

9 URGENT BUSINESS

To consider any business which is urgent within the meaning of Section 100B(4) of the Local Government Act 1972

10 ANY OTHER BUSINESS

(Pages 73 - 74)

➤ Newcastle Economic Strategy/Year 3 Action Plan

11 DATE AND TIME OF NEXT MEETING

Wednesday 3 September 2014, 7.00pm in the Council's Chamber

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

PLEASE NOTE: The Council Chamber and Committee Room 1 are fitted with a loop system. In addition, there is a volume button on the base of the microphones. A portable loop system is available for all other rooms. Should you require this service, please contact Member Services during the afternoon prior to the meeting.

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

Meeting Quorums :- 16+= 5 Members; 10-15=4 Members; 5-9=3 Members; 5 or less = 2 Members.

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

ECONOMIC DEVELOPMENT AND ENTERPRISE SCRUTINY COMMITTEE

Wednesday, 12th March, 2014

Present:- Councillor David Stringer – in the Chair

Councillors Clarke, Holland, Jones, Loades, Matthews, Olszewski, Wilkes and Mrs Williams

10. DECLARATIONS OF INTEREST

There were no declarations on interest.

11. MINUTES OF A PREVIOUS MEETING

Members drew attention to page 5 of the agenda and stated that there had been an agreement that each asset be classified as a brownfield or greenfield site.

An amendment was also made to the paragraph relating to Wedgewood Avenue, the amended minute read:

A member informed the Committee that Wedgewood Avenue in the Westlands was used by the Cycle Club almost every week as a practice place for training children and occasionally as an overflow car park and when there were special events at the Community Centre.

The Committee also stated that the real question to be addressed under paragraph 5 on page 6 of the agenda was:

Were they the right sites and why were they chosen?

Resolved: That the minutes be agreed as a correct record with the above alterations.

12. REPORT FROM THE HS2 WORKING GROUP

The Committee considered a report relating to further developments from the HS2 Working Group. The Group had met on 19th February and 24th February to consider alternative proposals that had been put forward by the Stoke on Trent City Council.

The Chair stated that the Working Group had agreed that there be cautious approval in relation to the proposals from the City Council and had agreed that it should re-employ the consultant to look at specific areas including Kidsgrove Railway Station.

Concerns were raised however that the guillotine had now been lowered in relation to the consultation and there were queries as to where the City Council would channel its new proposals and responses.

A Member suggested that the Committee cautiously welcome the work being carried out by Stoke on Trent City Council. A vote was taken and all but one were in favour.

Resolved: That the Committee cautiously welcome the work being carried out by Stoke on Trent City Council and continue to monitor and consult with them on a regular basis.

13. **ECONOMIC DEVELOPMENT STRATEGY DRAFT YEAR 3 ACTION PLAN AND YEAR 2 REVIEW**

A report was submitted in order to provide the Committee with the opportunity to comment on the Economic Development Strategy Draft Year Three Action Plan in advance of its consideration by Cabinet.

The Committee considered each area of the plan in detail and highlighted the areas it considered most important for future development and scrutiny and brought to the attention of officers any omissions that members felt should be included in the plan.

Resolved: That the comments from the Committee be passed to the Cabinet when it considers the strategy at the meeting to be held on Wednesday 18th June 2014.

14. **WORK PLAN**

Resolved: a) That the following be added to the work plan:

- Operational outcomes of the LEP

b) That Cushman Wakefield be invited to attend a future meeting of this Committee and if required that the meeting be held at an earlier time to accommodate them.

15. **URGENT BUSINESS**

COUNCILLOR DAVID STRINGER
Chair

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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Report to the Economic Development and Enterprise Overview and Scrutiny Committee

2nd July 2014

Progress report on Newcastle and Kidsgrove Town Centre Partnerships



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Introduction

The Scrutiny Committee have requested a review of the Newcastle and Kidsgrove Town Centre Partnership's Business Plans.

