

Public Document Pack

Date of meeting **Wednesday, 3rd September, 2014**
Time **7.00 pm**
Venue **Committee Room 2, Civic Offices, Merrial Street,
Newcastle-under-Lyme, Staffordshire, ST5 2AG**
Contact **Justine Tait Ext 2250**



**Civic Offices
Merrial Street
Newcastle-under-Lyme
Staffordshire
ST5 2AG**

Economic Development and Enterprise Scrutiny Committee

SUPPLEMENTARY AGENDA

PART 1- OPEN AGENDA

- 8 NEWCASTLE TOWN CENTRE PARTNERSHIP (Pages 3 - 12)**
- 9 KIDSGROVE TOWN CENTRE PARTNERSHIP (Pages 13 - 26)**

Members: Councillors Baker, Holland, Loades, Matthews, Owen, Mrs Simpson, Wallace, Stringer (Chair), Welsh, White (Vice-Chair) and Wilkes

'Members of the Council: If you identify any personal training / development requirements from the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Committee Clerk at the close of the meeting'

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Key Performance Indicator Report

2014

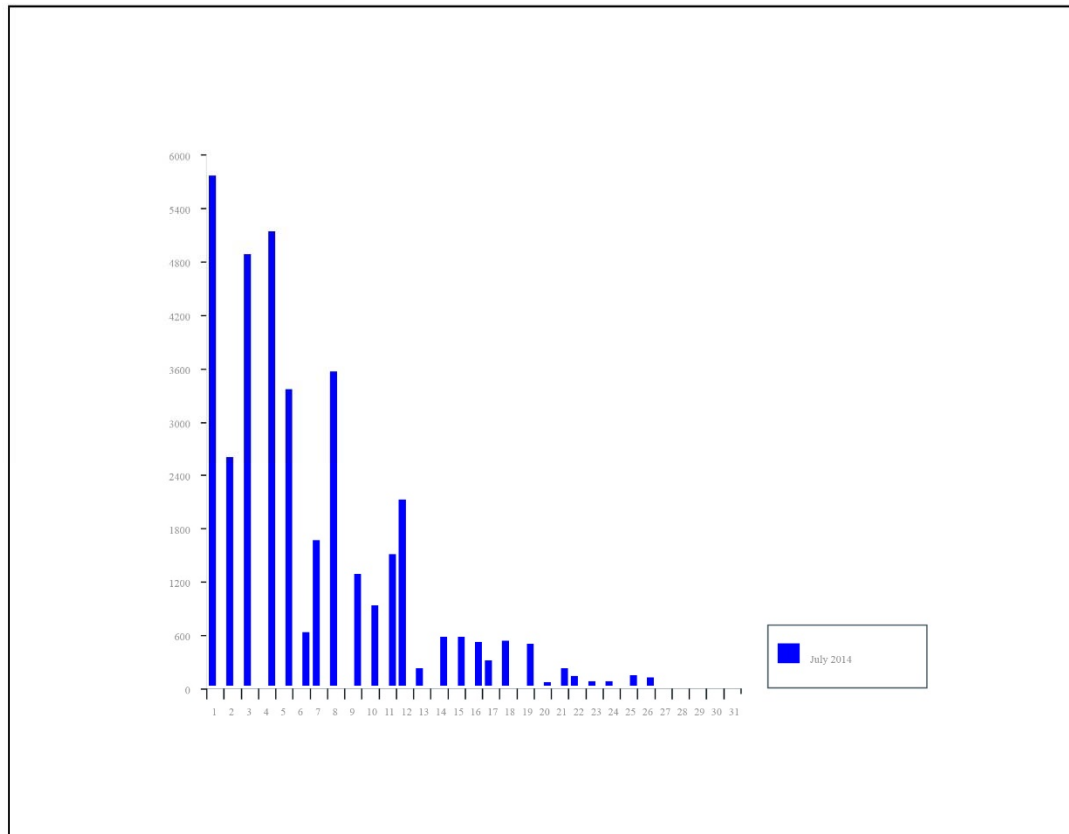
Quarter 1

Footfall Monitoring

Newcastle under Lyme Town Centre Partnership footfall counters were fitted in Quarter 2, on the corner of the Iron Market and Castle Walk as this is the first year there is no baseline to currently compare figures to.



Newcastle-under-Lyme Monthly Analysis - COUNT by Time
Tue 01 Jul 2014 to Thu 31 Jul 2014

