group recognised that ongoing action was being taken to achieve the best parking provision for visitors and local within the town. It was reported that the Council were at that time £15k off budget at the end of Quarter 1 compared to last year, with just over £8k of this is on Lincolnshire County Council (LCC) owned car parks where parking patrols have been unable to enforce due to LCC signage, BBC is currently in discussions with LCC regarding this anomaly. The Group were also informed that there is now a larger private sector presence of parking in the town and that they have the ability to drop prices easily.

Feedback: Better promotion of the markets was required both within and outside fo the County and also better signage from the coach park into the market place and the walk through tidied up. Signage within the market place directing people to Wide Bargate market was also required. The markets leaflet needed to be produced in greater quantities.

Action: A new banner had been erected at Coach park and the area had been tidied up. Posts were placed on Facebook every Wednesday and Saturday and leaflets had been distributed to Hull, South Holland Centre, Ayscoughfee Hall, the Embassy Theatre and Tourist Information Centres in Skegness, Nottingham, King's Lynn, Horncastle, Stamford and Milton Keynes along with some in Stickney Surgery. Leaflets could be distributed as requested to any destination. One action outstanding remained sourcing advertising for the GMLC TV Screens for the Market. Incentives for traders to encourage new traders on to the market were being looked into: a Teenage Market was being explored and a crowd funding exercise through the Youth Council was active with 5 days left at the time of the meeting but no money had been pledged to date.

Outcome: Businesses had, at the meeting on the 11th July, noted the clean up which had taken place on the route through to the market place from the bus station. Members noted their pleasure at the scope of distribution of the markets leaflets and also agreed that continuation of production of the leaflets be provided to allow hard copy provision if required. Following savings from a staffing restructure for erection of market, the ideal outcome for the Markets would be for a break even model but the short term goal was for the costs of the market to be reduced to £15-20k annually. Recent changes to the fees and charges included, a review of bin provision and the removal of free recycling bins for all traders bar fruit and veg suppliers.

Feedback: Better provision of events within the town and around the Borough. Better promotion of events, suggestions from the consultations included food events, better usage of central park and of the market place. An annual event in line with the Borough's history should also be provided.

Action: An increase in events had occurred alongside the town retaining its existing events. Sponsorship had been secured for some events with further sponsorship being sought to both add onto, and assist in, the running of events. The Community Sports Day event had secured funding to pay for a face painter from Longhurst House/Kiers group and the Outdoor Cinema Event had been supported by Chattertons. A Food Festival was scheduled for the 24th September with 9 stalls confirmed at that the time of the meeting, a local business was considering hosting an event on the same day at their own premises. Involvement of the college had been sought and was hoped that Select Lincolnshire would also attend. Two external event suppliers had contacted the Council to hire Central Park which would bring additional income into the town. A Retailers guide was under construction to inform retailers about what events were programmed and how they could be involved in an event i.e. when the 1940s event took place staff would dress up and theme their window displays. Events were promoted heavily on Social media with the addition of an apprentice to the Town Centre Services team proving beneficial. Each event was now set up not only on the Visit Boston website, but also on Facebook where people could register their interest or intent to attend. Posters had been displayed onto the back of toilet doors with mixed success as those in the public toilets had unfortunately been damaged. Adverts had been put out in Simply Boston, with occasional quarter page adverts in the newspaper and the quarterly Event leaflets would continue: a special Festive one, which would look to work with the local businesses to advertise all we have to offer over the Festive Period.

Outcome: There had been noticeable support of the events from some of the businesses and the group noted its pleasure at the increase in events and promotion and agreed their continued support of the Events team. The group also agreed the importance of the continuation and increase in the provision of events across each year to allow the town to achieve a reputation for its quality of events.

The Museum, Arts & Heritage Manager

Feedback: Better provision of signage was required across the town. This included from arrival points into the town at the bus station; train station and in the car parks and within the town itself directing visitors to attractions and areas of the town. Directional signage from the foot bridge(s) crossing into the town had been identified as being of very urgent need. Also signage along the main corridor routes into the town and along the main routes through the town. Concern had also been identified at the lack of signage from the main A routes running past the Borough itself with no indicative signs to the town.

Action: New signage had been reprioritised and redecorated in a more accessible colour scheme of blue and white which was cohesive with the monoliths interpretation scheme. Fingerposts across the town were cohesive which led intuitively from post to post. Six contemporary freestanding monoliths had been created that sat well within the historic environment and were located at key decision making locations to orientate the user with heads up mapping whilst engaging visitors with Boston's history (the stories coming out of consultation with the local community).

New mapping for the town centre had also been created, which highlighted attractions as well as retail areas and graphically was connected by Boston's watery connections, The Witham, Haven and Maud Foster rotated with the map as the orientation changed.