Background

The Council Plan identifies that 'the town centres within the borough play a vital role in providing employment, local services and entertainment for residents and visitors. The challenge is to ensure each centre remains sustainable and safe in ever-changing economic and social conditions. In order for the Council to facilitate economic growth there is a need to work with other agencies and partnerships. It is critically important too that any such partnerships keep the town centres as safe as possible and that crime is kept at a low level'. One of the key delivery mechanisms are the Town Centre Partnerships.

In March 2012, Cabinet agreed to the Council becoming a director of the Newcastle town centre partnership company and authorised officers to take the necessary steps to facilitate this. In July 2012 Cabinet agreed to the preferred model and formalisation of the TCP as a Community Interest Group (CIC). The TCP is now legally established and has been operating for 18 months as a CIC, with an independent Town Centres Manager.

In September 2012, Cabinet agreed to the Council becoming a Director of Kidsgrove TCP, this was followed by Cabinet approving the allocation of funding in October 2013.

Questions to be Addressed

Prioritisation of NBC officer resources to deliver economic development

The Newcastle TCP Business Plan 2014 has 5 key objectives:

- Develop strategic partnerships
- Improve marketing, communication and promotions
- Improve safety and security
- Improve economic viability and inward investment
- Improve access and the environment

Kidsgrove TCP Business Plan has 7 key objectives:

- Marketing the area to raise awareness and increase footfall
- Increase engagement with the KTCCIC
- Kidsgrove Waterfront Project
- Enhancing the attractiveness and safety of the area
- Development of a Transport hub
- Explore changes to Market Street traffic flow
- Explore external funding opportunities

Members may wish to consider these key objectives and to identify which ones the Council wishes to support as a priority with the resources available.

Value for money

Scrutiny may wish to consider if the partnership approach is delivering value for money.

The Newcastle Business Plan identifies the need to use performance indicators to gauge the impact of the partnership's activities on the town centre:

- A footfall monitoring camera was installed in June to monitor town centre usage which will allow the partnership to monitor local trends and to compare with regional trends.
- Vacancy rate is assessed every 6 months to show performance of the town businesses. (This mirrors the performance indicator in the Council Plan quarterly monitoring)
- Trading figures are being requested from pilot town centre businesses and anonymised to show how footfall relates into spend. Going forward this performance indicator needs to be mainstreamed.

Clearly these indicators are not simply influenced by the activities of the partnership however they will provide the partnership with valuable comparative data each year.

The NTCP has also taken on activities such as the Christmas Lights Switch-on event and the Jazz and Blues Festival which were previously undertaken by the Council's Communications Team. As the partnership develops it is envisaged that they will be able to effectively operate events with the support of local businesses. Whilst the Council has provided core funding for the Jazz and Blues Festival the partnership has been able to attract sponsorship for many events and has regular media coverage on Radio Stoke and in Junction 15 and the Sentinel. The event had 75 performances in a range of town centre venues; there were lots of positive feedback from venues and visitors, including a resident comment on the Council's Corporate Compliments system.

Additionally the NTCP has taken leadership of other town centre events that were previously organised and managed by the Council. The NTCP's events programme has evolved significantly. One example being that the NTCP operated a 3 day Lymelight festival using £1500 of TCP core funding, this was matched with sponsorship and private business income to give a total budget of £4,250. In addition to this many hours of support were volunteered to help organise and run the event.

NTCP has also been able to use this partnership approach to successfully secure Arts Council England funding to run The Homecoming event on 28th June. A grant of £15,000 has been secured with £1,000 contribution from the Council and £500 from Staffordshire University, together with programme sponsorship from the New Vic theatre and Appetite. This performance based modern circus event will see 6 performers in various locations in the town centre.

The Kidsgrove TCP is seeking to increase the economic development potential of Kidsgrove including linking into events organised by the Town Council. For example the Wild West and Victorian Christmas Market are now well attended events, however until the partnership was

established local businesses were not well linked in. Through the partnership there is therefore an aim to ensure that businesses participate and benefit from a collective approach, for example the retailers participated in Christmas and Easter shopping challenges, giving out stickers which children collected to enter into a prize draw sponsored by local businesses. Work is also being undertaken to develop a website to promote the town centre offering and to improve links to generate more canal-related trade.

