



www.guildford.gov.uk

Contact: Carrie Anderson

Committee Services

01483 444106

4 November 2016

Dear Councillor

Your attendance is requested at a meeting of the **BOROUGH, ECONOMY AND INFRASTRUCTURE EXECUTIVE ADVISORY BOARD** to be held in Council Chamber, Millmead House, Millmead, Guildford, Surrey GU2 4BB on **MONDAY, 14 NOVEMBER 2016 at 7.00 pm.**

Yours faithfully

Sue Sturgeon
Managing Director

MEMBERS OF THE EXECUTIVE ADVISORY BOARD

Chairman: Councillor Jenny Wicks
Vice-Chairman: Councillor Liz Hogger

Councillor Philip Brooker
Councillor Nils Christiansen
Councillor Andrew Gomm
Councillor Angela Goodwin
Councillor Nigel Kearse

Councillor Julia McShane
Councillor Bob McShee
Councillor Mike Parsons
Councillor Mike Piper
Councillor Matthew Sarti

Authorised Substitute Members:

Councillor Adrian Chandler
Councillor Colin Cross
Councillor David Goodwin
Councillor Murray Grubb Jnr
Councillor Gillian Harwood
Councillor Christian Holliday
Councillor Jennifer Jordan

Councillor Dennis Paul
Councillor Tony Phillips
Councillor David Quelch
Councillor Caroline Reeves
Councillor Pauline Searle
Councillor David Wright

WEBCASTING NOTICE

This meeting will be recorded for live and/or subsequent broadcast on the Council's website. The whole of the meeting will be recorded, except where there are confidential or exempt items, and the footage will be on the website for six months.

If you make a representation to the meeting you will be deemed to have consented to being recorded. By entering the Council Chamber, you are also consenting to being recorded and to the possible use of those images and sound recordings for webcasting and/or training purposes.

If you have any queries, please contact Committee Services on 01483 444102.

QUORUM: 4

THE COUNCIL'S STRATEGIC FRAMEWORK

Vision – for the borough

For Guildford to be a town and rural borough that is the most desirable place to live, work and visit in South East England. A centre for education, healthcare, innovative cutting-edge businesses, high quality retail and wellbeing. A county town set in a vibrant rural environment, which balances the needs of urban and rural communities alike. Known for our outstanding urban planning and design, and with infrastructure that will properly cope with our needs.

Five fundamental themes that support the achievement of our vision:

- **Our Borough** – ensuring that proportional and managed growth for future generations meets our community and economic needs
- **Our Economy** – improving prosperity for all by enabling a dynamic, productive and sustainable economy that provides jobs and homes for local people
- **Our Infrastructure** – working with partners to deliver the massive improvements needed in the next 20 years, including tackling congestion issues
- **Our Environment** – improving sustainability and protecting our countryside, balancing this with the needs of the rural and wider economy
- **Our Society** – believing that every person matters and concentrating on the needs of the less advantaged
-

Your Council – working to ensure a sustainable financial future to deliver improved and innovative services

Values for our residents

- We will strive to be the best Council.
- We will deliver quality and value for money services.
- We will help the vulnerable members of our community.
- We will be open and accountable.
- We will deliver improvements and enable change across the borough.

Mission – for the Council

A forward looking, efficiently run Council, working in partnership with others and providing first class services that give the community value for money, now and in the future.

AGENDA

ITEM NO.

- 1 **APOLOGIES FOR ABSENCE AND NOTIFICATION OF SUBSTITUTE MEMBERS**
- 2 **LOCAL CODE OF CONDUCT AND DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS**

In accordance with the revised local Code of Conduct, a councillor is required to disclose at the meeting any Disclosable Pecuniary Interest (DPI) that they may have in respect of any matter for consideration on this agenda. Any councillor with a DPI must not participate in any discussion or vote regarding that matter and they must withdraw from the meeting immediately before consideration of the matter.

If that DPI has not been registered, the councillor must notify the Monitoring Officer of the details of the DPI within 28 days of the date of the meeting.
- 3 **MINUTES**

To confirm the minutes of the Executive Advisory Board meeting held on 31 October 2016 [minutes to follow].
- 4 **PUBLIC ARTS STRATEGY** (Pages 1 - 8)

To receive a presentation and consider the review and update of the current Public Art Strategy.
- 5 **RURAL ECONOMIC STRATEGY** (Pages 9 - 58)

To receive a presentation and consider the priorities of the Rural Economic Strategy.
- 6 **EAB WORK PROGRAMME** (Pages 59 - 62)

To consider and approve the EAB's draft work programme. Details of future Executive decisions are included.
- 7 **UPDATE/PROGRESS WITH MATTERS PREVIOUSLY CONSIDERED BY THE BOROUGH, ECONOMY AND INFRASTRUCTURE - EXECUTIVE ADVISORY BOARD** (Pages 63 - 72)

Please contact us to request this document in an alternative format

This page is intentionally left blank

BRIEFING NOTE

Subject: Guildford Borough Council's Public Art Strategy

Authors: Su Kelland and Hannah Dix

Date: 10 October 2016

1. Introduction and background

The Council requires a new Public Art Strategy to be produced which is able to respond to the Council's overall objectives and the National Planning Policy Framework, in the provision of public art projects by considering:

- a) a review of the current Public Art Strategy and the preparation of a new strategy, including developing key priorities for public art
- b) exploring the opportunities available for funding public art, particularly through the Council's planning system
- c) a review of the Council's Public Art Advisory Group to ensure it is able to support the delivery and achieve the objectives of the Public Art Strategy

What is public art?

There is no single definition of public art but the Council's previous Public Art Strategy uses the definition set out below:

'Public art involves artists and craftspeople in the design of artworks in the public realm, which is any open space or public building that is free to access. The best public art is designed for its location, with the input of local people and with the artist involved at the earliest possible stage of the process.'

Some of the ways that artists can work in the public realm include:

- a) artist in residence schemes to develop permanent artworks
- b) artists working as members of design teams to create landscape or building schemes
- c) artists creating temporary installations or performance based artworks to develop or launch major public art schemes

It is useful to consider that Ixia (the UK's public art think tank) uses the following explanation:

'The spectrum of artistic practice represented by the term 'public art' encompasses art commissioned as a response to the notion of place, art commissioned as part of the designed environment and process-based artistic practice that does not rely on the production of an art object. When searching for a definition, it is helpful to regard public art as the process of artists responding to the public realm.'

The Council's Public Art Advisory Group:

The Public Art Advisory Group (PAAG) was set up to assist with making decisions on public art schemes in the borough, following the production of the Public Art Strategy of 2008. The main purpose of the group is to represent the wider arts community and residents of the borough in gaining the most benefit from public art initiatives led by the Council and other commissioners. The group aims to provide general guidance on Council policy and on the planning and delivery of public art. Officers, councillors, an independent artist and

representatives of the local arts community including Guildford Arts and the University of Surrey represent the group.

Overall aim of the strategy

To produce a five year strategy which will assist the Council and its partners to enhance the Council's arts and cultural programme and the local environment by identifying key priorities for the provision of public art in the borough. Producing a strategy for public art will allow the Council and its partners to identify and secure resources for public art in the future and develop a framework in which a programme of projects can be developed and delivered. The strategy will highlight the importance of the provision of public art in contributing to the local environment, economy and society, as outlined below.

A mapping exercise of current public art will help identify clusters and gaps in provision and increase opportunities for public art by identifying links with other development plans such as the Local Plan, the Council's capital projects and the Arts Development Strategy.

A review of the processes involved in developing provision for public art will ensure that the design and delivery is aligned with corporate policy and procedures and will improve the efficiency and transparency of project management practices.

The Strategy will identify and evaluate the potential opportunities for funding public art and the processes for securing funding both within and outside of the planning system. Within this, the strategy will address the implications of the Community Infrastructure Levy (CIL) on public art.

This strategy will review the role of the Public Art Advisory Group by evaluating its function to support the delivery of the strategic priorities identified. Once produced, the strategy will inform the work of the Public Art Advisory Group.

Our vision for public art:

Guildford Borough Council seeks opportunities for innovative and dynamic public art that has residents and artists at its core whilst celebrating and enhancing its rich heritage of architecture, landscape and public art.