PDF and paper versions of the Discover Boston Visitor Map in House had been created. A trial sponsorship has been agreed with Poyntons sponsoring the first print run in combination with funds from the Council which would provide a year's worth of maps.

The creation of a toolkit through the Explore & Discover Project included guidelines to inform future signage and interpretation of Boston and many graphic aspects are already being used widely:

- The 'Skyscape' of Boston is used on all outgoing emails and in internal and external signage and notices.
- The colour palette and font are being used in the creation of other signage solutions such as highlighting the Market Offer from the Bus Station.
- BBC Managers business cards have the palette, skyscape and font.
- The PowerPoint presentation format for the authority also used it as did letterheads.
- The Graphic toolkit has been the whole design foundation of the new Visit Boston UK website and enabled the technical development stage

- Recommendations and schedules of work were created for all town centre and car park signage and much of the street furniture. This addressed both the public realm and key arrival points for users and visitors to the town.
- Schedules looked towards assessing what could be delivered in house through the new Town Centre Maintenance Officer position. The work was difficult to appreciate with no shiny new 'wow' factor, but the change was actually stunning, e.g. instead of turning up in Doughty Quay and being confronted by 4 rusty, redundant posts with sun faded signage which gave an impression of decline, you arrived into an uncluttered car park which doesn't instantly do this. Another example was the bins which had all had statutory stickers placed on them which really caught the eye and made them and the streetscape look challenging. These have been very difficult to remove but instantly had an effect of improvement.
- Benches too were being looked at with a view to replacement from the hardwood slatted ones that came with the market place refurbishment and proved costly to maintain with a number having been removed. Replacement would be with Stainless steel low maintenance ones that still sat sympathetically in the historic environment.
- Additionally mapping for Bargate Green and signage for the car parks and town centre had been designed and mapped and with other allied elements that also use the toolkit, it created a coherent feel as you moved around Boston. The last Task & Finish Group update meeting also discussed the Brown signage on the A52 and A16 and LS investigated with LCC, where we got a price for the dismantle and re-erection of the A52 sign with a slightly smaller size sign, less vulnerable to wind damage in that location and the repair of the panel on the A16 sign.

A town trail with mapping will also be produced by the end of the month, with an initial print run of 3,000 and funded by the HLF we may then investigate sponsorship again of a larger print run.

Outcome: Recognition by the businesses at the meeting on the 11th July 2017 and by the group noted the vast improvement of signage across the town with all agreeing the professionalism of the quality and style and colour of the signage.

The introduction of the monoliths had been acknowledged by both businesses; the public and the group as providing simplistic, easy to read and follow information.

The Partnerships and Sustainability Manager:

Feedback: The town needed more street art; statement pieces and the overgrown areas of the town, along the riversides and in the central areas needed to be cleaned and as much planting as possible provided to brighten up the town all year round.

Action: The Boston Buoys project where the Port of Boston has donated buoys historically used in the Wash, together with £14k of funding had to date secured for the project through Boston Big Local (BBL) to support an application to the Arts Council, for artists to re-purpose and customise 5 buoys, which would then be permanently displayed around the town.

2019 marked the centenary of the land purchase of Central Park and an application had gone to the Heritage Lottery Fund (HLF) Resilience fund to develop the Park in the future. The Team was awaiting a HLF decision on this £10k funding bid. Tawney Street entrance was a current focus and a recent addition of an Art Deco style garden comprising of 4 decorative arches and planting beds had largely been funded by BBL and had received many positive comments.

Improvements at Boston Stump included the Police Cadets knot garden to complement existing one, Fern planting and wildflowers in the shady northern border, A Church flower bed planted by Bloom volunteers and featuring bird boxes produced by Boston College students, and Two large bell-shaped beds filled with daffodils supplied by Springfields Horticultural Society.

Further funding had been secured from BBL to landscape 60 metres of the raised beds in the B&M area to attract pollinating insects. Extra soil has also been donated by local company for the Haven Bridge Urban meadow, which had also received favourable public reaction.

Permanent sculptures of the Silhouette sheep on Bargate roundabout were in place and number of individual figures has been increased to 13. The project had been entirely funded by private and business sponsorship and support from businesses currently included:

- Cammacks store adopting and improving planting on car park ground opposite the shop projects.
- A £2k cheque from The Coaching Inn Group and it has been proposed that this could be spent on a central feature for new Central Park Art Deco garden.
- A £1k cheque from authors of 'Memories of Bargate in Boston' book – partly used to fund floral tower outside the GPO building.
- Bulbs and seeds to the value of £1,000 from Boston Seeds.
- Sponsorship of the Church flower bed by Pelo and Eden and Maudes the Jewellers.
- Mint supermarket sponsorship of the Police cadet knot garden.