From the Council's perspective both partnerships need to continually attract the support of the local businesses who have a financial interest in ensuring that the towns remain vibrant. On the other side the local businesses themselves need to decide how they will participate and the extent to which they are prepared to offer special products or discounts tied into the events and promotions that are organised by the partnerships.

Sustainability

All companies need to have plans in place to direct how they will continue to operate within the financial resources available. The Newcastle and Kidsgrove TCP's are very different in size and nature, it is therefore not surprising that they currently have different approaches to the medium term financial planning.

NTCP has made a positive statement that they wish to establish a Business Improvement District (BID) to help create a sustainable future which responds to the town centre business's needs.

A BID is based upon a defined area within which rate-paying businesses decide on new improvements to help transform their area and fund them via a levy. A series of surveys will be carried out to determine what improvements businesses in the area would like to make, as well as to discover why people visit the area, what would encourage them to visit more and stay longer.

The idea is that improvements would be made using the funding from the levy if the majority of ratepayers in a designated area approve them through a vote. This enables businesses to have a direct role in deciding what improvements should be made in their local area. The vote is open to business rate payers within the defined area - if a majority of those who vote, both by number and by rateable value, approve the proposal, the levy becomes mandatory on all defined ratepayers and is treated as a statutory debt. The BID can consider if to exclude businesses whose rateable value falls below a certain threshold. Businesses will vote on how much money they want to pay towards the BID. On average this levy is usually between 1 and 2% of the rateable value. A 1% levy in the area could possibly generate around £100,000 per annum which would be ring-fenced to make and manage the improvements that businesses have voted for. The NTCP aims to have a ballot on the BID in March 2015.

The BID will deliver the changes and improvements that businesses in the area identify; these might include a wide range of activities and events which help to drive customer visits and encourage longer stays. However it is important to remember that the BID will not replace the existing services provided by the Borough Council. After five years, the businesses will re-vote on whether they want the BID to continue and what they want to improve over the next five years.

KTCP is operating on a much smaller scale with no direct employees or regular committed expenditure. It is therefore feasible that the partnership can continue with sponsorship and they may consider some type of membership scheme as part of their medium term financial approach.

Outcomes

The two TCP's are independent bodies of which the Council are members. As such it could be considered appropriate for Scrutiny to consider their Business Plans to assess the ways in which the Council should be supporting them to deliver economic growth in the most effective ways.

Members of the Scrutiny Committee are therefore asked to note progress and to direct any comments for the TCP's via the Council's Board representatives.

Supporting Information

The two Business Plans are attached for information.

Invited Partners/Stakeholders/Residents

The Council's representative on the Newcastle TCP is Cllr Turner and Cllr Bates is the representative on the Kidsgrove TCP.

Constraints

The level of financial support for the TCP's is limited alongside the officer resources, specifically within the Regeneration and Economic Development Team. The Business Development Officer allocates 1 day a week to both TCP's. Additionally other officers provide more project-specific support.

In July 2012 the Council allocated £30,000 to the Newcastle TCP to recognise that the new partnership and the delivery model needed to be supported to establish itself and that it would be appropriate to allocate funding for at least a further two years. As the TCP was established in December 2012 the Council allocated £10,000 for 2012/13, £30,000 was given in 2013/14 and £30,000 in 2014/15. The TCP's Medium Term Financial Plan supported by the Portfolio Holder is budgeting for £22,500 in 2015/16. It is important to note that the Council enabled the NTCP to secure £100,000 funding through a s106 agreement and has an annual contribution of £10,000 for up to ten years.

In October 2013 the Council allocated £10,000 to the Kidsgrove TCP to assist in the delivery of the partnership, specifically this prioritised the development of a website and small scale activities within the emerging action plan.

Conclusions

Both TCP's have been successfully established with Boards comprising the Council and local businesses. The Business Plans have been written taking into account the priorities of local representatives and the resources available.

