

## Council 27 July 2016 - Questions submitted by Members

| Question No.   | Question from:      | Question:   | Question to:                    | Service area:                      |
|--|---------------------|---|---------------------------------|------------------------------------|
| 1.   | Cllr Roger Truelove | At our last Council meeting on 29th July you reported that the fate of the ill-fated "It's Here" signs would be discussed at "the next Board Meeting early in July". Anything to report, on this or any other aspect of this slow moving Spiritual project?                           | Cabinet Member for Regeneration | (Interim) Director of Regeneration |
| <p><b>Response:</b></p> <p>I thank Councillor Truelove for his spirited question. I know he will be pleased to hear that we made considerable progress at the July Board meeting on a number of fronts. U + I are reviewing their approach to signage, and they confirmed that there has been some further pleasing interest in specific sites that he will hear of shortly.</p>   |                     |   |                                 |                                    |
| 2.   | Cllr Ghlin Whelan   | Now that the Planning Committee has approved the movement of the Market to the High Street, could the portfolio holder advise when this move will take place, the benefits he expects to accrue to the High Street, and the action to be taken by this Council to ensure its success? | Cabinet Member for Regeneration | (Interim) Director of Regeneration |
| <p><b>Response:</b></p> <p>The relocated Saturday market will be up and running by December 2016, ready for Christmas. This will be in the form of themed markets to attract people to shop in the High Street, spend their money locally, add vibrancy to the Town, and animate our public space.</p> <p>The relocation of the Friday market will take place later next year, once the road improvements have been completed.</p> |                     |   |                                 |                                    |

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| 3.  | Cllr Roger Truelove | Does Swale Borough Council really need a Director of Regeneration? | Leader | Chief Executive and Head of Paid Service |
| <p><b>Response:</b></p> <p>Regeneration is one of the Council's top priorities. Regenerating our Borough is the most effective way of alleviating deep lying social issues that affect some of our communities – for example around skills attainment, income and deprivation, and health outcomes.</p> <p>And as the government shifts the council funding regime to being based on the income received from business rates, driving local economic growth will also be key to our ability in the long term to fund and deliver excellent services for all our community.</p> <p>We have also been highly successful in driving regeneration in recent years – for example, and as set out in the 2015/16 Finance Outturn report that recently came to Cabinet, we were one of eleven Kent authorities in a business rate pool in that year, and Swale generated the greatest increase in business rates of all authorities within that pool – a testament to the hard work of our Directors of Regeneration and the rest of the Regeneration Team over recent years, and the coming to fruition of a number of key projects.</p> <p>But we have further significant projects that we are working hard to deliver – whether in Sittingbourne, on the Island, in Faversham, and as part of our wider roads and transport network. This requires the Planning, Housing, and Economy and Communities Divisions to work closely together, under a leader who can drive change and work in partnership to deliver our vision of a Borough to be Proud of.</p> |                     |  |        |  |