Future initiatives include the development of a bog garden and other associated habitat improvements in the Boston Victorian Cemetery, and a prospective project to put mosaics in the 'bricked-up windows' along Petticoat Lane.

Outcome: Positive comments from members of the public and businesses at the flora within the town. The group agreed the significant improvement in both the clearing and planting of historic problem areas; at the ongoing efforts to maintain the areas and at the

The Communication Manager:

Feedback: Better promotion of the town was required. Negative publicity by local press. Late notification of events. No hard copy promotional material.

Action: Pro-active press releases and photographs were regular practice with the majority being good news / success stories. Promotion of events was provided across all media. Generally the use of press releases, and the way in which they are used by newspapers and other publications, such as Simply Boston and Lincolnshire Life, and radio and TV is always dependent on the whim of the editor: the Council could only offer copy which was interesting and press ready as local newspapers were generally editorially understaffed. Whilst providing copy quite often the Council did not get the recognition of doing so even when the publisher used it.

Promotion of 2020 would also promote the new www.visitbostonuk.com website and will be sent to publications in America and other contacts that can help to promote it, such as The Partnership of the Historic Bostons', with whom we already have a working relationship, and the Massachusetts Historical Society.

The Council had a good reputation for reliability with the local media and had an advertising agreement with the Target which provided a half page once a month and also delivered a free monthly quarter page advertising space restricted to generic adverts that they hold for BBC's leisure services and activities, such as the market, Geoff Moulder and Guildhall.

Almost all press releases also received exposure via the council's main website; through the weekly residents' newsletter, Boston Bulletin, and are signposted via social media such as Facebook and Twitter. Occasional short video films are also placed on YouTube. The Bulletin has a subscribed readership of around 4,000, and was recognised by third parties and partner agencies as a good way of obtaining free publicity for their event or service and, within certain parameters, such as charitable, not for profit, non commercial or in the interests of leisure and tourism.

Social media activity has grown in recent months and the Team had an annual increase in activity target of 20% to meet. It was anticipated that the core social media activity would exceed this target, but social media activity for services such as the crematorium, perhaps for obvious reasons, will be harder to increase.

Members and staff were encouraged to share BBC posts through their friends and contacts. The council had a number of challenging social media correspondents and was often blamed even when the issues were not its responsibility or within its control: recent months indicated a change with the Council achieving more positive media comments. At a recent event one critic made the usual cutting comment about binmen forgetting how to walk and was quickly cut to pieces by residents posting in favour of the binmen and being highly critical of those causing the problems.

Communications and graphics produced information and publicity leaflets and brochures for services and events. They also worked with the Geoff Moulder Leisure Complex and the Guildhall to help promote their activities and special events. All work was also available to the public in digital format on the council website.

Consultation feedback had asked for hard copy material and the Council recognised that old technology was still also a communication tool: various notice boards dotted around the town with one in Central Park all which would advertise the forthcoming events.

Outcome: The group acknowledged the ongoing problems of securing local media support and press coverage in general but it agreed that improvements to promotion of events and of the Council in general had improved across all media streams.

The Projects & Development Officer:

Reporting on the updates to the www.visitbostonuk.com website the officer handed out slides identifying the amendments made in line with the feedback from the preview evening held on the 11 July 2017.

Members were advised that the enthusiasm for the site had been significant and uptake for inclusion on it from businesses was increasing. Amendments included re designing of various category's including those for the accommodation areas to include text and pictures and re designing the venues and attractions page to include text and pictures.

The group agreed the success of the meeting on the 11 July 2017 and their role in part in helping to support to the production of the site.

The amendments referenced are attached as appendix A to this report.

The Head of Town Centre, Leisure, Events and Culture then concluded by provided an update on the Economic Development on behalf of the Economic Development Manager. ***Quoted verbatim as follows:***

“It was reported that by way of context, the main raison d’être over the last 11 months for economic development had been to develop constructive relationships with the business community whilst leveraging greater support and focus from county-wide partners and key economic stakeholders to deliver on our economic plan which aligns to the Council Plan 2016/17 - 2019/20

The Group were informed that the economic overview of the borough showed that Boston has over 2100 PAYE and VAT businesses in the borough, not including those of self employment. Of those business, 15% are in the agricultural sector, 6% manufacturing/processing, 13% wholesale and retail, 11% logistics and storage and 11% in construction. One of the biggest sectors in employment (Full-time equivalent (FTEs)) numbers is the manufacturing/processing which supports over 13% of our working age population compared to agriculture 1%. The various sectors of the borough’s economy returned over £1.3billion in GVA back to the exchequer and as of May 2017, JSA claimant count was just over 400.