Relevant Portfolio Holder(s)

Economic Development, Planning & Town Centres

Appendices

Newcastle TCP Business Plan and Kidsgrove TCP Business Plan



TOWN CENTRE STRATEGY AND BUSINESS PLAN 2014-2015

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Introduction

What is NULTCP?

The Newcastle-under-Lyme Town Centre Partnership (NULTCP) is a Community Interest Company which was formed in January, 2013. It is a private-sector led initiative which sets about to improve the vibrancy and performance of Newcastle town centre.

The partnership's board is made up of key stakeholders from the town, as well as strategic partners in the Borough which can help us achieve our aims. But this is an organisation in its advent, and it is evolving continually. The only way it will achieve its mission is by partnership with the whole business community of Newcastle, who we hope will all join us in this quest.

This initiative has the support of Newcastle-under-Lyme Borough Council (NULBC), which has set the town centre as one of its priorities, and through their support and working hand-in-hand with Newcastle's business community we are ready to make positive steps to help revitalise our great market town.

OUR VISION

**To be the best market town in
Staffordshire**

Mission statement:

To offer a vibrant and thriving town centre to our residents and visitors based on our traditional market town values of quality and speciality, within an historic, beautiful, well maintained and safe environment.

Report from the Chairman

Did you come to the Christmas light switch on this year – School bands, live music, cricket stars, academy training, and lots of festivities.....thousands of people did.

Are you aware Newcastle has just been awarded the ‘most-safe’ status – and is now officially one of the safest Towns in the UK? Safe is very, very, important!

Did you know our Town will have a wonderful new outdoor market in April, with a Council investment of over £500k? Our Town has proudly had a Market for 800 years!

Did you know our Town is offering some free parking days during the year, about to provide new free nipper parking all year, and has implemented a parking redemption scheme - with certain retailers offering to refund the first hours parking charge?

Are you aware our Town has Crier? We had a Crier in the 1970s...he’s back!

Did you know we will be having another Lymelight festival this year – promoting local bands in a town centre concert weekend?

Are you aware our Town has had an Enterprize competition, Dragons Den style, and have given two new business start-ups premises FOC to trade from?

In the next 12 months our Town Centre will have some very positive developments.

Will you come along and help build on our success todate ?

Jonathan Mitchell

Report from the Town Centre Manager

The Town Centre Partnership has already embarked upon a diverse array of tasks and projects within the town centre and has ambitious plans for the future. It has already operated a 'Dragon's Den' style project which will result in the addition of two new and exciting independent businesses in the town, which will be housed in previously disused properties. It has originated three new festival events, and is supporting the business community with a project which offers free training and support in areas which businesses feel they need to improve to help them grow. These as well as many other plans are in motion to support the existing, and improve on the offer, and attract more people to Newcastle Town Centre, through working together with business partners in the town centre and strategic partners nearby, to deliver a package of services for the mutual benefit.

The Action Plan takes these plans to 2015 and is a document which is evolving as the TCP encounters new challenges and new opportunities, and encompasses all facets of the town, including its appearance and infrastructure, nightlife, safety, events, outdoor markets, how the town is marketed and business entrepreneurial and support projects.

We strive to deliver the best for Newcastle-under-Lyme and continue to reflect on the action plan and the effects of its implementation, in order to enhance the performance of our group, which is a Community Interest Company in the truest sense.

Over the following pages, we set out our goals over the next year, which we believe will help transform what is already an attractive market town into something which can survive the issues which threaten the high street in these modern times, and become something we can all be proud to be part of.

Matt Taylor

Town Centre Partnership Manager

Want to be involved and be aware of our activities?

In order to keep update of our activities and of what is happening and when, make sure your business is registered with the town centre website (www.visitcastle.co.uk or www.visitnewcastleunderlyme.co.uk) to receive regular bulletins and to also take advantage of this site to advertise your business, its deals and special events.

We also now circulate a quarterly newsletter which all town businesses will receive a hard copy of by hand.