The benefits of public art to the borough

The Arts Development Strategy will aid the delivery of the Council's Corporate Plan 2015-2020 themes of Our Environment, Our Society and Our Economy.

Our Environment

Public art lends itself to the creation of attractive and high quality surroundings where people want to live, work, shop and play. Public Art can foster civic pride, a sense of place and local ownership and identity. Public art can have a significant role in creating, developing and sustaining ambience and uniqueness, making a place distinctive.

Our Society

High quality public art initiatives can enchant, excite and provoke discussion for local participants and audiences. Imaginative and thoughtful workshops outside conventional arts settings can engage communities who feel isolated and in doing so help to build vibrant, active neighbourhoods. Groups that come together as part of such projects often continue to engage in local issues and initiatives, contributing to the delivery of key policy areas such as local community consultation. Public art initiatives such as lighting schemes and artworks in underpasses increase a sense of safety, as people know the area is cared for.

Our Economy

Good public art contributes to the local economy both by raising the profile of Guildford as a vibrant cultural centre and also by introducing new skills to the area through the artists and community involved. Public art initiatives can help support economic growth by providing work for artists, creating stimulating and attractive environments in which to live and work and sustaining interest from visitors and investors alike.

2. Public art and the planning process

Currently, most of the Council's public art projects are funded through Section 106 contributions, which can either take the form of on-site projects that are managed and delivered by the developer with support from the Council or off-site contributions, which are managed and delivered by the Council.

When the Council adopts the CIL process, the funding for public art will change. There are two options for funding public art through the planning process. For onsite provision, planning obligations can be used to ensure the developer creates public art within the development. Another option is for the Council to identify and cost appropriate public art schemes, such as a location specific piece in the town centre or an iconic landmark piece, which could be funded through CIL. This might be appropriate where there are a cluster of new developments that would affect the overall character of an area.

Ixia, the UK's public art think tank, has obtained legal advice on public art provision within the CIL process and has concluded that it is allowable. Other local authorities have started using CIL for public art projects. Council officers in Planning and Parks and Leisure Services will need to make recommendations for future delivery of public art in Guildford within the CIL process.

3. Approach

Under the direction of a cross party project board, an experienced public art consultant will be commissioned to research, write and consult internally on a draft strategy. The draft strategy will consider internal policy and relevant existing strategies to align the Public Art Strategy with the Council's objectives. It will also address the impact of CIL on funding for public art projects within the Council, look at other opportunities for funding, review the function of the PAAG and set out key priorities for public art in the borough.

We will then take this draft strategy document to public consultation and subsequently produce a final strategy, alongside a development plan that will guide the work of the Arts Officers and the PAAG. An annual update on progress will be published on the Council's website and a review will be carried out after five years.

Consultation and communications

In order to produce the draft strategy, an internal consultation with Planning Services (including colleagues in Planning Policy, Major Projects, Planning Development and the Projects and Conservation Team); Legal Services (including Procurement) and Parks and Leisure Services will be undertaken

This will be followed by a public consultation on the draft strategy and will include: commercial developers; other public art commissioners such as schools, charities and the NHS; local artists and practitioners; community groups; local arts venues; residents; visitors;

Surrey Arts and Surrey Hills Arts; Arts Council England and further and higher education institutions.

Public consultation on the draft strategy will open for four to six weeks. The consultation process will include:

- two focus groups with key stakeholders
- a draft copy of the strategy available to view online accompanied by a public questionnaire targeting local residents, artists, practitioners, community groups, arts groups, current and potential partners, as well as less advantaged groups

Alongside this, a social media campaign will communicate the open consultation to all Council staff and public.

Objectives and outputs of the strategy:

- to set out the Council's commitment to high quality public art that encompasses both challenging and accessible art
- to explore and agree on the best process for funding public art projects in the future through the planning system, for example, through the existing process of Section 106 or via the Community Infrastructure Levy (CIL) or a combination of both
- Continue to review and improve the process of securing funding through the planning system from pre-application stage to project management including, reviewing the process of agreeing the wording of section 106 agreements and planning obligations
- to raise the profile of public art and the wider benefits to the community and economy
- place public art at the heart of community life, promoting a positive image of the borough to residents and visitors
- engage and excite Guildford borough residents and visitors through imaginative public art that creates a dialogue between community and artists
- to create a clear and robust procedure for managing public art projects
- to review the function of the Public Art Advisory Group their role in the process of selecting artists and public art projects in the borough
- to review the way we consult and engage with the community as part of delivering public art projects
- to ensure that public art policy is aligned with the arts development service, particularly promoting the benefits of community involvement in the process of creating public art
- to identify gaps in provision and opportunities to create public art in areas which could benefit from regeneration
- to address the lack of a dedicated public art maintenance and decommissioning budget in the borough
- to continue to review and improve health and safety procedures for the installation of public art projects
- identify, map and where possible cost opportunities for major public art opportunities in the borough, particularly linked with the Town Centre Masterplan and as part of larger public realm improvement schemes
- to share best practice with everyone involved in public art projects, whether as commissioners, artists or stakeholders in the best process for creating high quality public art around the borough that is embedded in the local community

How this strategy works with other Council strategies:

The Council's Public Art Strategy will sit under the Council's Corporate Plan 2015-2020 and sits alongside the Council's Arts Development Strategy. Both the Arts Development Strategy

and the Public Art Strategy will inform the development of a work programme for the Arts Officers. The Public Art Strategy also sits under the Local Plan and links with the Council's Planning Contributions Supplementary Planning Document, which includes a public art section.

Scope of project

This project will include commissioning the first draft of a five year Public Art Strategy, which we will take to public consultation and subsequently produce and launch a final strategy, alongside a public art development plan.

Included within the scope of the strategy:

- commissioning the first draft of a five year Public Art Strategy
- undertaking a public consultation with key stakeholders and subsequently producing a final strategy, alongside the development plan
- identifying priorities for public art
- identifying potential funding for public art
- promoting community involvement in public art
- updating the Council's public art audit to identify gaps in provision
- mapping development sites and future Council capital projects in order to identify opportunities for future public art schemes
- deciding whether the Council will allow CIL to fund public art projects and if so identifying and costing appropriate projects
- launching the strategy

Outside of scope:

- the strategy will not focus on or lead other areas of Parks and Leisure Services
- the strategy will not focus on or lead Council owned or other cultural venues
- the strategy will not lead on or deliver public art outside of the borough of Guildford

4. Resource implications

The development of this strategy will be funded through existing revenue budgets. There will be an impact on other departments within the Council including: the PR and Marketing Team who will advise on the consultation, design and analysis of results; Legal, Financial and Planning Services will advise on the impact of any policy, procedural and funding changes; the Leisure Development Team may be required to assist with public consultation events and the Web Development team will be required to assist with the online consultation design.

5. Timescales

Attend EAB – 14 November 2016

Finalise PID by end November 2016

Set up Project Board and hold first meeting – December 2016

Consultant and officers complete draft strategy and internal consultation – by end of February 2017

Agenda item number: 4

Public consultation (6 weeks) – March - April 2017

Collate public consultation feedback – May 2017

Final copy of strategy produced – June 2017

Project Board agree final strategy – June 2017

Report to CMT – July 2017

Approved by Executive – July 2017

Public Art Strategy launched – September 2017

6. Considerations for the EAB

- consideration of the outline process and consultation
- groups/ individuals to include in consultation
- consideration of the membership and skill set of the public art advisory group
- opportunities for promoting current and future public art and raising the profile of the wider benefits of public art

7. Further references

Society, Environment and Council Development [EAB 14 July 2016- Guildford Borough Council's Arts Development Strategy](#)

Ixia, the UK's public art think tank: www.ixia-info.com

Public art online: www.publicartonline.org.uk

EAB 14 November 2016
Public Art Strategy
Summary of key points and questions for EAB

1 Introduction and background

1.1 Purpose

The Council requires a new Public Art Strategy to be produced, which is able to respond to the Council's overall objectives and the National Planning Policy Framework, in the provision of public art projects.