Over the past 11 months BBC has been working with the business community to fully understand their aspirations for growth and where the local authority can support through targeted interventions and collaborations. Better understanding the economic landscape through business engagement has enabled the council to develop an economic rolling action plan that is fit for purpose, responsive and able to react to economic shocks through an integrated partnership approach. Part of the council reaching out to the business community is monthly leadership meetings with key businesses that are showing growth. These meetings between the Leader, Chief Executive, Economic Development Manager and business are not only an opportunity for the business community to raise any concerns, issues or opportunities at the highest level, but also for the business community to fully understand that the Council is listening and is supporting an open for business priority. The Council is also developing a business “Think Tank” to enable a more connected approach to the borough’s economic prosperity. The idea is to bring together 10 - 12 businesses from all sectors to develop initiatives that support and remove barriers that affect business growth and sustainability, development and investment. This could include facilitating greater collaboration and working relations between the boroughs business community, schools, college and university to help shape the local skills agenda. The group will also be used as business champions/ ambassadors to engage the wider economic agenda through potential funding applications, marketing the borough as a place to do business and advocates for public and private sector engagement.

A ‘Health of the borough’s economy’ survey has also been developed, which will act as valuable business barometer reflecting the borough’s current position, future needs and aspirations, challenges and opportunities. It will also help inform and guide Boston Borough Council rolling economic action plan and together with partners focus interventions that will have the greatest impact for supporting business growth and investment. Also, as part of better intelligence and promotion we now have regular meetings with local and regional commercial agents, land agents and developers to ensure that information and guidance about the borough of Boston is correctly disseminated and not just reflecting the town of Boston. The Council is also now in dialog with Oldrids to look at the potential to develop initiatives that support the retail environment in the modern technological world.

This includes sectors that compliment retail and increase the dwell time for visitors. As part of reiterating BBC's Open for Business message and to enable the Council to talk more readily to the business community inside and outside of the borough, a marketing campaign has been developed with cross cutting themes that clearly set out its position and one where the business community understand and can connect with Council priorities



THINK BOSTON | think business

Inward Investment is also a Council priority and along with agents Baker Storey Matthews from Peterborough the Council has been actively promoting the redundant Produce World facility in Butterwick. As part of our wider partnership work BBC has also been promoting the site internationally through presentations to the government's Department for International Trade (DIT) and interest has been received from an Italian toilet roll manufacturer, Portuguese Cheese maker and a chicken hatchery business from Ireland. The group were then informed that the site had now been sold to the Irish company, who are investing over £8million into the site and it would be fully operational next March/April, supporting nearly 100 new jobs locally. Work is also ongoing with another sizeable inward investment opportunity in the Sutterton area which could deliver a further 200 new jobs. The update finished with information that the Kirton Distribution Park is now virtually sold either through offers or fully signed agreements.

CONCLUSION:

The Officers in attendance all received thanks and recognition from the Group who collectively showed their appreciation and recognition of the quality of work and the commitment level of all officers involved, throughout this very long and in depth review.

It was noted and agreed by all members of the group that the improvements were significant when compared to when the review first started. However, the group did agree to re-visit the Markets Service in line with the gradually declining trend in income and that a meeting would be convened to allow the group to scope the review.

Furthermore the importance of monitoring all the outcomes from the review was agreed and the group agreed to 'pick-up' the review again in Spring 2018 to look at how the recommendations agreed over the two years were being progressing.

4. RECOMMENDATIONS

The 'Prosperous Boston' Task and Finish Group concluded its review with two recommendations from the final stage relating to the need to support the ongoing sustainability of the Visit Boston website in future financial years and that monitoring of all the recommendations take place in Spring 2018.

- 4. That the Council develop a corporate policy covering advertising to enable income strands through the Visit Boston website for private advertising.**
- 5. That the Council develop a corporate policy covering corporate sponsorship to support private sponsorship to support the sustainability of the Visit Boston website.**

Chairman's Comments:

This review covered multiple service areas. It has been fluid in its working and its scope and, due to the length of the investigations, outcomes and actions have been implemented as it has progressed and not as is normal in a review, in line with the final recommendations at its end.

A number of common key areas of concern were identified from the large scale initial consultations. I must stress that whilst significant outcomes have been achieved in addressing the majority of the concerns, they have been done so, not solely by the group – but by a collective working alongside portfolio holders / members / officers / partnerships and in part with funding by BTAC.

It is very pleasing to say that due to this best joint working practice the outcomes over the two years have justified this review and the time and effort it had taken.

I would like to conclude by thanking the members of the group who have collectively given everything and done anything asked of them to achieve this: it has been a very small group membership but it has worked together as a single unit and tirelessly in its efforts. My final thanks go to the officers who have supported us all the way through this: they too have professionally given time and effort to ensure a thorough review was carried out.

Councillor Judith Skinner
Chairman Prosperous Boston Task and Finish Group.

FINANCIAL IMPLICATIONS

No financial implications specific to this report.

ANY OTHER IMPLICATIONS

None specific to this report.

