

**MINUTES OF THE COUNCIL  
HELD ON**

12 July 2018

7.30 - 8.38 pm

**PRESENT**

**COUNCILLORS**

Maggie Hulcoop (Chair)  
Clive Souter (Vice-Chair)

Ian Beckett	Mark Ingall
David Carter	Andrew Johnson
Simon Carter	Eddie Johnson
Joel Charles	Sue Livings
Nick Churchill	Stefan Mullard
Jean Clark	Lanie Shears
Mike Danvers	John Strachan
Bob Davis	Edna Stevens
Tony Durcan	Emma Toal
Tony Edwards	Chris Vince
Waida Forman	Phil Waite
Michael Garnett	Mark Wilkinson
Eugenie Harvey	

**OFFICERS**

Brian Keane, Managing  
Director  
Colleen O'Boyle, Interim Head  
of Governance  
Adam Rees, Governance  
Support Officer

16. **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Karen Clempner, Tony Hall, Michael Hardware, Shona Johnson, Russell Perrin and Danny Purton.

17. **DECLARATIONS OF INTEREST**

Councillor Simon Carter declared a non-pecuniary interest in Item 8, as he was a Council appointed Director of the HTS Board.

18. **MINUTES**

**RESOLVED** that the minutes of the meeting held on 24 May 2018 are agreed as a correct record and signed by the Chair subject to the addition in Minute 10 of Councillor Lanie Shears as Portfolio Holder for Governance.

19. **COMMUNICATIONS FROM THE CHAIR**

The Chair outlined the various events she had attended, and in particular drew attention to the visit of the Countess of Wessex in recognition of Razed Roof receiving the Queen's Award for voluntary service.

The Chair reminded Councillors of the Harlow Carnival, which was being held on 26 August, her Golf Day on 3 September, and the Civic Service which was due to be held on 30 September.

20. **PETITIONS FROM THE PUBLIC**

None.

21. **QUESTIONS FROM THE PUBLIC**

None.

22. **QUESTIONS FROM COUNCILLORS**

The question together with the answer is appended to the minutes.

23. **MOTIONS FROM COUNCILLORS**

None.

24. **MAIN DEBATE**

In accordance with Council Procedure Rule 17.3, the Chair called on the Leader of the Council to introduce the debate on the work undertaken by the Council in 2017/18 municipal year together with any highlights, pressures and potential issues for the coming year. The Leader of the Opposition was given the opportunity to respond to the debate. The Leader of the Council outlined the Council's approach to meeting with challenges so as to provide services to the Town for the benefit of its residents.

25. **REFERENCES FROM CABINET AND COMMITTEES**

None.

26. **REPORTS FROM OFFICERS**

None.

27. **MINUTES OF CABINET AND COMMITTEE MEETINGS**

**RESOLVED** that the minutes of the following meetings are noted.

- a) Minutes of meeting Tuesday, 13 March 2018 of Scrutiny Committee
- b) Minutes of meeting Tuesday, 20 March 2018 of Licensing Committee
- c) Minutes of meeting Wednesday, 21 March 2018 of Development Management Committee
- d) Minutes of meeting Thursday, 22 March 2018 of Cabinet

- e) Minutes of meeting Tuesday, 10 April 2018 of Scrutiny Committee
- f) Minutes of meeting Thursday, 26 April 2018 of Development Management Committee
- g) Minutes of meeting Wednesday, 6 June 2018 of Development Management Committee
- h) Minutes of meeting Wednesday, 13 June 2018 of Audit & Standards Committee
- i) Minutes of meeting Thursday, 14 June 2018 of Cabinet

28. **MATTERS OF URGENT BUSINESS**

None.

CHAIR OF THE COUNCIL

Agenda item 7 refers

**1. Councillor Joel Charles, to Councillor Mark Ingall, Leader of the Council**

Will the Leader of the Council confirm the Discover Harlow campaign priorities and the measures of success that have been developed in consultation with the public relations company Thinkingplace?

**Response from Councillor Mark Ingall, Leader of the Council**

Thinkingplace is an organisation that works with places to enable them 'to work differently and harder to communicate the opportunities they offer and promote what makes their Place special to ensure they stand out from the crowd'. They were engaged to produce a campaign to show that Harlow is an attractive and dynamic place to invest, live and do business. The work undertaken targets a regional and national audience and seeks to show companies and others that Harlow is the place to be. The campaign seeks to increase pride in the Town, improve perceptions of the Town, increase visitors to the Town and support and encourage all types of investment. These are therefore the campaign priorities.

Thinkingplace has worked with the Council and a wide range of stakeholders to produce a new narrative for the Town delivered in the form of the Discover Harlow storybook, showreel, visual identity and language toolkit. They have supported the successful establishment of the stakeholder Place Board which will act as guardian to the campaign going forward. The Board will be actively recruiting Ambassadors who will also be key to progressing the campaign.

Engagement in the Place Board and Ambassador Group and activities will be measures of success. The Council will continue to monitor major investments, job creation and growth in numbers of businesses, in the knowledge that place marketing campaigns will take time to embed and are a contributory factor in influencing investment decisions. The Discover Harlow campaign was informed by the perceptions of individuals external to Harlow, at an appropriate point, the Place Board may wish to revisit these perceptions.