1.2 The key aims identified for the Public Art Strategy are:

- to produce a five year strategy identifying key priorities for public art
- to map current provision and identify gaps and priorities for the Council's public art programme for the next five years
- to explore funding streams for public art both through the Council's planning system and externally
- to review the process of delivering public art to ensure current practice is aligned with corporate procedure
- to review the Council's Public Art Advisory Group to ensure it is able to support the objectives of the new strategy
- to address the lack of a dedicated maintenance and decommissioning budget for public art and recommend a programme

1.3 What is public art?

Rather than define public art by its end product, for example a piece of sculpture or a decorative bench, it is useful to think of public art as the process of artists working in the public realm and with communities. This helps create a broad definition of public art that is open to future opportunities.

1.4 Key benefits of public art:

The Public Art Strategy will aid the delivery of the Council's Corporate Plan 2015-2020 themes of Our Environment, Our Society and Our Economy.

- public art can foster civic pride, a sense of place and local ownership and identity by creating a unique local landscape
- high quality public art initiatives can enchant, excite and provoke discussion for local participants and audiences
- good public art contributes to the local economy by raising the profile of Guildford as a vibrant cultural centre and by introducing new skills to the area through the artists and community involved

1.5 How this strategy fits in with other Council strategies:

It is important that the public art strategy follows the Corporate Plan and aligns with the aims of the Arts Development Strategy but also that it works with the Council's Local Plan and Supplementary Planning Document.

2 Public art and the planning system

When adopted by the Council the Community Infrastructure Levy (CIL) will have implications for the future funding of public art. A fundamental feature of this strategy will be to address these implications through the strategy process.

3 Approach

Our approach will be to engage an external consultant to support the process, who has:

- demonstrated experience of producing public art strategies and has knowledge of other local authority public art provision
- knowledge and experience of applying national planning policy and the legal framework
- an outside perspective to challenge our current policy and practice
- anticipated costs in the region of £5,000-6,000

4 Considerations for the EAB:

- consideration of the outline process and consultation
- groups/ individuals to include in consultation
- consideration of the membership and skill set of the public art advisory group
- opportunities for promoting current and future public art and raising the profile of the wider benefits of public art

The Guildford Green Paper

A Five Year Plan for our Rural Economy

2017 to 2022

Page 9

DRAFT



Chris Stanton – Rural Economy Officer

Agenda item number: 5

“Unless the rural voice is strong it won’t be heard”.

Professor Tony Travers – LSE
Rural Services Network Conference 2016

The Surrey Landscape (1934)

by

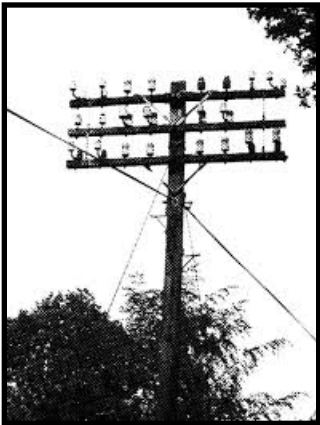
Geoffrey Clark and W.Harding Thompson:

“We must preserve, plan, and educate”.



“Railways, telegraph posts, steel towers for electricity transmission and petrol stations are a few of the necessities of our age, just as the water-mill with its weir and the windmill with its whirling sails fulfilled the mechanical wants of our forefathers.”

*The Surrey Landscape (1934)
G.G.Clark & W.H.Thompson*





“Provided that they are designed with true economy the landscape will absorb them, as it has absorbed the Roman road and, in other lands, the Roman aqueduct.”

*The Surrey Landscape (1934)
G.G.Clark & W.H.Thompson*

Page 13



Agenda item number: 5

What are the necessities of our age?



Page 14



Affordable housing

What are the necessities of our age?

Page 15



Business diversification



Agenda item number: 5

What are the necessities of our age?



Enterprise incubators

What are the necessities of our age?



Page 17

Easier commuting



Agenda item number: 5

What are the necessities of our age?



Good communications



What are the necessities of our age?



Page 19

*Green space for health
and wellbeing*



Agenda item number: 5

What are the necessities of our age?



Page 20

Great family days out



What are the necessities of our age?



Page 21



Wildlife diversity

Agenda item number: 5

What are the necessities of our age?



Healthy trees





Page 25
Competing views . . .



. . . of rural Surrey



Agenda Item Number 5

Draft Rural Economic Strategy

Progress so far:

- Initial economic focus on farming and woodland management, enterprise development and superfast broadband connectivity (*EAB – Feb 2016*)
- Rural mapping exercise currently under way
- Input from GBF Rural Group, interviews, meetings, conferences; also GBC (*Planning, Parks & Leisure, Housing, Public Health and Energy & Sustainability*)
- Brexit . . . *and a Third Runway for Heathrow Airport . . .*

The “Rural Economy” – Geography or Activity?

- **Surrey - the most densely wooded county in England**
- **Cradle of past industrial revolutions – Roman, Medieval**
- **River Wey catchment – including Waverley and Woking**
- **Where people live and – increasingly – work (25%)**
- **Visitor attractions – Surrey Hills AONB, National Trust, etc.**
- **Landscape Management**

Why do we need a rural economic plan?

- **Change: economic, demographic, political and social**
- **Related housing and infrastructure needs**
- **Environmental impact of climate change**
- **Increased risk of major flood events**
- **Sustainability through technological innovation**
- **Brexit**

How have national issues influenced our plan?

- **23 June 2016**
- **August: New Prime Minister and Government**
- **Initial statements* by Chancellor Philip Hammond . . .**
- **. . . and his new Autumn Statement (*23 November 2016*)**
- **DEFRA focus on river catchments for strategic planning**
- **Other Departmental changes, devolution and localism**
 - *£2bn of new investment for accelerated construction (incl. housing) on public land*
 - *Independent Infrastructure Commission to define the UK's long-term needs*
 - *Additional £120m for technology transfer to link entrepreneurs with universities*

How have local issues influenced our plan?

- Enterprise M3 LEP and Rural Action Group
- LEP guidance that Local Plans should include rural focus
- Identified need for improved broadband infrastructure
- Move to renewable energy sources e.g. biomass
- Reduced reliance on grant funding / subsidies
- Encouraging enterprise and skills for rural business

What's driving our local rural economy?

- Woodland) GBF
- Farming) Rural
- Leisure and Tourism) Group



- The Green Belt, housing and infrastructure, Local Plan
- Surrey Hills AONB Management Plan 2014 - 2019
- Surrey Countryside and Rural Enterprise Forum – Rural Statement 2015

The Guildford Green Paper

A Five Year Plan for our Rural Economy:

- **Six Policy Priorities for 2017 to 2022**
- **18 core Objectives delivered or started by 2018**
- **8 Objectives started or in preparation by 2022**

The Guildford Green Paper:

Six Policy Priorities for the Rural Economy:

1. Economic growth and enterprise through rural communities
2. Landscape management
3. Infrastructure (transport and broadband)
4. Energy Policy, generation and supply
5. Promoting Natural Capital for health and wellbeing
6. Brexit strategy and future opportunities

The Guildford Green Paper:

1: Economic growth and enterprise through rural communities:

- **Parish Councils engagement** (*incl. Planning, Parks & Leisure, Energy & Sustainability contacts*) to help community-led projects e.g. village shops; West Horsley Place/Grange Park Opera
- **Affordable housing** – identify suitable local community sites
- **Infrastructure** – identify 5G expansion and public transport improvement opportunities; also broadband / WiFi “not-spots”
- **Enterprise, creativity and innovation** – close working with University of Surrey / SETsquared, Guildford / Merrist Wood College and University Technical College (*from 2018*)

The Guildford Green Paper:

2: Landscape Management:

- **Woodland management – new markets development**
- **Agriculture and horticulture – work with farmers, landowners, skills training providers and others to encourage young people**
- **Support local tourism and leisure development opportunities**
- **Employment land – help communities identify suitable sites**
- **Intermittent disruption – e.g. flood prevention and rural crime**
- **Public education and information**

The Guildford Green Paper:

3: Infrastructure:

- **Community engagement on transport infrastructure options e.g. community bus/public transport and major road projects by Highways England (A3 / M25) and SCC (all other roads); *STOP PRESS! Impact of Heathrow Third Runway expansion?***
- **Broadband / WiFi – influence SCC / BT Openreach strategy, including new options such as mobile phone roaming**
- *Education and Health – informed by Local Plan, to ensure parity of access for residents in rural areas to schools, GP surgeries/health centres and care homes, as for (sub)urban*