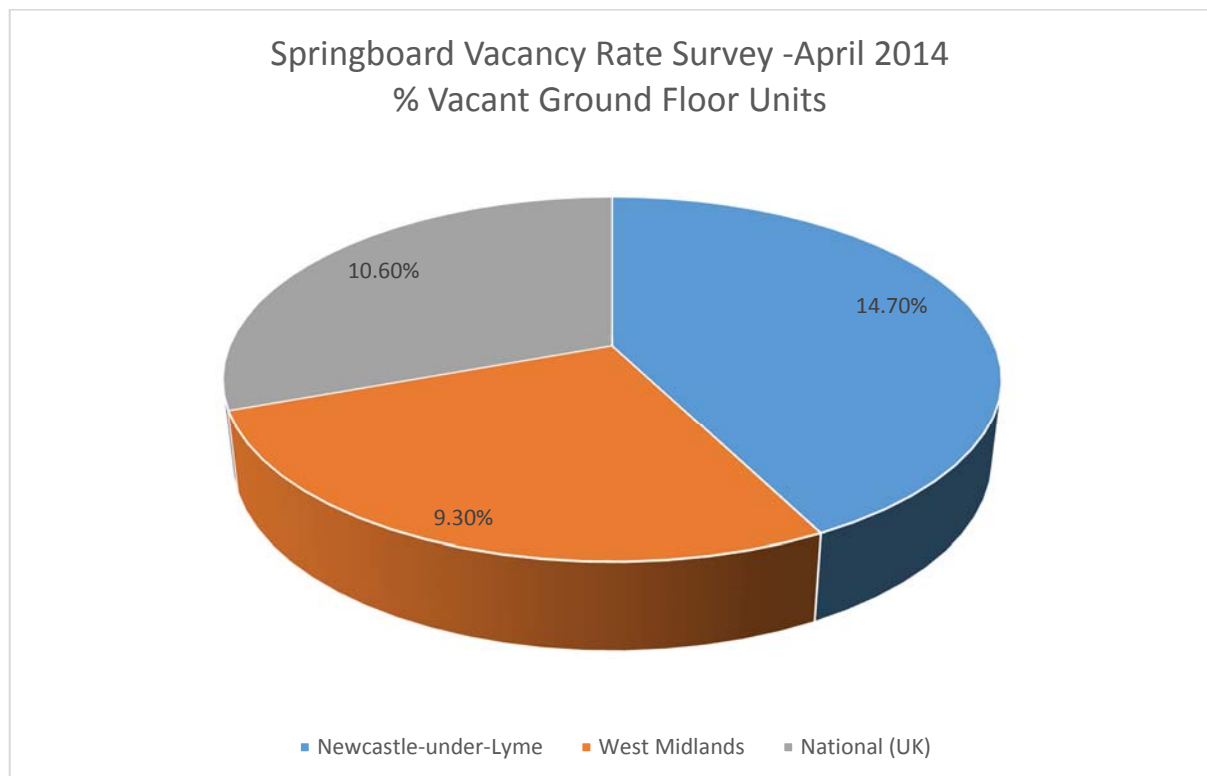
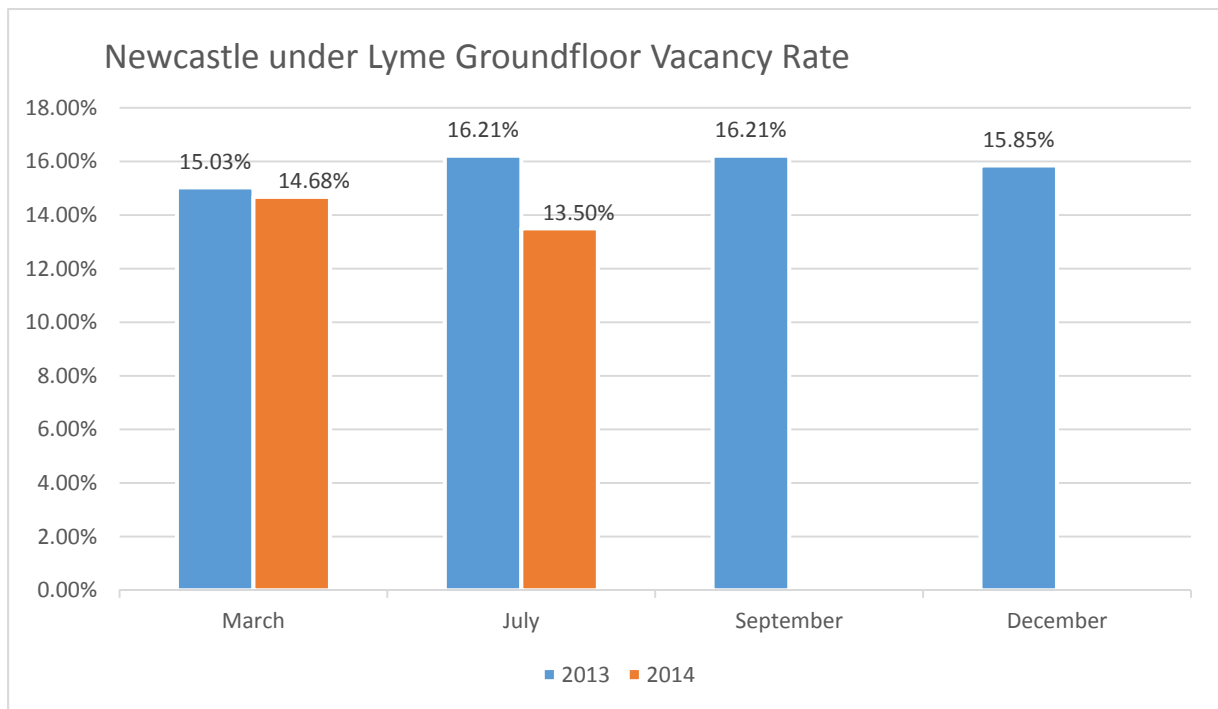


	1	2	3	4	5	6	7	8	9	10	11
July 2014	5,766	2,612	4,881	5,142	3,374	634	1,669	3,571	1,288	935	1,510
	12	13	14	15	16	17	18	19	20	21	22
July 2014	2,124	229	583	579	527	317	540	505	71	230	145
	23	24	25	26	27	28	29	30	31	Total	
July 2014	86	82	147	123	0	0	0	0	0	37,670	

Property Vacancy Rate

Newcastle under Lyme Town Centre Partnership works closely with the borough council on looking at ways to fill vacant units.