Strategy and Business Plan Objectives 2014

Strategic Aim

- A vibrant and successful retail and leisure environment with increasing footfall year on year
- Home to the best outdoor market in Staffordshire
- The successful development and implementation of a Business Improvement District

We are only one partner in achieving this for NUL but through the work of TCP we will:

OBJECTIVE 1 - Develop strategic partnerships by:

- Embracing the public, private and community sectors to support and promote a common vision
- Promoting membership development and raising the profile of the TCP with businesses and stakeholders
- Ensuring value for money by attracting additional partnership investment to support TCP ambitions

OBJECTIVE 2 - Improve marketing, communication and promotions by:

- Co-ordinating the promotion and marketing of NULTC as a high quality destination
- Supporting and delivering a quality events programme distinguishing NULTC's uniqueness and brand
- Ensuring effective communication both externally to the public and businesses and internally to all members of the partnership and stakeholders

OBJECTIVE 3 – Improve safety and security by:

- With PABC and other stakeholders, supporting a reduction in crime and the fear of crime
- Working to create a more vibrant and safer evening and night-time economy

OBJECTIVE 4 – Improve economic viability and inward investment by:

- Fostering and developing the economic vitality and diversity of the town centre by supporting, encouraging and facilitating inward investment opportunities
- Delivering business support initiatives to enable existing businesses to thrive

OBJECTIVE 5 - Improve access and the environment by:

- Influencing policy and decisions that relate to transport and car parking
- Striving to influence decision making and investment in the street environment, including appearance, services and facilities
- Supporting the use of new technologies in delivering access and services

How will the NULTCP action the Objectives

The NULTCP has established a number of individual Theme Group to focus on the core areas and establish detailed action plans to achieve these objectives, these are summarised as follows :

Theme Groups and theme/project leads

Town centre management

Headed By:

Matt Taylor



Aim

Our aims are to: Manage and improve the services of the TCP to businesses and improve the retail arena

Marketing and events

Headed By:

Fiona Wallace



Aim

Our aims are to:

- Raise Newcastle Under Lyme’s profile as a destination for retail, leisure and business
- Develop and promote a consistent brand image based on the overall Town Centre Partnership vision
- Bring cohesion to town centre marketing messages
- Develop and promote a year-round programme of professional and community-led events

The Marketing and Events group is responsible for the strategic overview of marketing (including branding) and events, including allocation of resources.

It sees events in the town centre as a hugely important way of bringing vibrancy to Newcastle in a very visible way, bringing in footfall and raising the profile and positive word-of-mouth for the town.

Business & Enterprise –

Headed By:

Susan McCarthy



Aim

- To encourage and support the growth of businesses within the town centre
- To create a friendly business community environment to support the growth of all commercial and social enterprises.
- Encourage greater community involvement in the life of the town centre
- To support new businesses coming to the town centre
- To encourage businesses to move to / open in the town centre

Environment & infrastructure

Headed By:

Glenda Miller



Aim

Our aims are to: Strive to improve the environment of the town centre and bring on positive infrastructural projects to improve its vibrancy

Outdoor Markets

Headed By:

Terry Turner



Aim

The historic outdoor market is led by NULBC. However, as we see it as one of the town's key strengths, we intend to support and complement it through marketing, additional specialist markets and periodic entertainment.

The TCP will also assist by seeking to attract to new vendors, and raise the quality of current traders.

Evening economy & Safety

Headed By:

Doug Morris & Matt Taylor



Aim

To improve the safety and vibrancy of the night-time economy in Newcastle-under-Lyme and support cooperative working practices

Civic Society

Headed By:

Diana Bevan

Aim

To support the aims and priorities of the Civic Society where possible and attend their meetings periodically.

Items which the Civic Society have highlighted as of interest for this year include:

- To maintain and preserve historic and architectural features of town centre premises including those on upper storeys that give the town its unique character.
- To improve the approaches to the town centre particularly from the Midway car-park via the alleyway beside the HSBC.
- To enforce an "alcohol free zone" within the Grosvenor Roundabout gardens and subways.
- To encourage all property owners / tenants to display property numbers on premises in the town centre.
- To improve signage within the town centre including larger / clearer street name signs, additional finger posts (indicating Museum, Guildhall, library etc.) and additional town centre plan display boards (eg. at bus station and library).