The Guildford Green Paper:

4: Energy Policy, generation and supply / Climate Change:

- **Shaping the future of Heat and Power through sustainable fuel sources – implementing recommendations of Government report “The Future of Heating” (2013) through progression towards finding alternatives to fossil fuel**
- *Climate Change Policy – to identify Government grant funding schemes to support carbon capture and Energy generation initiatives e.g. micro water turbines, energy barn schemes*
- *Through partnership working, promote and protect the rural environment through measures to tackle the causes and effects of climate change (e.g. air quality/emissions, run-off, etc.)*

The Guildford Green Paper:

5: Promoting Natural Capital for Green Space health and wellbeing

- **River catchment management – support innovative solutions to address water capture, storage, drainage and flood prevention**
- **Public landscape education through SCREF – promotion of Forum’s Rural Statement (2015); and Surrey Hills AONB – support delivery of Management Plan (2014-19)**
- *Natural England and Surrey Nature Partnership – raise awareness of Natural Capital*
- *Public Health England – through partnership working, ensure incorporation of public health policies (incl. mental health)*

The Guildford Green Paper:

6: Brexit Strategy and future opportunities:

- **UK Brexit Business Strategy – monitor all Government policy announcements, press releases / media coverage to identify and address issues of key importance to Guildford and environs**
- **Rural Services Network “Brexit” Conference 2016 – address key community issues (e.g. ageing population, broadband, devolution) through partner organisations and contacts**
- *Work with all local partners (especially EM3 LEP, 3 Southern Counties and Parish Councils) to optimise post-Brexit rural economic development opportunities, including LHR/LGW.*



Page 38

My daily reminder of the rural economy . . .

The Guildford Green Paper

Next steps:

- **Incorporate findings from mapping exercise**
- **Review and revise following Autumn Statement**
- **Launch Rural Economic Strategy in February 2017**

The Guildford Green Paper

Does the EAB agree with these 6 Policy Priorities?:

1. Economic growth and enterprise through rural communities
2. Landscape management
3. Infrastructure (transport and broadband)
4. Energy Policy, generation and supply
5. Promoting Natural Capital for health and wellbeing
6. Brexit strategy and future opportunities

The Guildford Green Paper

Does the EAB agree with the 18 core Objectives?:

1. Should any Objectives be given greater focus?
2. Should any be removed or shelved?
3. Are there others that should be included?
4. This presentation is intended for a variety of audiences – beyond the Parish Councils are there specific community groups or partner organisations through whom we can raise public awareness of the evolving rural economic strategy?

The Guildford Green Paper

A Five Year Plan for our Rural Economy

2017 to 2022

DISCUSSION

Chris Stanton – Rural Economy Officer

chris.stanton@guildford.gov.uk

01483 444331

THE GUILDFORD GREEN PAPER – APPENDIX A:

SIX POLICY PRIORITIES FOR THE RURAL ECONOMY - DRAFT ACTION PLAN (2017-2022):

In February 2016 the Council's Executive Advisory Board identified farming diversification, woodland management, enterprise development and improved superfast broadband connectivity as rural economic goals. Hampshire County Council Research and Intelligence was commissioned to conduct a Rural Mapping Exercise. Pending its detailed findings, six interim strategic priorities were identified, each supported by a number of specific objectives (2018 deliverables highlighted):

PRIORITY 1: RURAL ECONOMIC GROWTH THROUGH COMMUNITIES, ENTERPRISE AND EDUCATION

Although many good links exist already between the Council, Parish Councils and other local organisations there are opportunities to build on these relationships and reach new audiences for an ongoing dialogue about what the rural economy consists of and how it can be developed in a sustainable way for the full benefit of the wider community, e.g. community-run shops/food hubs:

OBJECTIVE 1: Parish Council engagement – Rural Economy Officer to meet all 24 Councils through Clerk/Chair contacts, parish council and public meetings, etc. to shape local policies informed by demographic change, Local Neighbourhood Plans and the Council's Local Plan;

OBJECTIVE 2: Affordable housing (incl. Rural Exception schemes/Community Land Trusts) – informed by local housing needs surveys, local Neighbourhood Plans, the Local Plan consultation and in line with Government planning policy, to promote local community development by identifying possible sites for affordable and/or social housing development, possibly through Community Land Trusts and zero carbon eco housing schemes;

OBJECTIVE 3: (See also Priority 3, Objective11) Infrastructure issues (e.g. roads/broadband) – informed by the Autumn 2016 rural mapping exercise, identify local road congestion points, community bus/rail links and cycleway improvement opportunities; "not-spots" of mobile reception and broadband coverage and their relation to potential employment or housing growth sites with follow-up to BT Openreach and other telecoms providers;

OBJECTIVE 4: Enterprise, creativity and innovation – in conjunction with University of Surrey/SETsquared, Guildford and Merrist Wood Colleges, the new University Technical College, secondary schools and others, to encourage enterprise and support new business start-ups, ideally through local incubation facilities and stronger academic and research links to support technology and knowledge transfer into the countryside and rural economy. This could include a University of Surrey student on a one-year placement;

PRIORITY 2: LANDSCAPE MANAGEMENT

With solid local contacts in place, the opportunity for dialogue on all aspects of landscape management can proceed, with economic priorities being around the following sectors:

OBJECTIVE 5: Sustainable woodland management – with local landowners, the West Surrey Woodlands Project and others, to support, protect and manage woodland; promote market development of the biomass industry and other timber products and encourage investment in skills, training and events (e.g. Wood Fair, National Wood Fuel Conference);

OBJECTIVE 6: Agriculture and horticulture – working with Surrey County Agricultural Society, local farmers, Merrist Wood College, RHS Wisley, skills training providers – and others as appropriate – to generate and safeguard future interest in the sector as an area of economic growth and career opportunity, targeting young people and their parents;

OBJECTIVE 7: Recreation and tourism – informed by the Local Plan (*including SANGs – Suitable Alternative Natural Greenspaces*), to support rural tourism and leisure developments that benefit businesses, communities and visitors in rural areas while also respecting the size, character and function of their setting and compliance with green belt policy. Complementing other Surrey policies, this support should include generic marketing and participation in national programmes such as the Charter for Trees, Woods and People 2017. This will help to highlight the role of the natural and historic built environment in attracting visitors and the importance of protecting these assets from degradation.

OBJECTIVE 8: Employment land – in line with the targets set out in the Local Plan and subject to improved broadband connectivity, to work with local communities to identify suitable sites capable of supporting new enterprise e.g. farm conversions or small-scale brownfield developments;

OBJECTIVE 9: Intermittent disruption (e.g. flood management, rural crime) – working with various GBC colleagues and outside organisations including Police and Fire and Rescue Service, to identify preventative measures and ensure that these are disseminated to partners, businesses and the wider public through printed and online media;

OBJECTIVE 10: Other public education and landscape information opportunities – creation of a dedicated rural business webpage on the GBC website, supported by locally-organised public meetings and, potentially, social media links for ongoing dialogue;

PRIORITY 3: INFRASTRUCTURE (TRANSPORT AND BROADBAND)

With recent trunk road improvements such as the A3 Hindhead Tunnel, M3 and M25 motorway upgrade projects and new housing developments (current and planned) has come greater car ownership and daily commuting. The pressure on Surrey's roads and villages is already acute and with major future infrastructure plans in the pipeline (including Heathrow's Third Runway) issues around congestion will continue to be addressed through the Local Plan consultation process. As for the Digital Economy, new 5G technologies will have the potential to accelerate demand for rurally-based business locations (including home-working) – so first-class Broadband infrastructure will be as vital to the rural economy as upgraded road and rail connections:

OBJECTIVE 11: Community engagement – with GBC Planning and other colleagues, to gather community views on local commuter links to bus/rail stations, Heathrow and Gatwick Airports and proposed infrastructure projects by Highways England (e.g. M25/A3) and Surrey County Council (all other roads), including working through the Enterprise M3 LEP;

OBJECTIVE 12: Broadband/WiFi – informed by the Autumn 2016 rural mapping exercise and outcomes from the statutory processes underlying the Local Plan consultation, to work with Surrey County Council and BT Openreach to ensure provision of the infrastructure necessary to deliver the Plan by improved connectivity;