The towns' property vacancy rate has seen figures drop by 0.3% in Quarter 1 and 2.71% in Quarter 2 compared to the same quarter in 2013.



Retail Index Scheme

Town Centre Businesses are invited to share data to assist in giving structure and direction to Newcastle under Lyme Town Centre Partnerships strategy. Focusing particularly on monthly feedback as well as for specific events. Highlighting businesses that are struggling and looking at how best to support them, promoting businesses that are doing well to increase the town centres profile utilising local media.

The endeavours to get as many town centre businesses partaking in the scheme will allow them to benchmark themselves against other town centre businesses as well as the national average.

CATEGORY	Jan	Feb	Mar	Cumulative
CARD RETAIL	101.00	96.67	98.33	98.67
TELEPHONE / ELECTRICAL	99.17	100.83	101.67	100.56
FASHION / CLOTHING	128.64	128.18	128.18	128.33
JEWELLERY	103.75	100.00	101.25	101.67
STATIONERY STORES	102.50	105.00	97.50	101.67
TRAVEL	100.00	100.00	100.00	100.00
FOOD / BAKERY	99.17	99.72	99.44	99.44
HEALTH / TOILETRIES	100.00	99.00	101.00	100.00
SPECIALIST STORES	99.83	100.34	100.17	100.11
MAJOR STORES	103.00	102.00	102.00	102.33
TOWN CENTRE AVERAGE	94.28	93.80	93.60	93.89
NATIONAL AVERAGE	105	95	93	97.66

JOINT NUL TCP & NULBC PROJECTS & INITIATIVES

Just The Ticket

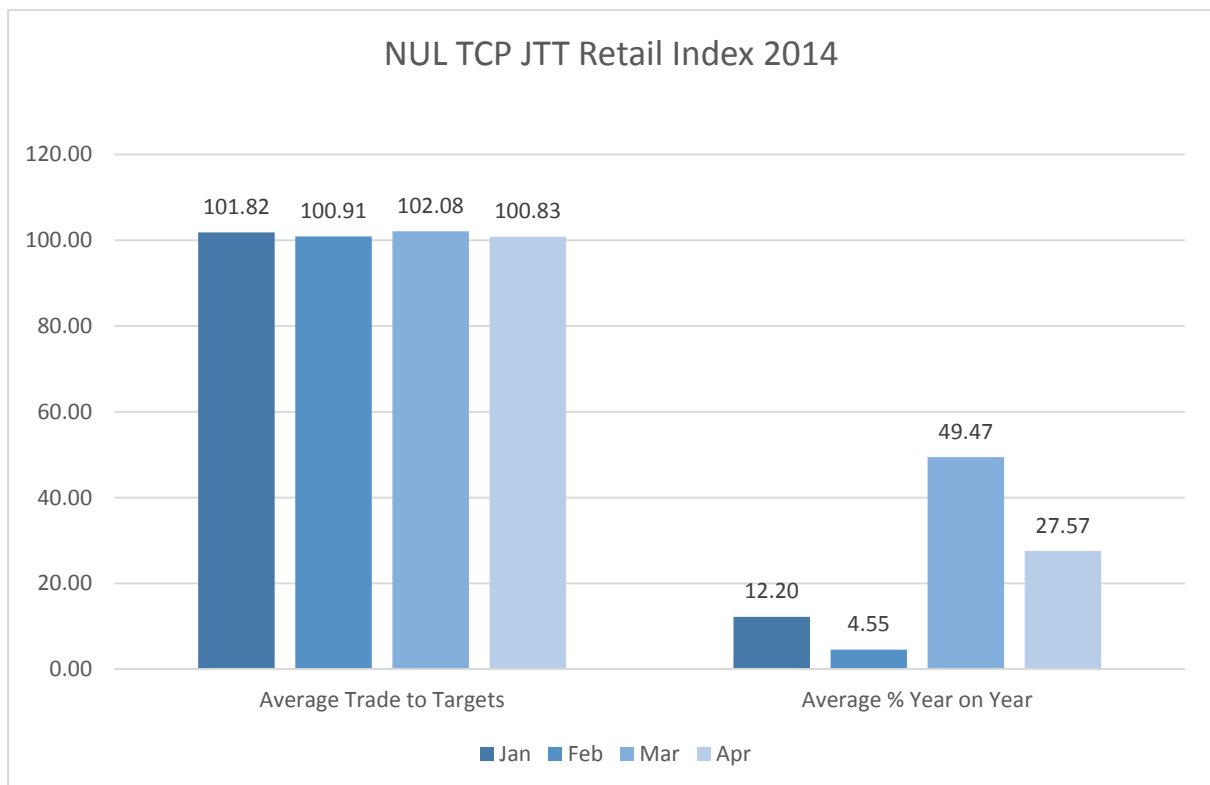


Overall the majority of the businesses felt that they benefited on the “Just the Ticket” Car Parking Initiative and that with clearer signage, marketing and raising awareness it would see the scheme utilised by visitors to the town centre.

Since the schemes inception, the businesses that appear to be struggling with sales due to increments of overheads have dropped out of the scheme but have been replaced with other town centre businesses wanting to take part.

Feedback from the last four months has initiated that the signage be redesigned to make the scheme clearer to visitors utilising the Midway and Goose Street car parks.

Businesses within the scheme from January to April have seen an overall increase in trade. However, a slight decrease has been noted during February and April. With the average being slightly above expectations.