Student Town

Headed By:

Val Tomlinson

&

Jenny Tucker



Aim

To build links between students, and student life with Newcastle

How:

Through engagement with and involvement in events on the town calendar

To promote 'Best of' Newcastle maps for students.

To work with students to engage them in projects and events/activities in the town centre to build connections with it

To promote the town loyalty card to students

To use students as a 'focus group' which can be utilised to decide policy

Links with Student Union

Develop a student friendly base in town

Vision for the future

Headed By:

Sara Williams



Aim

Objective – to identify new funding opportunities and develop Blue Sky ideas to bring Newcastle forward to become a successful town of the future

Project already established and ongoing: Bid for TSB (Technology Strategy Board) funds to turn Newcastle into a Smart Market Town (Smarket town) by using new technologies to identify and deliver products/processes which can help regenerate Newcastle.

Business Improvement District

Headed By:

Eddie Leligdowicz & Matt Taylor

Aim

To create a sustainable way of promoting and improving the town centre

Objective

To develop a cooperative attitude to the town centre through forming a Business Improvement District which will allow the TCP/BID group to work with businesses to make improvements to *Newcastle* they want and need.

The Welcoming Committee

Headed By:

Tina Cork

Aim

To identify and endeavour to attract desirable businesses to the town centre, demonstrating the benefits through figures and statistics/data and the formation of a welcoming committee to show companies and agents around.

Monitoring the Focus and Success of the Town Partnership

The following key performance indicators will be used to monitor the success of the NULTPC as a whole :

How Often ?	Monitoring Basis
Daily / Weekly	Continuously review the membership and respond to changing needs Maintain summary of new members Document opportunities to raise the profile of NUL and the TCP
Monthly	Hold Theme Group meeting , document actions of the meeting ensure promptly followed up Feedback on Trading Index Scheme, vacancy levels in NUL
Quarterly	Business E News letter Business focussed events to increase sales, footflow and networking opportunities Update NUL TCP information Packs Update on Bid Application
Annual	Business of the Year Award TCP annual report and accounts
2015	Introduction of a Successful Bid

Five-year plans

Business Improvement District (BID) – Eddie Leligdowicz & Matt Taylor

In order to secure a Business Improvement District for Newcastle and to help regenerate the town and continue to promote the retail arena in a sustainable way the plan is to develop a BID.

A BID is a vehicle through which projects would be delivered in the town centre to raise the profile of the town, stimulate footfall, attract new retailers, improve the environment, and many other things associated with regeneration of the town centre.

In the process, it will respond to the needs of businesses, who would choose the projects that would be delivered as per their needs and using their knowledge of the town as well as established expertise of what is working in other BID areas to build and deliver a five-year strategy to take Newcastle into a highly successful future.

The TCP board has agreed that it will seek the support of town centre businesses to develop a BID this year, so we will be looking for local businesses' opinions on this in the coming months.

In the process of communicating and engaging the business community during this exercise, we will be developing plans for what will be delivered for the coming five years. So it is extremely important that business owners and leaders get involved and help formulate plans, and respond to surveys.

BIDs are seen as a way forward and already have a track record in over a hundred towns and cities which have already embarked upon this journey with great success.

The Town Centre Partnership believes this project is key to Newcastle's future prosperity and will be working over the coming months to engage with and consult with businesses in Newcastle in the hope that we can foster this as a common vision upheld by the majority of members of the business community.