OBJECTIVE 13: Education and Health provision (schools, GP surgeries/health centres, care homes) – informed by the Local Plan, to work with communities and strategic partners (e.g. Surrey County Council, Local Enterprise Partnership) to ensure that education, health and related public services are as accessible to rural residents as to those in (sub)urban areas;

PRIORITY 4: ENERGY POLICY, GENERATION AND SUPPLY

Surrey’s status as the UK’s most wooded county provides opportunities for sustainable energy generation through biomass production:

OBJECTIVE 14: Shaping the Future of Heat and Power – building on the 2013 Government report “The Future of Heating” and subsequent progress towards finding alternatives to fossil fuel for the supply of heat, to support wood fuel suppliers and energy producers in the development of local sustainable heat and power plants, including solar farms;

OBJECTIVE 15: Climate Change and Government Policy – to monitor evolving Government policy around Climate Change (including carbon capture and similar initiatives) and Energy power generation, with particular reference to identifying grant funding or stewardship incentives (e.g. for micro water turbine energy generation, energy barn schemes, etc.);

PRIORITY 5: PROMOTING NATURAL CAPITAL FOR GREEN SPACE HEALTH AND WELLBEING

The Vision of the Surrey Nature Partnership is “**a thriving, resilient and attractive county providing natural benefits to all who live and work here.**” The opportunity to attract investment in Natural Capital will assist understanding and appreciation of the value of natural ecosystem services in order to find ways to support and enhance them:

OBJECTIVE 16: Supporting river catchment management – informed by UK studies of severe rainfall events and related flood prevention proposals, to work with local partners on innovative solutions that address water capture, storage, drainage and flood prevention;

OBJECTIVE 17: Public landscape education – building on the work of GBC Parks and Leisure colleagues, Surrey County Council and Surrey Wildlife Trust, to promote the Countryside Code and tell the story of the local landscape using printed and online media for young and old alike, with explanations of the Local Plan’s Special Protection Areas and Suitable Alternative Natural Greenspaces (SANGs). Also, to enhance the public’s experience of the countryside through environmental protection of the land and ecosystems that offer such high natural capital value and quality;

OBJECTIVE 18: Surrey Countryside and Rural Enterprise Forum (SCREF) – as with general education about the countryside, to raise public awareness of the Forum’s Rural Statement for Surrey and its importance in supporting collaboration for Rural Communities, the Economy and Environment. As the SCREF Chairman, Simon Whalley, requests in his Foreword to the Rural Statement for Surrey, this Objective builds into Guildford’s Rural Economic Strategy both the involvement and commitment to help deliver future action;

OBJECTIVE 19: Surrey Hills Area of Outstanding Natural Beauty (AONB) – supporting delivery of the AONB’s Management Plan 2014-19 and working to promote and publicise its collaboration with other councils and partner organisations (incl. Surrey Hills Enterprises,

Surrey Hills Society, CLA, CPRE, NFU) to create new employment, enterprise, skills and tourism opportunities including apprenticeships and volunteering;

OBJECTIVE 20: Surrey Nature Partnership – using the Natural Capital Investment Strategy to develop public landscape education (Objectives 10 and 17), to collaborate with Partnership Board Members and other organisations to promote and interpret the concept of Natural Capital for discrete audiences, in order to engage and involve people in the delivery of the Partnership’s strategic priorities. This will include the new Thriveable Surrey Partnership;

OBJECTIVE 21: Natural England – to review the key findings of the 2015/16 Monitor of Engagement with the Natural Environment and work with local partners to raise awareness of the issues in Guildford’s rural wards;

OBJECTIVE 22: Public Health England – to review key public health policies and ensure these are reflected in future rural economic strategy; also, to participate in Guildford First, the new local health and wellbeing partnership co-ordinated by GBC Public Health colleagues;

OBJECTIVE 23: Mental Health – because poor mental health can affect one in four people at some point in life and with most adult mental illness originating in childhood or adolescence, to raise awareness through rural partners of programmes designed to support mental health prevention and recovery ;

PRIORITY 6: BREXIT STRATEGY AND FUTURE OPPORTUNITIES

The impact on the economy of the UK Referendum vote to leave the EU could be felt for decades, with the exit process alone possibly taking 20-30 years, according to Prof. Tony Travers of the London School of Economics. Apart from well-publicised concerns around the loss of EU subsidies there are related national issues which the Government will need to address as an independent nation outside the EU – for which a strong rural voice will be essential:

OBJECTIVE 24: Britain’s Brexit Business Strategy – to monitor Government policy announcements, press releases, related news coverage and all publications relevant to the rural economic agenda (*e.g. Economist, Farmers Weekly*) in order to identify and address issues of particular importance to Guildford and/or Surrey countryside communities;

OBJECTIVE 25: Rural Services Network Conference 2016 – to address key community issues (*e.g. ageing population, broadband connectivity, devolution*) through partner organisations and contacts, including local media opportunities to raise public rural awareness;

OBJECTIVE 26: The Future – to work closely with the Enterprise M3 LEP Rural Action Group to shape post-Brexit rural economic strategy, especially around future EU/UK grant funding /subsidy opportunities and the impact of the Government’s decision to build a third runway at Heathrow Airport. Also, through the 3 Southern Counties (3SC) partnership with East- and West Sussex, to participate in Devolution or Localism strategies that may benefit the rural economy (*e.g. Business Rate Retention, Parish Council Precept changes, Skills*).

Chris Stanton
Rural Economy Officer
Guildford Borough Council (November 2016)

Borough, Economy and Infrastructure Executive Advisory Board – 14 November 2016
Activities Report by Chris Stanton – Rural Economy Officer, Guildford Borough Council

I joined GBC on 15 August 2016 and since then have conducted desk research and met with a number of individuals through 1:1 meetings, network events and conferences. Scheduled meetings are shown with dates in brackets:

Meetings:

- Cllrs Paul Spooner and Gordon Jackson re. Natural Capital and Rural Economic Strategy timetable
- Cllr Gordon Jackson and Chris Howard, Chair, Surrey Hills Society
- Keith Robson (University of Surrey 5GIC, Simon Bond (SETsquared) and Celia Gaffney (STC)
- Di Roberts, GBC Marketing and Tourism Development Manager
- Attractions and Tourism Group/Visit Guildford
- Bill Biddell/Hampton Estate
- University Technology College Stakeholder Group/Guildford College
- Jonathan Hodrien, Tech Transfer Manager, University of Surrey
- Paul Stacey and Hendryk Jurk, GBC Parks and Leisure
- Chris Reynolds and Energy and Sustainability Team, GBC
- Simon Whalley, Surrey Hills Enterprises CIC and SCREF Chair
- James Whiteman, Director of Environment
- GBC Legal Services re Rural Mapping Exercise
- Ivan Perkowicz and Warwick Currie, HCC Research & Intelligence re Rural Mapping
- Guildford First/Mental Health and Wellbeing
- 3SC (3 Southern Counties) phone interview re devolved employment and skills proposal
- Rachel Hargreaves, Business Development Manager, Surrey U School of Veterinary Medicine
- Prof. Richard Murphy, University of Surrey Centre for Environment and Sustainability
- Rural Group – Guildford Business Forum
- Cllr David Wright and Cllr Richard Billington re various local rural groups, interests and issues
- John Bannister, Guildford Environmental Forum
- Jude Robinson and Deborah Wyatt (EM3 LEP Rural Action group)
- Iain Lynch (Farnham Town Clerk and former Economic Development Manager, Waverley BC) re various opportunities and contact names for inter-Borough collaboration
- EAB pre-meet with Cllrs Jenny Wicks and Liz Hogger
- Meeting re Project Aspire with Jim Maskrey, Future World of Work CIC/Positivity in Progress (11 Nov) – Rob Fairbanks, Director, Surrey Hills AONB and Simon Matthews (Matthews Associates) re multi-Borough rural economic strategic policy (incl. LEP, EU and other funding)
- (16 Nov) Surrey Hills AONB Partnership Forum

Visits/Events:

- Send Business Park (meeting with owner manager and business tenants)
- Surrey Wildlife Trust (Richard Hunt, Director of Comms, and others)
- West Horsley Parish Council/Horsley Countryside Preservation Society/Neighbourhood Plan
- Surrey Hills Wood Fair – West Surrey Woodlands Project and Forestry Commission contacts
- Mental Health Day event at Farnham Road Hospital (incl. Surrey & Borders MH Trust)
- Talk on West Horsley Place/Grange Park Opera project by Bamber Gascoyne

Agenda item number: 5
Appendix 2

- (9 Nov) Guest at Association for Consultancy and Engineering Parliamentary Reception
- (10 Nov) Guildford Environmental Forum – Talk by Pooran Desai, co-founder of Bioregional , BedZED and One Planet Living sustainable communities (?potential for Guildford project)

Conferences:

- Roll of Honour Celebration at Guildhall – network opportunity incl. Anne Milton MP, Max Lu, Mike Kearney and Keith Robson, Surrey U; Chris Howard; John Dennis and Julian Lyon (Savills and Chair, Guildford Society)
- Rural Services Network Conference – meetings with Ian Crawley, Community Land Trust; Cllr Mike Goodman, Lisa Creaye-Griffin and David Greenwood, SCC
- Enterprise M3 LEP Infrastructure Conference – network contact with Megan Streb, Sustrans
- Attendance at National Wood Fuel Conference, Sandown Park - presentations on woodland reservoirs/flood prevention; Gov't heat strategy, District Heat Networks and Renewable Heat Incentives; initial contact with Tim Abbott, CLA (Country Land and Business Association) and Ciara Williams, Savills Rural Surveyor and Alison Field, Forestry Commission
- 3SC (Three Southern Counties) Devolution Proposal – Skills Workstream teleconference

Induction Training:

- Health & Safety
- Equality & Diversity
- (4 Nov) Social Enterprise Workshop
- (15 Dec) Corporate Induction

Chris Stanton
Rural Economy Officer

November 2016

Being close to London and both Heathrow and Gatwick Airports, the Borough of Guildford has a vibrant and mixed economy in which 25% of its working population is employed in rural wards. To inform its new Rural Economic Strategy Guildford Borough Council has commissioned this survey of local owners/managers to establish what are the key issues affecting the growth and sustainability of their businesses. It is important to note that the focus of this survey is not only on agricultural or land-based companies – many high-tech companies have set up in, or moved to, redundant farm buildings because of the improved quality of life and location. Perhaps you are considering relocating your business from a town environment to somewhere more rural? Of particular interest in this survey are issues around business costs, infrastructure, skills and future investment – these last two points being potentially susceptible to the evolving Brexit negotiations as the UK prepares to leave the EU.

Your views at this crucially important time for the UK economy are therefore particularly important in terms of local strategic policy, especially with the Brexit uncertainty about some elements of current and future EU support of rural communities.

Thank you in anticipation of your help completing this survey – if you would like more information about the draft Rural Economic Strategy please contact:

Chris Stanton, Rural Economy Officer on 01483 444331 or email chris.stanton@guildford.gov.uk

Please tick for Data Protection Statement and Privacy Information

Guildford Borough Council adheres to the requirements of the UK Data Protection Act 1998 and is registered on the public register of data controllers which is looked after by the Information Commissioner. Under the Data Protection Act the information which you have provided in this questionnaire will be used only for the purposes of this survey. All responses by individuals will be kept confidential, but by mutual agreement views from organisations may be published in full. More information on Guildford's data protection policies can be found at

<https://www.guildford.gov.uk/dataprotection>



Business Overview:

Agenda item number: 5

Appendix 3

Q1 How long has the business been trading?

- Less than one year
- Between 1 and 3 years
- Between 4 and 5 years
- More than 5 years

Q2 Are your business premises

- Purpose built business, industrial, retail units or on a trading estate
- High street or town/village centre location
- A former agricultural building/conversion in a rural location
- Other

Please state

Q3 Please tick the main advantages and disadvantages of your current business location:

	Main Advantages	Main Disadvantages
Transport infrastructure (roads, rail, air etc)	<input type="checkbox"/>	<input type="checkbox"/>
Access to markets	<input type="checkbox"/>	<input type="checkbox"/>
Communication infrastructure (fixed broadband, mobile technology, Wi-Fi)	<input type="checkbox"/>	<input type="checkbox"/>
Skilled Workforce	<input type="checkbox"/>	<input type="checkbox"/>
Quality of premises	<input type="checkbox"/>	<input type="checkbox"/>
Quality of local environment	<input type="checkbox"/>	<input type="checkbox"/>
Size of premises	<input type="checkbox"/>	<input type="checkbox"/>

Q4 How satisfied are you with your existing business property in terms of the following:

	Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied
Road access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geographical Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Thinking about your current location, within the next year would you consider:

- Moving to a larger premises in the local area (Guildford, Waverley, Woking)
- Moving to smaller premises in the local area (Guildford, Waverley, Woking)
- Relocating out of the local area
- Relocating outside of Surrey
- Remain where you are currently

Q6 Please state how important the following issues are to the current operation of your business?

	Very important	Important	Neither	Unimportant	Very unimportant
High Speed Broadband	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport Infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Internet/Broadband Access:

Agenda item number: 5

Appendix 3

- Q7** What level of internet access do you currently have?
- Dial-up
 - Standard Broadband (ADSL, Fibre or Cable)
 - Super fast Broadband (above 15mbps)
 - Via Satellite Subsidy scheme (rural areas)
 - Via Mobile phone technology (rural areas)
 - Do not have any internet access
- Q8** Overall, how satisfied are you with your current internet provision?
- Very Satisfied Satisfied Neither Dissatisfied Very Dissatisfied
- Q9** Are you aware of the Surrey Super fast programme delivered by the County Council and BT to improve access to superfast broadband?
- Yes No
- Q10** Did you see/take part in the recent public consultation on broadband access as part of the Surrey Superfast Open Market review?
- Yes No

Internet/Broadband Access:

Agenda item number: 5

Appendix 3

Q11 Please indicate how the internet is used in your business (you may tick more than one):

- | | |
|-------------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Retail (buying and/or selling) | <input type="checkbox"/> Market Research |
| <input type="checkbox"/> Wholesale (buying and/or selling) | <input type="checkbox"/> To make business contacts |
| <input type="checkbox"/> Advertising your products/services | <input type="checkbox"/> I do not use the internet |

Q12 Is the speed of the connection adequate for:

	Yes, all the time	Yes, most of the time	Occasionally for some functions	No
Your current business needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your future business needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 How important is the internet/broadband in the day to day running of your business?

- Vital - the business cannot/will not survive without internet access
- Significant - losing access will be problematic
- Moderate - has a place in the business but we could mostly operate without it
- Not important - plays no role in the running/success of the business

Q14 What would help your online experience/enable you to maximise use of the internet in your business?

- | | |
|---------------------------------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> More training on using the internet | <input type="checkbox"/> More reliable internet connection |
| <input type="checkbox"/> Greater knowledge of services available through the internet | <input type="checkbox"/> Faster broadband speeds |
| | <input type="checkbox"/> Reduced costs |

Q15 Additional Comments

Transport Infrastructure:

Agenda Item number: 5

Appendix 3

Trunk road network covers major motorway and most major A roads

Local road network covers all other roads and the services associated with them including traffic management, maintenance and parking

Local public transport network covers local buses, taxis, underground as well as their stations

Rail network covers passenger and freight train routes, timetables and train stations

Air network covers passenger and freight flights and connections to other countries as well as airports and their amenities

Q16 Overall, how would you rate the:

	Very Good	Fairly Good	Neither	Fairly Poor	Very Poor	Dont Know
Trunk road network in the area (motorway and major A roads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local road network in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local public transport network in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rail network in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air network in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 Thinking about the statements below, which of the following networks would you say are most important to business operation:

	trunk roads	local roads	local public transport	rail	air
How your customers access your goods or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you access the goods and services you need for the day-to-day operation of your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you receive deliveries of goods and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you distribute any goods or services you sell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you and your staff travel to work or on business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you and your staff attend meetings or visit sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your perceptions:

Agenda item number: 5
Appendix 3

Q18 We would like to know about your plans for the business for the next two years and beyond. In the next 2 years or so do you plan to:

	6 months	12 months	24 months+
Maintain your current position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand the scale of activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce the scale of activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know/uncertain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 Below is a list of factors that may constrain the growth of a business. Please indicate the importance of each factor in constraining the growth of your business:

	Very important	Important	Neither	Unimportant	Very Unimportant
Lack of space on current site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of suitable premises in the locality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Problems recruiting skilled staff locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ageing workforce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change or unseasonal weather patterns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood prevention and management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rural crime prevention and policing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning and development constraints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business rates and local taxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business regulation and "red tape"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other please specify below	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 Please use the box below if you would like to make any additional comments about any issues above:

Your perceptions:

Agenda item number: 5

Appendix 3

Q21 Below is a series of statements relating to business growth, to what extent do you agree with them:

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Better access to new IT technology will help my business grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working in collaboration with other local business (eg to adopt new technology) will help my business to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better access to private capital will help my business to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better access to skills/training programmes will help my business to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closer relationships with business support agencies will help my business to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other please specify please state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your perceptions:

Agenda item number: 5
Appendix 3

How may your business be affected by Brexit?