Business Feedback

- A Major Music Supplies reported that the scheme did not impact on their sales and as yet had not had a customer present them with a ticket. They felt that additional marketing to highlight the scheme to shoppers is required.
- Best AV Deals reported an increase of trade. However, customer feedback has been that there is a lack of awareness regarding the scheme.
- Iceland reported that trade increased by 30% as well as an increase in new customers when they first joined the scheme. The scheme continues to add to their weekly sales figures, averaging out at a 10% increase over the last 5 months. The store manager reported that it works very well for the store despite a few issues at the start of the scheme. The store placed additional signage near their tills to combat customer confusion.
- John Pass Jewellers LLP reported that they have seen a positive impact on their trade from the scheme from their lower value purchase but not their high end product range. Customer feedback has been mostly positive with the request for an awareness campaign and clearer signage regarding the actual offer. Sales figures compared to last year's saw increments of over 100% during March and April
- Mr Maliks reported that the scheme works well for them and has added to their customers experience whilst dining at their restaurant. They are receiving on average 20 to 30 tickets a week, and can be attributed due to self-promotion of their participation in the scheme.
- PT Miles reported that their trade during February and April saw a decrease due to the workings in the town. They are unable to report back on the effectiveness of the scheme until the town has returned to "normal" with the request for additional free parking days to help compensate both businesses and shoppers for all the disruption.
- Rare reported that they felt additional advertising of the scheme was required as there was not enough of a customer uptake for their business. They also reported that there was some confusion as to what the car parking offer was and that their customers complained that their offer was not good enough to warrant paying the parking.
- Gamepad reported that trade has been steady with a slight dip in March and although it has not increased their sales, this they wish to remain on the scheme as it advertises their location to potential customers.
- Timothy Gutteridge felt that it made no difference to their business and would prefer a lobby for free parking after 3pm and all day free parking during December.
- Town Bakery reported that the scheme did not work for them. However they reported that their customers felt that the scheme was not advertised enough and that they were confused over their offer. They have withdrawn from the scheme due to increase of costs to their business (i.e. rent, rates) and that their current trading period has been "tough and paying for peoples parking is not the right thing for us at the moment".
- Vision Computing and Entertainment Ltd reported that trade has been relatively good but has attributed the majority of his trade to the warmer winter which has encouraged customers to utilise Newcastle under Lyme. The proprietor felt that the marketing of the scheme requires improvement and that more businesses should sign up to the scheme.

- Jazz & Blues



Overall the majority of the businesses felt that they traded above expectations for this event with overall feedback being that the event was well run and they had seen an improvement on the event adding to the town’s vibrancy.



- The Homecoming



Businesses reported that trade was to target during this event. Feedback was that as a family event it was “different” but worked well as a “family day out”. Foot flow on the day of the event saw a steady increment throughout the day with foot flow reaching its highest levels between 12pm and 2pm.



- The Market



The introduction of the On the Stones Market was a joint initiative to enhance the current monthly Farmers Market by offering shoppers something different.

The project has seen a few issues at the start with the positioning and duplication of stall holders but has been overcome by communicating with the Newcastle under Lyme’s Borough Councils Markets officer and the Artisan organiser. This monthly market has seen an increase in stall holders.

Finance

Balance Sheet Report

SageOne

Newcastle Under Lyme Town Centre Partnership CIC

To Date: 31/07/2014

Fixed Assets	GBP	GBP
Office equipment and IT - Cost (0030)	857.76	
Office equipment and IT - Accumulated Depreciation (0031)	-303.77	
		553.99
Current Assets	GBP	GBP
Current (1200)	51129.56	
Cash in Hand (1210)	38.76	
Trade Debtors (1100)	10244.00	
Prepayments (1110)	2985.00	
		64397.32
Total Assets		64951.31
Liabilities	GBP	GBP
Trade Creditors (2100)	12265.85	
Accruals (2101)	41489.06	
PAYE (2210)	775.48	
Net Wages (2220)	1875.22	
VAT	8589.64	
VAT on Sales (2200)	12453.20	
VAT on Purchases (2201)	-3863.56	
Total Liabilities		64995.25
Net Assets		-43.94
Equity	GBP	GBP
Profit and Loss Account (3100)	96.66	
Trading Activity	-140.60	
Total Equity		-43.94