APPENDICES

Appendix 1 – Visit Boston UK , update for Task & Finish Group – Prosperous Boston

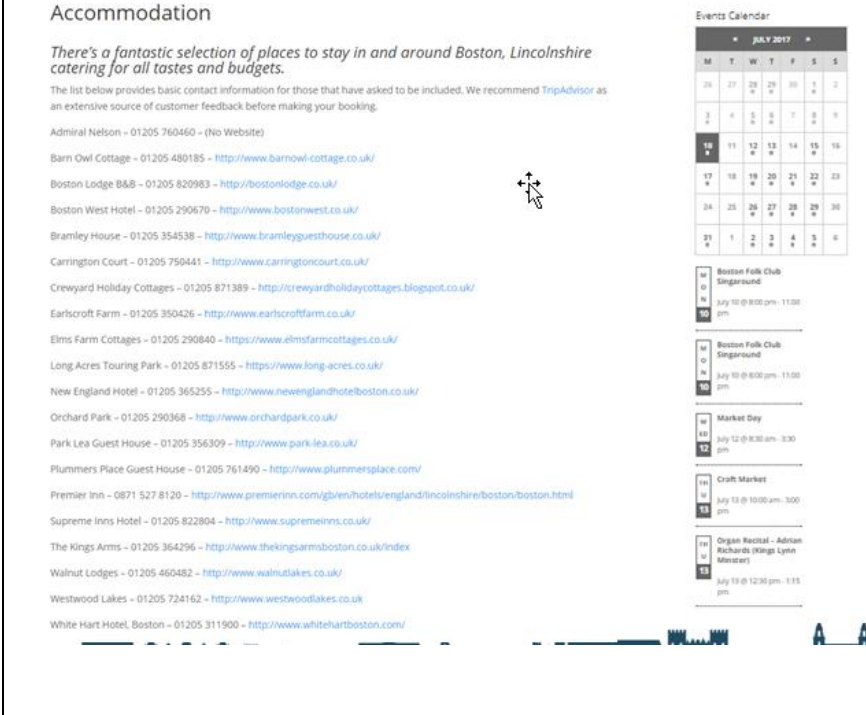




BACKGROUND PAPERS



No background papers as defined in Section 100D of the Local Government Act 1972 were used in the production of this report.

CHRONOLOGICAL HISTORY OF THIS REPORT

N/A

VISIT BOSTON UK – UPDATE FOR TASK & FINISH PROPSEROUS BOSTON

| ACTION REQUEST | CHANGES MADE |
|--|--|
| <p>Update businesses as ‘venues/attractions’ so they can add events to their location.</p> | <p>Have created venue locations for the business where relevant.</p> |
| <p>Accommodation needs to change from a list view to a more attractive view with narrative text and pictures included</p> <p>BEFORE</p> <p>Accommodation</p> <p><i>There's a fantastic selection of places to stay in and around Boston, Lincolnshire catering for all tastes and budgets.</i></p> <p>The list below provides basic contact information for those that have asked to be included. We recommend TripAdvisor as an extensive source of customer feedback before making your booking.</p> <p>Admiral Nelson - 01205 760460 - (No Website)</p> <p>Barn Owl Cottage - 01205 480185 - http://www.barnowl-cottage.co.uk/</p> <p>Boston Lodge B&B - 01205 820983 - http://bostonlodge.co.uk/</p> <p>Boston West Hotel - 01205 290670 - http://www.bostonwest.co.uk/</p> <p>Bramley House - 01205 354538 - http://www.bramleyguesthouse.co.uk/</p> <p>Carrington Court - 01205 750441 - http://www.carringtoncourt.co.uk/</p> <p>Crewyard Holiday Cottages - 01205 871389 - http://crewyarholidaycottages.blogspot.co.uk/</p> <p>Earlscroft Farm - 01205 350426 - http://www.earlscroftfarm.co.uk/</p> <p>Elms Farm Cottages - 01205 290840 - https://www.elmsfarmcottages.co.uk/</p> <p>Long Acres Touring Park - 01205 871555 - https://www.long-acres.co.uk/</p> <p>New England Hotel - 01205 365255 - http://www.newenglandhotelboston.co.uk/</p> <p>Orchard Park - 01205 290368 - http://www.orchardpark.co.uk/</p> <p>Park Lea Guest House - 01205 356309 - http://www.park-lea.co.uk/</p> <p>Plummers Place Guest House - 01205 761490 - http://www.plummersplace.com/</p> <p>Premier Inn - 0871 527 8120 - http://www.premierinn.com/gb/en/hotels/england/lincolnshire/boston/boston.html</p> <p>Supreme Inns Hotel - 01205 822804 - http://www.supremeinns.co.uk/</p> <p>The Kings Arms - 01205 364296 - http://www.thekingsarmsboston.co.uk/index</p> <p>Walnut Lodges - 01205 460482 - http://www.walnutlakes.co.uk/</p> <p>Westwood Lakes - 01205 724162 - http://www.westwoodlakes.co.uk</p> <p>White Hart Hotel, Boston - 01205 311900 - http://www.whitehartboston.com/</p>  | <p>Re-designed the accommodation area on the website to include text and pictures.</p> <p>AFTER</p> <p><i>There's a fantastic selection of places to stay in and around Boston, Lincolnshire catering for all tastes and budgets.</i></p> <p>The list below provides basic contact information for those that have asked to be included. We recommend TripAdvisor as an extensive source of customer feedback before making your booking.</p>  <p>Barn Owl Cottage 01205 480185 http://www.barnowl-cottage.co.uk/</p> <p>Barn Owl Cottage is a charming one bedroomed self catering cottage, located halfway between the market towns of Horncastle and Boston. Cosy up in front of the woodburning stove in the winter months or enjoy alfresco dining on the patio in the summer, overlooking the beautiful Lincolnshire countryside. Dogs welcome.</p>  <p>Boston Lodge B&B 01205 820983 http://bostonlodge.co.uk/</p> <p>Boston Lodge is a small family run bed and breakfast hotel offering superb value for money. Ideally situated for touring Lincolnshire and just 10 minutes from historic Boston.</p>  <p>Boston West Hotel 01205 290670 http://www.bostonwest.co.uk/</p> <p>A modern, purpose built hotel situated in a rural location on the outskirts of town. The smartly appointed bedrooms are spacious and thoughtfully equipped; some rooms have balconies with stunning countryside views.</p>  <p>Bramley House 01205 354538 http://www.bramleyguesthouse.co.uk/</p> <p>Bramley House is a high quality bed and breakfast guest house located in Boston, Lincolnshire. We are well established and family run, with over 18 years experience providing a high standard of accommodation.</p> |