Brexit - The 23 June 2016 EU Referendum decision that the UK should exit from membership of the European Union

Q22 Thinking about the issues below, please indicate the importance of each to the growth of your business:

	Very important	Important	Neither	Unimportant	Very Unimportant
Access to the EU Single Market for free movement of goods/services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to the EU Single Market for free movement of workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to the EU Single Market for free movement of capital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tariff-free EU Customs Union	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working Time Directive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"High value" immigration (skilled workers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loss of EU grant or subsidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exports to non-EU countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imports from non-EU countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for completing this survey

Please press submit



This page is intentionally left blank

EAB WORK PROGRAMMES

Corporate Plan items are intended to give the EABs an early opportunity to consider major policies or projects.

BOROUGH, ECONOMY, AND INFRASTRUCTURE EAB

9 JANUARY 2017					
Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion
General Fund and HRA Capital Programmes	Consider the General Fund and HRA capital programmes	No	Cllr Michael Illman	Head of Financial Services	February 2017
Guildford Town Centre Wi-Fi	Maximise technology solutions for Guildford town centre to support the visitor and retail economy.	Yes	Cllr David Bilbé	Local Economy Manager	April 2017
20 FEBRUARY 2017					
Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion
Sustainable Movement Corridor	Pursue the funding and delivery of a sustainable movement corridor linking the main economic areas and development sites to the town centre.	Yes	Cllr Matt Furniss	Director of Development	2018
3 APRIL 2017					
Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion
LEP's wider picture/Ensuring a sustainable economy	Co-ordinate the LEP relationship and maximise funding opportunities to support Guildford as a smart growth hub	Yes	Cllr Paul Spooner	Local Economy Manager	2020

SOCIETY, ENVIRONMENT, AND COUNCIL DEVELOPMENT EAB

21 NOVEMBER 2016					
Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion
Outline General Fund Revenue Budget 2017-18	Consider the Outline General Fund Revenue Budget 2017-18	No	Cllr Michael Illman	Head of Financial Services	February 2017
New Leisure Strategy	Develop and implement a new leisure strategy	Yes	Cllr Richard Billington	Leisure Services Manager	May 2017
Procurement	Progress report including information regarding a targeted approach to cost savings (as requested by the EAB on 25 February 2016)	No	Cllr Matt Furniss	Director of Corporate Services	November 2016
5 JANUARY 2017					
Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion
Housing Revenue Account Budget 2017-18	Consider the Housing Revenue Account Budget 2017-18	No	Cllr Tony Rooth		February 2017
Sustainability Issues (including eco-living options and the impact of/adapting to climate change)	Ensure that Council decisions include an impact assessment on whole life energy costs, environmental sustainability and resilience to climate change and that appropriate planning for adaption measures in undertaken	Yes	Cllr David Bilbé	Energy Management and Sustainability Officer	May 2017
23 FEBRUARY 2017					
Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion

6 APRIL 2017

Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion
Recycling Improvements/ Review of refuse and recycling service	(a) Review core recycling services to ensure that they remain fit-for-purpose (b) Carry out doorstep surveys in 2017 and 2019 to identify residents' views on current and future recycling services	Yes	Cllr Matt Furniss	Fleet and Waste Services Manager	(a) December 2018 (b) December 2019
Traded services & income generation	Develop business cases for new traded services to increase commercial income	Yes	Cllr Michael Illman	Head of Financial Services	2020

Unscheduled items**Borough EAB**

Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion
Business Improvement District	Objectives for next five years of the BID	No	Cllr David Bilbé	Local Economy Manager	
Local Plan	Adopt a new Local Plan: Strategy and Sites	Yes	Councillor Paul Spooner	Planning Policy Manager	2017

Society EAB

Item	Additional information	Corporate Plan Priority?	Relevant Lead Councillor(s)	Lead officer	Target completion
Devolution / Double Devolution		No	Cllr Paul Spooner	Policy and Partnerships Officer	

Others (suitability for EABs?)

- Implications of the UK leaving the European Union
- Community Right to Bid

This page is intentionally left blank

UPDATE/PROGRESS WITH MATTERS PREVIOUSLY CONSIDERED BY THE BOROUGH, ECONOMY, AND INFRASTRUCTURE EAB

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
11 Jan 2016	Annual Parking Business Plan and Parking Tariffs	Kevin McKee (Parking Manager)	Cllr Matt Furniss	That the recommendations to the Executive (19/01/16) submitted in the report to the Board, be approved. No further action required.	At its meeting on 19 January 2016, the Executive approved the proposals in the Business Plan and the amended tariffs.
	General Fund Capital Programme (2016-17 to 2020-21)	Claire Morris (Head of Financial Services)	Cllr Nigel Manning (now Cllr Michael Illman)	With reference to Bid 19 PR304 – Fleet Renewals Programme, the Board raised concern at the level of expenditure on the renewal of the fleet and suggested further staging of expenditure be considered. In response, officers suggested that the Executive be requested to place PR304 on the provisional list of items subject to a further report to the Executive and that the fleet renewals programme expenditure be approved for 2016/17 only. The Lead Councillor for Housing and Social Welfare indicated that he would convey the Board's advice on PR304 to the Lead Councillor for Infrastructure and Environment.	The Executive recommended the Capital Programme (including the new bids) for approval by Council The Executive also agreed to add item 19 (Fleet Renewals Programme), to the General Fund Capital Programme provisional list, and subject to a further report to the Executive, before being progressed.
	Service and Financial Planning – General Fund Budget 2016-17	Claire Morris (Head of Financial Services)	Cllr Nigel Manning (now Cllr Michael Illman)	The following comments were submitted to the Executive: <ul style="list-style-type: none"> The Business Rates Reform announced in the Autumn Statement would be fiscally neutral for central government, rather than for individual councils. Under the reform proposed to business rates the Council would retain less business rate than 	The Executive noted the detailed comments from the EAB on the draft budget and recommended adoption of the Budget and Council Tax for 2016-17 to the Council

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
				<p>currently. Members advised the Executive to protest to Government about the unfairness of the reform; the Lead Councillor for Housing and Social Welfare indicated his sympathy for the suggestion and undertook to take this request to the Executive.</p> <ul style="list-style-type: none"> • The New Homes Bonus would be withheld in 2017/18 if the Council had not submitted a Local Plan by the relevant deadline. • In reply to a question about the viability of addressing the deficit, the Board was reminded of the Council's transformation programme and the need to transform the Council's operations and services. 	
	<p>Establishment of North Downs Housing Ltd – A Local Authority Wholly Owned Housing Company</p>	<p>Phil O'Dwyer (Director of Community Services)</p>	<p>Cllr Tony Rooth</p>	<p>To submit the following comments to the Executive:</p> <ul style="list-style-type: none"> (i) the Board's endorsement of the creation of a Wholly Owned Local Authority Housing Company; (ii) the Board's agreement with the four, draft company objectives, as detailed in the report; (iii) the Board's endorsement of the governance arrangements; and (iv) the Board's views on Directors of the Housing Company 	<p>At its meeting on 23 February 2016, the Executive noted the EAB's comments and approved:</p> <ul style="list-style-type: none"> (1) the setting up of a wholly owned local authority housing company limited by shares, provisionally called 'North Downs Housing Ltd' and a parent company called 'Guildford Holdings Ltd'. (2) the grant by the Council of a 25-year repayment loan of £1.8 million to the company at an initial interest rate of