Newcastle Town Centre Partnership
Management Accounts
YTD -July 2014

	ACTUAL		BUDGET		VARIANCE				
	YTD Jun-14 £	YTD Jun-14 £	YTD Jun-14 £	YTD Jun-14 £	YTD Jun-14 £	YTD Jun-14 £			
								Other income	
NULBC - Annual Contribution		10,000.00		15,000.00	-	5,000.00	(Aug & Sept)	Market stalls	200
NULBV - Annual Marks and spencer funding		14,648.00		15,112.00	-	464.00		Homecoming sponsorship	1,000
NULBC - Limelight and Jazz and Blues		6,500.00		6,500.00		-		Community Chest Grant	583
Other income		4,253.00		3,000.00		1,253.00		Fairground rental	800
Arts Council Grant		<u>15,000.00</u>		<u>13,500.00</u>		<u>1,500.00</u>	(additional Due aug)	Newcastle College	500
		50,401.00		53,112.00		- 2,711.00		Roebuck College	500
Event costs								Mr Malik	250
Xmas 2014	8.00				8.00			Market Tote Bags	120
Jazz and Blues	5,518.00		5,000.00		518.00			Global Grove	300
Lymelight	3,996.21		4,000.00		- 3.79				
Homecoming	18,000.00		17,872.00		128.00				
Swing in the park			400.00		- 400.00				
Alive after 5	-		500.00		- 500.00				
Newcastle Best	100.00		-		100.00				4,253
On the stones market	951.53		750.00		201.53				
Global Grove	703.71		1,250.00		- 546.29		July 2014 event		
Wedding Fair	4.65		450.00		- 445.35				
General	<u>390.35</u>		<u>-</u>		<u>390.35</u>				
		<u>29,672.45</u>		<u>30,222.00</u>		<u>- 549.55</u>			
Gross profit		20,728.55		22,890.00		- 2,161.45			
Overheads									
Town Centre Management									
Salaries	9,666.64		10,272.00		- 605.36		Saving as this includes Ers NIC (used part of £2K allowance)		
TCP Apprentice	541.66		546.00		- 4.34				
Professional fees (accountancy support)	969.17		1,400.00		- 430.83				
Footfall measure	2,032.00		3,000.00		- 968.00				
PABC Newsletter					-				
Leaflet promotion	130.00		1,000.00		- 870.00				
Bank charges and interest	- 4.96		-		- 4.96				
Wedding Fayre					-				
Business and enterprise			500.00		- 500.00				
Parking scheme			500.00		- 500.00				
Window dressing	- 102.27		-		- 102.27		Surplus from March 2014		
Business Hub project			1,000.00		- 1,000.00				
CCTV volunteers			168.00		- 168.00				
x- sector promotions			168.00		- 168.00				
Depreciation	71.48		-		71.48				
General advertising (facebook etc)	4.21		-		4.21				
Bid Project	6,844.54		4,010.00		2,834.54				
Stationary	20.03		-		20.03				
Insurance - Directors Liability	<u>130.25</u>		<u>-</u>		<u>130.25</u>				
		20,302.75		22,564.00		- 2,261.25			
Net profit		<u>425.80</u>		<u>326.00</u>		<u>99.80</u>			

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KIDSGROVE

Town Centre Community
Interest Company

Newcastle-under-Lyme Borough Council
Civic Offices
Merrial Street
Newcastle-under-Lyme
ST5 2AG

25 August 2014

Dear Sirs

Economic Development and Enterprise Scrutiny Committee

Further to your request for a report on the progress of our organisation we are pleased to enclose our Year 1 Action Plan and another document outlining our achievements since being incorporated in September 2013.

We feel we have achieved a great deal especially given our limited budget and resources, we have increased numbers at our meetings and have engaged with a wide array of other organisations in the locality. As you are aware we are working to an evolving business plan with clear goals and the board regularly review these goals are being met. We have also completed our initial cash flow forecast for our first year and again the board regularly review our progress and review our priorities.

We are aware you have expressed particular interest in our plans to strengthen our private sector membership and the leadership of the company. As you will see from the reports enclosed we are making every effort to engage with traders etc. to boost our membership, but we are still overcoming apathy in the town and we feel this may take some time. We would like to point out that whilst myself and Paul Waring are Councillors we also work in the private sector and Paul Waring has his own business near Kidsgrove and I offer expertise relevant to the company through my profession as an Architectural Technician. We are looking to increase the size of the board with more private sector members that can offer expertise relevant to the company such as Accountant, Architect, Communications and PR, Estate Agent, Human Resources, Insurance Broker etc. The board have also agreed that the role of Chair will be on an annual rotation.

I hope the enclosed reports and the above clarifies your concerns, however if you require any further information please do not hesitate to contact us.

Yours faithfully

Elliot Ashton

Elliot Ashton
Chair

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YEAR 1 ACTION PLAN

Priority	Tasks	Success criteria	Time frame	Resources		Responsibility
				In kind	Financial	
Priority 1: Marketing the area to raise awareness and increase footfall						
Priority 1a: Develop a website for the town centre (short term)	Identify potential suppliers, send brief and review submissions	Local business appointed (provided VFM requirements satisfied)	30 June 2014 (DONE)	Expertise from NBC		M&E group
	Appoint web designer				Up to £2000 (KTCCIC)	KTCCIC Board
	1 st draft of website approved by Board	Brief met	31 July 2014 (DONE)	Board member time		KTCCIC Board
	Website live	Website live	Mid Sept 2014 (Partial site ready for 30 Aug)	Volunteer user time testing website		M&E group
	Ongoing maintenance	No. unique hits	31 Dec 2014 (On target)	Time spent updating website	Y1 £300 (KTCCIC)	M&E group
Priority 1b: Develop an events programme (Medium term)	Identify relevant organisations and town centre or edge of town centre events	<ul style="list-style-type: none"> List compiled Contact details obtained for organisations 	30 Apr 2014 (DONE)	Time input from M&E members		M&E group
	Compile list of proposed events to be organised by KTCCIC	<ul style="list-style-type: none"> List compiled Circulated to TC businesses 	30 Apr 2014 (DONE)	Time input from M&E members		M&E group