| ACTION REQUEST | CHANGES MADE |
|---|--|
| <p>Accommodation needs to be categorised so they can be broken down by type of accommodation e.g. B&B, Hotel etc</p> | <p>Currently working on a categorisation system and also icons that show the types of attractions/services offered at the accommodation venue.</p> |
| <p>It was suggested that the skyline should be above the header instead of in it's current footer position.</p> <p><i>BEFORE</i></p>  | <p>Have 'mocked up' what this would look like on the new website for evaluation.</p> <p><i>AFTER</i></p>  |
| <p>Create guidelines/policy to be specific what kind of events can be published onto VisitBostonUK website and which events need to be referred to a community website/service which would be more suited to the event.</p> | <p>In progress – working with Phil Perry to produce the guidance.</p> |
| <p>Needs dedicated waterways link. Lots going on with the marina – Boston Belle – haven cafe – sailing and sports on the river.</p> | <p>For future discussion as item that could be included on the website.</p> |

ACTION REQUEST

List of venues/attraction needs to change from a list view to a more attractive view with narrative text and pictures included

BEFORE

Places & Attractions

Here's a list of what to see in Boston including Event Venues, Points of Interest and links to further information and online booking facilities:

- [Ark Wildlife Park](#)
- [Assembly Rooms](#)
- [BBMF Visitors Centre](#)
- [Beech Wood](#)
- [Bicker Village Hall](#)
- [Blackfriars Arts Centre](#)
- [Boston Aerodrome](#)
- [Boston Folk Club](#)
- [Boston Guildhall](#)
- [Boston Marina](#)
- [Boston West](#)
- [Bubblecar Museum](#)
- [Centenary Methodist Church](#)
- [Central Park](#)
- [Eagle Public House](#)
- [Fenside Community Centre](#)
- [Fydeil House](#)
- [Geoff Moulder Leisure Complex](#)
- [Graves Park Social Club](#)
- [Hussey Tower](#)
- [Jakemans Stadium](#)
- [Len Medlock Voluntary Centre](#)
- [Leverton Leisure Centre](#)
- [Lincolnshire Aviation Heritage Centre](#)
- [Market Place](#)
- [Maud Foster Mill](#)
- [Pescod Square Shopping Centre](#)
- [Peter Paine Performance Centre](#)
- [Pilgrim Fathers' Memorial](#)
- [Princess Royal Sports Arena](#)
- [Railway Station](#)
- [Sibsey Trader Mill](#)

CHANGES MADE

Re-designed the venues/attractions area on the website to include text and pictures

AFTER

Here's a list of what to see in Boston including Event Venues, Points of Interest and links to further information and online booking facilities:



ARK Wildlife Park
01205 481468
<http://www.visitbostonuk.com/venue/ark-wildlife-park/>

ARK wildlife park offers an all weather attraction through out the year, set in the beautiful Lincolnshire countryside, with a wide range of animals, offering visitors the chance to get up close with stunning exotic mammal species, amazing reptiles and some familiar friends.