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
					<p>6.5% to be drawn down in stages as required.</p> <p>(3) the investment of £0.6 million in equity shares of the company financed from the pre-April 2013 housing capital receipts reserve, to be drawn down alongside the loan.</p> <p>(4) a budget of £130,000 to be financed from the Council's invest to save reserve, to fund the start-up and business plan modelling costs for the companies.</p> <p>(5) authorised the Head of Paid Service in consultation with the Monitoring Officer and the Leader of the Council,</p> <p>(a) to approve articles of association and such other documents as may be necessary to govern the companies and to manage the relationship between the Council and the Companies; and</p> <p>(b) the appointment of the first directors</p>
22 Feb 2016	Rural Economic Strategy	Chris Burchell (Local Economy Manager)	Cllr Richard Billington	The Board concluded there was a need for clear definitions, priorities, and measurables. In addition, there should be a mechanism to enable interested organisations to contribute to the development of the strategy and sources of funding should be explored.	A full-time Rural Economy Manager, Chris Stanton has been appointed and will draft a Rural Economic Strategy which will be subject to approval by the Executive in the next 4-6 months. In addition, a consultant has also been employed to undertake a mapping

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
					exercise of the rural economy in Guildford and Surrey.
4 April 2016	The Future of Guildford Museum	James Whiteman (Director of Environment)	Cllr Geoff Davis (now Cllr Nikki Nelson-Smith)	The Board fully supported the recommendations for Executive's consideration on 19 April 2016 and subject to its approval, looked forward to the reinvention and development of Guildford Museum as part of Guildford's 'Heritage Quarter'.	<p>The Executive noted the EAB's comments and agreed:</p> <ul style="list-style-type: none"> (1) To commission a feasibility and costing report for the proposed new build extension to the current Museum buildings and approved the vision of developing an updated and exciting museum offering at that site. (2) To transfer £240,000 from the provisional capital programme (ED18(p) Museum and Castle Development scheme to the approved capital programme to carry out the work referred to in paragraph (1) above. (3) To authorise the Director of Environment, in consultation with the Lead Councillor for Economic Development, Heritage and Tourism: <ul style="list-style-type: none"> (i) to establish a Development Group, consisting of internal representatives and external partners, to assist in the delivery of improvements to the Museum; and (ii) to develop a fundraising strategy and related fundraising committee with a view to

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
					<p>identifying and securing external grants and funding for improvements to the Museum</p> <p>(4) To request the Museum Working Group to review and make recommendations on the future of the Victorian Schoolroom, including the possible sale of 39½ Castle Street, should the Schoolroom be discontinued.</p> <p>(5) To approve the Action Plan and request the Museum Working Group to continue its work to deliver the Action Plan.</p>
	Town Centre Regeneration Strategy	Barry Fagg (Major Projects Portfolio Manager Interim)	Cllr Paul Spooner	The Board fully supported the proposals for the implementation and delivery of a Town Centre Regeneration Plan subject to Executive's approval at their meeting on 31 May 2016. [this item was subsequently deferred].	At its meeting on 29 November 2016, the Executive will be asked to approve the delivery of the Town Centre Regeneration Strategy.
13 April 2016	Proposed Submission Local Plan: Strategy and Sites	Stuart Harrison (Planning Policy Manager)	Cllr Paul Spooner	<p>The Board agreed to submit the following comments to the Executive:</p> <p>(1) To consider the Board's overwhelming concern about the lack of adequate infrastructure to support planned development particularly in its rural areas. Sufficient infrastructure should be delivered when needed to support the cumulative impact of</p>	<p>At its special meeting on 11 May 2016, the Executive noted the EAB's comments and recommended to full Council that the draft Local Plan: strategy and sites document be approved for public consultation, subject to:</p> <ul style="list-style-type: none"> the removal of site allocation policy A43 Land around Burnt Common warehouse, London Road, Send, and

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
				<p>development in the future, in particular for sites that are too small to provide their own infrastructure directly themselves, but which cumulatively would have an impact.</p> <p>(2) To give assurance and guarantee that infrastructure improvements would be delivered in time to support planned growth.</p> <p>(3) To consider reviewing the methodology employed in the Green Belt and Countryside Study, specifically in relation to deciding between, low, medium and high sensitivity areas. This would ensure that it was defensible when examined by the Secretary of State.</p> <p>(4) To support the strongest worded affordable housing policy we can have within the remit of sustainable development.</p> <p>(5) To safeguard green spaces and green approaches in Guildford Town and its surrounding countryside so to enhance the quality of life for all.</p> <p>(6) To review whether a higher windfall assumption is justified.</p>	<ul style="list-style-type: none"> replacement of site allocation policy A43 with a new site to the east of Burnt Common Lane, south of Portsmouth Road, and north of the A3 known as Garlick's Arch, Send Marsh/Burnt Common and Ripley

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
23 May 2016	Implications for Guildford of the 'Surrey Infrastructure Study'	Neil Taylor (Director of Development)	Cllr Matt Furniss	The Board acknowledged that the Surrey Infrastructure Study had provided a useful framework to look at the infrastructural challenges that faced Guildford whilst also acknowledging the number of caveats that existed. The Board also recognised the significant work that had already been undertaken to bridge funding gaps and looked forward to the development and implementation of Guildford's Infrastructure Plan overall.	No update.
	Guildford Design Guide	Meave Faulkner (Design and Conservation Team Leader)	Cllr Paul Spooner	The Board fully endorsed the following recommendation: <ul style="list-style-type: none"> That a working group be established to oversee the emergence of the Guildford Design Guide, ensuring that it was comprised of enforceable policies that carried planning weight, rather than a guidance document per se. 	A working group has not yet been established owing to a lack of resources in the Design and Conservation Team. An update will be provided shortly.
11 July 2016	Stoke Park Masterplan	Paul Stacey (Parks and Landscape Manager)	Cllr Richard Billington	The Board fully endorsed the formation of a project board. The Parks and Landscape Manager would be invited back to the Borough, Economy and Infrastructure meeting in a year's time to look at setting up a project board and how to take this forward.	The Board will invite back Paul Stacey (Parks and Landscape Manager) to a meeting in approx. one year for an update on the establishment of a project board.

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
	Guildford Town Centre Regeneration Strategy	Barry Fagg (Major Projects Portfolio Manager Interim)	Cllr Paul Spooner	<p>The Board fully supported the work plan and objectives for the regeneration of the town centre. The Board noted that the regeneration plan was to be considered by the Executive at its meeting on 27 September 2016. The Board recognised the short time frame left for members to have further significant input into the plan. Nevertheless, the Board requested that they had sight of the report and any associated private papers at its next meeting on 12 September 2016.</p> <p>[post-meeting note: It was agreed at the Joint Overview and Scrutiny and EAB Work Programme meeting that owing to the short-turn around the above topic would not be considered at the next meeting of the Board on 12 September 2016].</p>	The Executive would consider this item at their next meeting on 27 September 2016.
12 Sep 2016	Guildford Parking Strategy and Electric Vehicle Charging Points	Kevin McKee	Cllr Matt Funiss	<p>The Board generally supported the draft strategy and made a number of comments and suggestions. The draft strategy will go before the Executive in November 2016 to seek approval to go out for public consultation. The outcome of the consultation will be relayed to Board members by email feedback.</p> <p>presented to the Executive</p>	The Executive will consider the draft strategy on 29 November 2016.
	Guildford Town Centre Technology	Chris Burchell	Cllr David Bilbé	The Board was supportive of the initiative and made a number of comments. The Board requested the	Awaiting project timeline

Date of Meeting	Item	Lead Officer	Lead Councillor	Action Agreed	Progress to date
	Solutions			draft implementation report come before them in advance of it being	
31 October 2016	Integrating Community Care Services	John Martin	Cllr Tony Rooth	TBC	TBC
	Multi-Use Sports and Entertainment Facility	Jonathan Sewell	Cllrs Iseult Roche/ Richard Billington	TBC	TBC

This page is intentionally left blank