Priority	Tasks	Success criteria	Time frame	Resources		Responsibility
				In kind	Financial	
	Establish baseline footfall	No. users on regular Sat	Explored possibility of electronic counters but too expensive	Time input from volunteer counters		M&E group
	Artisan/vintage market	•Increased footfall	30 Aug 2014 (See note 1)	Time input from M&E members	£500 (KTCCIC)	M&E group
	Food market	•Increased footfall	31 Aug 2014 (See note 1)	Time input from M&E members	£500 (KTCCIC)	M&E group
	Heritage Open Days event	•Increased footfall	30 Sept 2014 (On target)	Time input Philip Lees	£500 (KTCCIC)	M&E group
	Paint the Town Pink	•Increased footfall •Money raised for BCC	31 Oct 2014 (On target)		£200 (KTCCIC)	M&E group
	Halloween event	•Increased footfall	02 Nov 2014 (On target)	•Time input from Philip Lees •Room donation by local business	£500 (KTCCIC)	M&E group
	Victorian Market	•Increased footfall	30 Nov 2014 (On target)	Time input from KTCCIC and local business	£500 (KTCCIC)	M&E group
Priority 1c: Brand development	Submit application to ATCM for branding support	•Application successful	Feb 2015 Meeting to discuss initial findings 19/8	Officer Time input		M&E group

Priority	Tasks	Success criteria	Time frame	Resources		Responsibility
				In kind	Financial	
	Reinforce brand through social media and newsletter	•Raise brand awareness	Ongoing X FB and X Twitter followers	Time input from M&E members		M&E group
	Branding workshops	•No. attending	31 Dec 2014 (On target)	Time input from attendees	Value up to £3000 (ATCM)	M&E group
	Brand launch	•Brand awareness	31 Mar 2015 (On target)		Launch event £250 (KTCCIC)	KTCCIC Board (combine with AGM)
	Produce promotional material	•Brand awareness	31 Mar 2015 (On target)		Printing costs £500 (KTCCIC or sponsor)	M&E group
Priority 2: Increase engagement with the KTCCIC (short term)	Regular newsletter distribution	•75% of businesses receive hard or electronic copy	31 Mar 2015 (All Kidsgrove and most of Butt Lane businesses receiving hard copy)	Time input for hand distribution	Printing costs £200 (KTCCIC)	M&E group
	Facebook and Twitter followers	•500 Facebook friends, 200 Twitter followers	31 Mar 2015 (On target)	Time input for keeping both refreshed		M&E group
	More businesses involved with events	•At least 50% of retailers involved with at least one event	31 Mar 2015 (Currently around 25% businesses actively engaged)	Time input encouraging retailers to participate	Printing costs for 'event manuals' £200 (KTCCIC)	M&E group
Priority 3: Kidsgrove Waterfront Project (short, medium and long term)						

Priority	Tasks	Success criteria	Time frame	Resources		Responsibility
				In kind	Financial	
Signposting boaters and other users to town centre facilities	Town centre map in canal noticeboard designed by local school	Map in place	31 Oct 2014	Time input students and staff	Winning design prize £200 (sponsor)	E&I group
	Explore options for signposting to/from town centre	Signs in place	30 Sep 2014 (Slipped due to other priorities)	Officer time	Cost of new signs £1000 (KTCCIC)	E&I group
Create a canal heritage centre for Kidsgrove	Secure agreement of A Potter Tea to house exhibits	'Contract' signed	31 July 2014 (Slipped due to other priorities)	Volunteer time setting up exhibition		E&I group
	Select and display exhibits	Exhibition launched	30 Sep 2014 (Slipped due to other priorities)	Volunteer time	Framing etc £500 (KTCCIC or sponsors)	E&I group
	Submit HLF bid to 'Sharing Heritage' fund for heritage display	Successful application	30 Sep 2014 (Slipped due to other priorities)	Time spent in compiling bid		E&I group
Extend CCTV coverage of tow path to include potential mooring areas	Explore costs and work up plan (including drawings)	Costed plan produced	30 Sept 2014 (On target)	Time input preparing plan		E&I group
Installation of mooring rings to allow overnight mooring and queuing for tunnel	Explore costs and work up plan (including drawings)	Costed plan produced	30 Sept 2014 (On target)	Time input preparing plan		E&I group
Extend wharf by provision of pontoon mooring and appropriate security fencing	Explore costs and work up plan (including drawings)	Costed plan produced	30 Sept 2014 (On target)	Time input preparing plan		E&I group
Create a heritage event	Event linked to Heritage Open Days including canal and town centre walks	No. participants	30 Sept 2014 (On target)	Volunteer time	Leaflet printing £100 (KTCCIC)	E&I group

Priority	Tasks	Success criteria	Time frame	Resources		Responsibility
				In kind	Financial	
Managing anti-social behaviour along tow path and bridges; overcoming poor reputation as overnight stop	Police presence increased	<ul style="list-style-type: none"> No. reported incidents reduced Perception of users improved 	31 Oct 2014 (On target)	Police patrol time		E&I group
Build on canal heritage as USP for town centre and to engage with visitors and local community.	Canal history included on Go Kidsgrove website	No. hits on website	31 Oct 2014 (On target)	Time spent inputting data		E&I group
	See also 'Heritage centre' priority					E&I group
Footpath improvements to and from tow path	Explore funding options for footpath work	Plan produced	31 Dec 2014 (On target)	Time spent researching		E&I group
Lighting along mooring area adjacent to tunnel	Bat survey undertaken	Survey completed	31 Mar 2015 (On target)		Cost of survey (tbc)	E&I group (liaison with Town Council)
Promote canal and local amenities to visitors and residents	Develop and produce offer booklet for visitors	Visitor take up of offers	30 Sept 2014 (On target)	Time input collecting offers	Develop and produce offer booklet for visitors £500 (sponsorship)	Visitor take up of offers
	Work with other canal attractions to develop single theme for stretch from Etruria to Kidsgrove	<ul style="list-style-type: none"> Launch of single theme Improved perception 	31 Mar 2015 (Waiting on other participants)	Time input	Contribution toward promotional material £500 (KTCCIC)	E&I group
Develop a sculpture trail to emphasise heritage aspects and create interest for canal users and local community	Work with other canal attractions to develop single theme for stretch from Etruria to Kidsgrove	<ul style="list-style-type: none"> Launch of single theme Improved perception 	31 Mar 2015 (Waiting on other participants)	Time input		E&I group
Priority 4: Enhancing the attractiveness and safety of the area (short/medium term)						

