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Contact: Andrea Carr  
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10 May 2019

Dear Councillor

Your attendance is requested at a meeting of the **PLACE-MAKING AND INNOVATION EXECUTIVE ADVISORY BOARD** to be held in Council Chamber, Millmead House, Millmead, Guildford, Surrey, GU2 4BB, on **MONDAY 20 MAY 2019** at **7.00 pm**.

Yours faithfully

James Whiteman  
Managing Director

**MEMBERS OF THE EXECUTIVE ADVISORY BOARD**

Membership of the Executive Advisory Board is to be agreed at the Council Selection meeting on Wednesday 15 May 2019.

**Authorised Substitute Members:**

Substitute members to be notified.

**WEBCASTING NOTICE**

This meeting will be recorded for live and/or subsequent broadcast on the Council's website in accordance with the Council's capacity in performing a task in the public interest and in line with the Openness of Local Government Bodies Regulations 2014. 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 have any queries regarding webcasting of meetings, please contact Committee Services.

**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.

### Three fundamental themes and nine strategic priorities that support our vision:

- |                     |  |
|---------------------|--|
| <b>Place-making</b> | Delivering the Guildford Borough Local Plan and providing the range of housing that people need, particularly affordable homes |
|                     | Making travel in Guildford and across the borough easier   |
|                     | Regenerating and improving Guildford town centre and other urban areas   |
| <b>Community</b>    | Supporting older, more vulnerable and less advantaged people in our community  |
|                     | Protecting our environment   |
|                     | Enhancing sporting, cultural, community, and recreational facilities   |
| <b>Innovation</b>   | Encouraging sustainable and proportionate economic growth to help provide the prosperity and employment that people need       |
|                     | Creating smart places infrastructure across Guildford  |
|                     | Using innovation, technology and new ways of working to improve value for money and efficiency in Council 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.

*The information contained in the items on this agenda has been allowed into the public arena in a spirit of openness and transparency to gain broad input at an early stage. Some of the ideas and proposals placed before this Executive Advisory Board may be at the very earliest stage of consideration by the democratic decision-making processes of the Council and should not be considered, or commented on, as if they already represent either Council policy or its firm intentions on the issue under discussion.*

*The Executive Advisory Boards do not have any substantive decision-making powers and, as the name suggests, their purpose is to advise the Executive. The subject matter of the items on this agenda, therefore, is for discussion only at this stage and any recommendations are subject to further consideration or approval by the Executive, and are not necessarily in final form.*

## **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 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.

Councillors are further invited to disclose any non-pecuniary interest which may be relevant to any matter on this agenda, in the interests of transparency, and to confirm that it will not affect their objectivity in relation to that matter.

**3 MINUTES (Pages 1 - 4)**

To confirm the minutes of the Executive Advisory Board meeting held on 8 April 2019.

**4 OFFICER UPDATE ON THE COUNCIL'S SUPPORT FOR THE DIGITAL GAMES SECTOR IN GUILDFORD WITH FUTURE OPPORTUNITIES AND CHALLENGES (Pages 5 - 8)**

**5 OFFICER UPDATE ON THE COUNCIL'S SUPPORT FOR THE TOURISM SECTOR IN GUILDFORD WITH FUTURE OPPORTUNITIES AND CHALLENGES (Pages 9 - 50)**

**6 EXECUTIVE FORWARD PLAN (Pages 51 - 80)**

7 **EAB WORK PROGRAMME** (Pages 81 - 84)

To consider and approve the EAB's draft work programme.

8 **PROGRESS WITH ITEMS PREVIOUSLY CONSIDERED BY THE EAB** (Pages 85 - 94)

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