Assembly Rooms
01205 205215
<http://www.visitbostonuk.com/venue/assembly-rooms/>

The Assembly Rooms is a Grade II listed building in Boston Marketplace. The first and second floors of the building are now permitted for use as an entertainment venue between between 09:00 and 03:30, seven days a week.



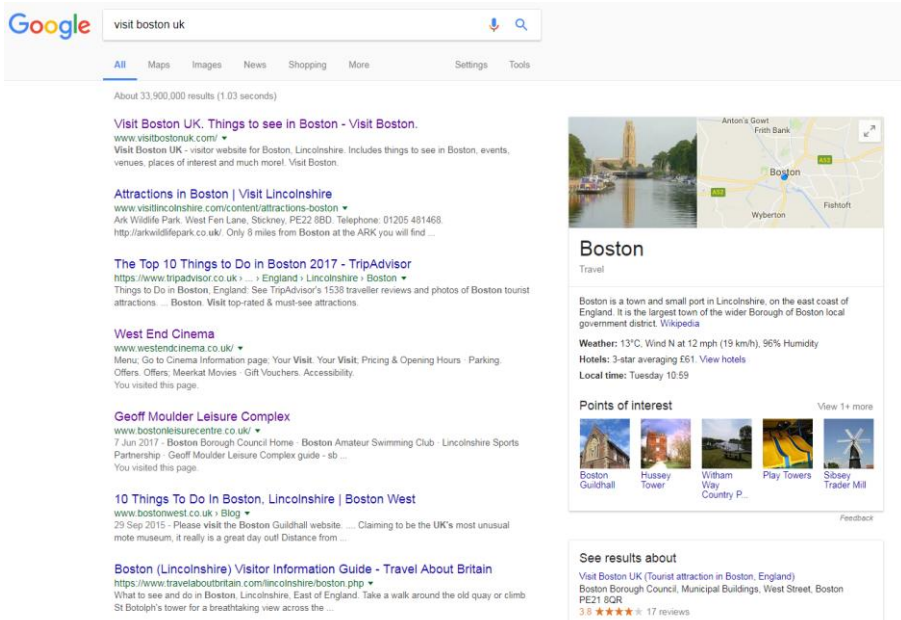
BBMF Visitors Centre
01522 782040
<http://www.visitbostonuk.com/venue/bmf-visitors-centre/>

The Assembly Rooms is a Grade II listed building in Boston Marketplace. The first and second floors of the building are now permitted for use as an entertainment venue between between 09:00 and 03:30, seven days a week.



Beech Wood
<http://www.visitbostonuk.com/venue/beech-wood>

Beech wood is just past Washdyke Road on Fenside Road. The central section was planted in 2001 with beech and hornbeam trees plus field maple, hazel and hawthorn and is now well established.

| ACTION REQUEST | CHANGES MADE |
|--|---|
| Shopping area on the website to be upgraded to include list of businesses/venues. | In development stage at the moment and currently being worked on. |
| Eating Out area on the website to be upgraded to include list of restaurants/venues with breakdown of ratings. | In development stage at the moment and currently being worked on. |
| Continue with making VisitBostonUK website listed on major search engines and Google ranking positions. | <p>Work carried out and VisitBostonUK appears as number one when searching for Visit Boston UK.</p>  <p>The screenshot shows a Google search for 'visit boston uk'. The search results page displays approximately 33,900,000 results. The top result is 'Visit Boston UK, Things to see in Boston - Visit Boston' with the URL www.visitbostonuk.com. Other results include 'Attractions in Boston Visit Lincolnshire', 'The Top 10 Things to Do in Boston 2017 - TripAdvisor', 'West End Cinema', 'Geoff Moulder Leisure Complex', '10 Things To Do In Boston, Lincolnshire Boston West', and 'Boston (Lincolnshire) Visitor Information Guide - Travel About Britain'. On the right side of the search results, there is a knowledge panel for 'Boston' with details on travel, weather, and points of interest.</p> |



B O S T O N

B O R O U G H C O U N C I L

| | |
|-------------------|--|
| REPORT TO: | ENVIRONMENT AND PERFORMANCE COMMITTEE |
| DATE: | 11 OCTOBER 2017 |
| SUBJECT: | WORK PROGRAMME 2017 / 18 |
| PORTFOLIO HOLDER: | N/A |
| REPORT AUTHOR: | Report to be tabled by the Chairman. |
| EXEMPT REPORT? | NO |

SUMMARY

This standing report allows the committee to consider any future reporting it may wish to see on its work programme for the year.

Members are able to ask for reporting at anytime via the Chairman or the Officers but by tabling the programme at each scheduled meeting, it ensures that a robust schedule of reporting is pre planned.