Priority	Tasks	Success criteria	Time frame	Resources		Responsibility
				In kind	Financial	
Priority 4a: Floral displays and Hanging baskets	Newcastle in Bloom team seek sponsors	Take-up by Kidsgrove and Butt Lane businesses	31 May 2014 Problems with fixings- will carry over to next year		c.£50 per basket (Individual businesses)	E&I group
	Baskets in place	Take-up by Kidsgrove and Butt Lane businesses	30 Jun 2014 (As above)			E&I group
	Volunteers spring planting May 2014	No. volunteers involved	31 July 2014 (DONE)	Volunteer time	Sponsorship of bulbs tbc	E&I group
Priority 4b: Clean-ups	Borough-wide Community Day litter picks etc	No. Businesses taking part	30 Jun 2014 (Done)	Volunteer time		E&I group
	Areas for special attention by Highways clean up teams to be nominated by traders	<ul style="list-style-type: none"> •No. businesses nominating areas. •Satisfaction with cleanliness 	31 Dec 2014 (On target)			E&I group
Priority 5: Development of a Transport hub (medium/long term)	Disabled access to far station platform	Disabled Access in place No. disabled users accessing station	31 Dec 2015 In progress		Tbc (Network Rail)	E&I group (liaison with steering group)
	Bus turning circle in place	No. buses No. users	31 Dec 2015 In progress		Tbc	E&I group (liaison with steering group)
Priority 6: Explore changes to Market Street traffic flow (medium/long term)	Canvass opinion from Market Street businesses	No. businesses responding	31 Aug 2014 (DONE)	Time spent by KTCCIC		E&I group
	Explore options with County Council	Feedback to businesses	31 Oct 2014 (On target)	Officer and KTCCIC time		E&I group

Priority	Tasks	Success criteria	Time frame	Resources		Responsibility
				In kind	Financial	
Priority 7: Explore external funding opportunities (ongoing)	Identify sources of possible funding	Applications submitted	Ongoing (Kidsgrove Waterfront Projects submitted for ERDF/LGF funding)	Time spent in completing applications		KTCCIC Board
	Submit HLF bid to 'Sharing Heritage' fund for heritage display	Successful application	30 Sep 2014 (Slipped due to other priorities)	Time spent in compiling bid		E&I group
KTCCIC management	Prepare and circulate JDs for board members to encourage greater participation	More board members	31 Dec 2014 JDs done, 2 potential new members are considering joining.	Time spent on developing board members		KTCCIC Board
	Ensure financial probity	Regular reporting at board meetings	Ongoing DONE	Time spent by Board		KTCCIC Board
	Organise regular board and theme group meetings	Minutes of meetings	Ongoing DONE	Time spent by attendees	Room and refreshments £400 @ c. £35pm (KTCCIC)	KTCCIC Board

Note 1: Working with local businesses to arrange the artisan market and struggled to find an earlier date. Event held on 30 Aug 2014.

Note 2: Originally planned a food market to coincide with the Beer Festival but the organisers of Beer festival felt that the two events would not work together and requested a change of date. The plan is to hold this in Spring 2015 and apply for Round 2 Food and Health funding.

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KIDSGROVE

Town Centre Community
Interest Company

ACHIEVEMENTS 2013-2014

MARKETING

Regular Newsletters

From day one we have produced regular newsletters and delivered them to every business in the town centre to keep businesses up to date with our projects and things happening in the town.

Social Networking

Social networking is a key part of our marketing strategy and we already have over 350 Facebook friends and nearly 100 Twitter followers.

Place Branding Support

We submitted an application to the Association of Town and City Management (ATCM) for place branding support and won one of four free support projects, funded by the Department for Local Communities and Government.

Again, Kidsgrove was in competition with towns all across the country, so it's a big coup to have won this support package, which began in April and will run until February 2015.

The project will include bespoke field research, training, support in the development of a brand, design of a visual brand identity and testing of brand acceptance.

The brand idea we submitted was 'Go Kidsgrove' based on a phrase that is familiar to local people but also works as a call to action for visitors from outside the area. The phrase is already being used for the Twitter and Facebook pages and will be the domain name for our website.

Website

We have recently undertaken a vigorous selection process to find our website developer and were obviously keen to keep it local and we are pleased to say we have selected our developer Pikemere Web Services based in our neighbouring town Alsager and the owner of the company has strong links with Kidsgrove and they were also very competitive with their costings. We hope to have a basic website live by the end of August so we can start to produce literature with the website on it and a fully functional website live shortly after.

Leaflet

Obviously we need to reach spread the word of what we're doing and encourage people to become involved and a leaflet that we can give out at events and put into places for people to pick up is the best way to achieve this. This will also be beneficial for tourists visiting the area with a little info about the town and bit about what we are doing and it will also promote our website, where traders, residents and visitors will find more useful information.

EVENTS

Independent Christmas Shopping Challenge 2013

The Christmas Shopping Challenge was a way for the local business community to work together to drive footfall and sales to local, independent stores and other consumer-facing brands during the festive season. It was intended to be a fun, family challenge for shoppers that can also deliver a positive impact on the local business community.

The challenge invited children to 'Decorate a Christmas tree' by collecting 10 colourful bauble stickers. The stickers were available from participating retailers. When children completed their tree (which they can keep) they presented it at the Library for it to be validated. Then they were rewarded with a certificate of completion and a bag of sweets donated by our local Tesco store.

We also gave the children the opportunity to enter a prize draw with prizes donated by local retailers. 25 Children entered the draw and the winners were: Boy's bike (donated by D Smithson): Steven Morton, Girl's bike (donated by D Smithson): Anna Pye, £50 cash (donated by ICL Ltd): Demmie Barlow, £50 cash (donated by ICL Ltd): Michelle Bono.

Independent Easter Shopping Challenge 2014

Following on from a successful Christmas Shopping Challenge we decided to run the Easter Shopping Challenge along the same lines, but this time children collected 8 Easter Egg stickers and once again took their completed challenge to the Library for validation, certificate and Creme Egg or Kinder Egg donated by Co-operative Bank.

Once again children were given the opportunity to enter a prize draw, 26 children entered the draw and the winners were Ryan Hawkins aged 6 (£20 cash donated by One Sure Insurance), Jessica Darlington aged 4 (Easter Egg donated by Shaky Bean Cafe), Louis Darlington aged 2 (Easter Egg donated by Elsie Bates), Lacy Greagen aged 7 (Easter Egg donated by Elsie Bates), Mackenzie Amos aged 9 (Easter Egg donated by Elsie Bates), Phoebe Booth aged 4 (Easter Egg donated by Elsie Bates), Ryan Booth aged 1 (Easter Egg donated by Elsie Bates) and Ben Stephenson aged 7 (Easter Egg donated by Elsie Bates).

Communities Day 2014

We took part in the Newcastle-under-Lyme Borough Council's second Communities Day on Friday 6th June to help improve our local area by organising a litter pick along the canal and around the town centre to help keep the area clean and tidy, but also to promote the fact that town centre.

Our volunteers were: Elliot Ashton (KTCCIC), Trudi Barnard (Newcastle-under-Lyme Borough Council), Michael Eptlett (Kingsgrove Rotary), Mike Fennell (Potteries Paddlers), Diana Stafford (Potteries Paddlers), Paula Tervit (Skin 'n' Tonic), Stephanie Tervit (Skin 'n' Tonic), Mark Smithson (D Smithson) and his staff.

Vintage and Crafts August 2014

Following on from many requests for an Artisan type market in the town centre we have teamed up local business Lula Bop Vintage to host a Vintage and Craft market on King Street Car Park in the town centre and if successful we wish to make these regular events.

Heritage Walks September 2014

We were made aware of Heritage Open Days and with being a town centre packed with heritage we were keen to do something and we felt the best person the job is local published historian Philip Leese and we are working Philip to host Heritage Walks around the town and along the canal which will be fun for all the family.

Event Promotion

We also continue to promote events by other organisations and we receive regular updates from Kingsgrove Town Council, Kingsgrove Rotary, Kingsgrove Library and Kingsgrove Athletic.

We have also captured approximately 50 email addresses to circulate regular event updates to.

ENVIRONMENT AND INFRASTRUCTURE

Waterfront Project

From some of our very first meetings it became clear that a project to improve the canal waterfront and we were given Jon Honeysett MBE's plan he developed to provide more moorings, improve lighting and security and access to the towpath, we have developed this plan to take the scheme forward.

We have carried out public consultation on this project in the form of a physical survey at the Kidsgrove Victorian Market in November 2013 and also online, reaching out to over 200 people and a vast majority of the feedback was positive of the project.

We have also consulted with Joan Walley MP, Canal and Rivers Trust, Inland Waterways Association and been on fact finding trips to Marple where they are upgrading their canal waterfront and also along the canal on a narrow boat and through the Harecastle Tunnels on a narrow boat.

It has also been identified in the Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guidance that there is a need to 'address and exploit the canal frontage' and 'improve and enhance the quality of pedestrian links to the railway station and canal'

We have since come with a clear list of short, mid and long term projects and identified some basic costings and the project has now been put forward for European Regional Development Fund and Local Growth Fund.

Market Street

We were asked from the start to look into the feasibility of making Market Street one way in order to solve the traffic problems along there and after consulting with Staffordshire County Council Highways we have begun the initial consultation with all traders and residents along Market Street to see whether they would be in favour or opposed to a one way system being introduced. If everyone is in favour then we will obviously look into what can be achieved and liaise further with our County Councillor and the Highways department.

Christmas Lights

We have been asked to consult on Kidsgrove's christmas lights and we have big plans to ensure longevity and growth. We propose to purchase our own lights for the town with funding from local traders and other organisations, this will mean they will be with us year on year and we aim to procure more year on year too. We also propose to use a local company to install and maintain the lights for the festive period making it more suitable. Also, we propose to add more festive lights in the town centre adjacent the King Street precinct and a permanent tree in the town centre which will be illuminated during the festive period.

We have started consulting with residents to see if they would like to sponsor a bulb for £1 in memory of a loved one on the new tree in the town centre and we have already received a lot of positive feedback to this idea, this will obviously provide an income which can be used towards christmas lights in future.

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