Update activity on Task and Finish Group reviews is now incorporated within the work programme in line with the new ways of scrutiny working.

Members will be asked to feedback at this meeting on the new provision of the quarter performance reporting. The first reporting has been sent out to members to allow questions to be tabled back to source detailed responses from the respective service officers.

Furthermore it provides members with the information to identify subject matters for potential Task and Finish Group Reviews; Member Working Group Investigations; Inquiry Days or Member Briefings.

RECOMMENDATIONS

1. That the committee members feedback on the initial new way of provision on the quarter performance monitoring.
2. That members raise any future subject(s) for scrutiny they would like to see and define what strand of scrutiny they feel should be used to action

Members are reminded of the new re-alignment of the scope of the committee under the corporate priorities:

CP1 Prosperity

Key Aims:

- Promote and support inward investment into the borough.
- Support business development and growth for new and existing businesses
- Infrastructure development
- Support housing growth
- Develop our tourism, heritage and cultural opportunities

How to delivery the priority:

- Provide support to businesses
- Support business growth and work with funding organisations to facilitate it
- Have the South East Lincolnshire Plan adopted during 2017 to ensure a five year housing land supply, allocated land for industry and assist the ongoing development of a distributor road for Boston
- Continue to operate flexible planning policies to support development across the borough.
- Work in partnership with Lincolnshire County Council, the Environment Agency, Internal Drainage Boards and to develop the waterways opportunities and delivery the Boston Barrier.
- Support delivery of more homes
- Work in partnerships to develop Boston as a tourist destination
- Work in partnerships to secure funding to preserve and develop the rich heritage.

CP3 Place

Key Aims:

- Maintain community safety
- Cleanliness
- Further improve recycling rates

How to delivery the priority:

- Continue to tackle anti social behaviour
- Promote greater opportunities for recycling and composting and reducing residual waste
- Ensure streets and public open spaces are clean and well maintained
- Provide CCTV services to increase confidence in safety
- Work with our partners to improve the perception of community safety
- Use our powers effectively to improve the wellbeing of residents.

REASONS FOR RECOMMENDATIONS

That following training and development members recognise the benefit of an effective, flexible scrutiny function by either multi or single in-depth item agendas; task and finish group reviews / inquiry meetings or member working groups.

ALTERNATIVES CONSIDERED

N/A

Standing report tabled at all meetings of the Environment and Performance Committee.

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ENVIRONMENT AND PERFORMANCE COMMITTEE – WORK PROGRAMME 2017/18

| MEETING 6.30 Committee Room | AGENDA ITEMS <i>(to identify links to Corporate Priorities (CP1and3))</i> Standing items: Work programme on all agendas: T&F updating ad-hoc as required. | PRESENTED BY | PORTFOLIO HOLDER |
|--------------------------------|--|-------------------|---------------------|
| 7 JUNE 2017 | 1. Charity Waste Collections Policy (CP1) | G Bernard | Cllr Brookes |
| | 2. Q4 Performance | S Rolfe | Cllr Brookes |
| | 3. Work Programme - construction for forthcoming year. | Chairman | |
| 23 AUGUST 2017 | 1. Health and Wellbeing Strategy (CP1) | I Farmer | Cllr Rylott |
| 11 OCTOBER 2017 | 1. Economic Development Plan | C Gibbon | M Cooper |
| | 2. Prosperous Boston – Phase 3 report | P Perry | |
| 22 NOVEMBER 2017 | 2. Environmental Enforcement – update on first 6 months of operation. | J Moore | Cllr Brookes |
| 10 JANUARY 2018 | 1. Policy for 'A' Boards <i>This is a one item agenda to accommodate members of the public from both disability forums and from local businesses.</i> | Satish Shah - LCC | |
| 7 MARCH 2018 | 1. | | |
| | 2. | | |
| 8 APRIL 2018 | 1. | | |
| | 2. | | |

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TASK AND FINISH GROUP ACTIVITY

| REVIEW: | CURRENT POSITION: |
|---|---|
| Prosperous Boston | Final stage completed. Group to monitor all recommendations Spring 2018 and re-visit any area of concern. Outcome from final reporting identified an area the group wished to re-visit. <i>(See below)</i> |
| Boston Markets <i>(sub review from parent review above)</i> | Initial scope of review agreed: Process agreed as at 01-10-17 to initially review the Markets Policy and undertake consultation exercises with market traders; members of the public and local businesses. Group identified the need to look at the provision of the markets from a dual perspective: identifying the provision of the markets from the stance of local residents and from its position as a visitor attraction as a support facility for tourism. |
| | |

New ways of working for Scrutiny include:

Member Working Groups / Inquiry Days / Member Briefings and Task and Finish Group Reviews.
The above dates for March and April may be used as one item agendas for in-depth reviewing.

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