Appendix A – Detailed Theme Groups Action Plans

1. Town Centre Management

Detailed Action Plan

What	How	When	Resources
Manage TCP operations	Employ a Town Centre Manager	Ongoing	£31056.08
	TCP shared apprentice	April 14	£2000
Administer the TCP	Accountancy & book-keeping, expenses, phones, acc software	Ongoing	£4200, Baker Tilly, Kay Jackson
Create vibrancy	Manage a comprehensive event programme	Ongoing	NULBC, New Vic, B Arts, Churches, charities and any group interested
Improve communications with businesses	Sign-up 50 more businesses as TCP partners/web-site users	Throughout the year	TCM & Apprentice, board and members
	Newsletter, email bulletins, word-of-mouth and PR	Quarterly	PABC newsletter partnership, TCM, apprentice £500
Implement town centre usage monitoring system	Footfall measuring camera installation	End April 2014	TCP, NULBC to assist with location £2428
Improve comms with general public	Implement town centre PR and	Ongoing	TCM, NULBC, apprentice,

	communications plan		marketing group
Encourage other organisations to operate events		Ongoing	TCP members, NULBC, website, social media
Fill empty units in town	Connect/liaise with landlords and businesses, promote vacant units	Ongoing	TCP members, website, social media, env/infra group
Deliver TCP action plan projects	Manage/work with theme leaders on theme group projects	As per annual plan	TCP board members
Increase the town centre offer at busy trading periods	Organise street fairground rides and other entertainment at key times of year	Easter, Xmas, Summer and during events	Different equipment providers
Monitor town performance	Collate KPI data quarterly	Quarterly	TCM, Roebuck Centre and town centre businesses

Marketing & Events strategy

Budget £16,000

This includes:

- Leading the branding of the town centre
- Website development and content management
- Promotional activities
- Publicising events General publicity for the town centre
- Publicity for TCP ambitions and achievements
- Overseeing and monitoring town centre events programme
- Development of on-line marketing
- Budget setting for marketing and events

Strategy Outline

We will develop a marketing plan, built on strong research, in partnership with Keele University, Newcastle College and other stakeholders to consolidate Newcastle's position as a destination, regional market town. We will target new markets, including tourism and also seek to retain our existing market share.

We will promote the Town Centre as a destination for exciting events and new attractions as a method of driving footfall and generating additional retail spend in particular the day visitor and student market. In partnership, we will programme a year round diary of events, including some we will fund and others where we will seek to attract significant partnership funding.

Key Target Markets

- Families
- Students

Measurable Benefits

- Improved penetration into the catchment area driving retail sales amongst high value shoppers.
- Improved perceptions of the Town Centre generating new and more repeat visits from day visitors, families and students.
- Increased footfall particularly linked to the events programme, including Christmas and Festival events.

Detailed Action Plan :

Marketing	Budget: £4k		
What	How	When	Resources
Further develop online marketing activity	Manage content, make improvements to and promote the town centre website	April 2014 – additional website features, ongoing promotion and content change	£1000
	Circulate instructions on how to add your business via newsletter	May 2014	PABC
	Social networking, seek new outlets for free web advertising/editorial coverage	Ongoing	TCM/apprentice
	Add B2B section to website of interest to current/prospective businesses	August 2014	TCM, apprentice
Continue pro-active marketing of the town centre	See marketing strategy appendix	The whole financial year	Marketing group, TCM, apprentice, local media
Promote the town centre events programme	Printed and online materials to promote events on programme	All year	Marketing group, TCM, Apprentice, members. Cost built into events
Communicate with	Circulate a quarterly	Quarterly from	£500 (accounted

businesses	TCP newsletter to all businesses In partnership with PABC	Feb 14	for in Town Centre management)
	Business engagement meetings	Twice Annually	
Develop new technology to promote town centre	Implement a town centre app	July 2014	£600
Design & print hard copy promotional materials for the town centre	Through public survey and selection, develop maps of the 'best of Newcastle' town centre maps To include student, families, evening economy and markets	Staggered through the year. Priority is the 'best for markets' booklet	£2000
	Support 'fringe' areas – eg. develop leaflet for the 'indie' quarter		
Promote outdoor markets	Branded bags, Love your local market, banners, flyers	June/July 2014 (market relaunch)	£500 (in outdoor market budget)
Promote activity of other theme groups	Promote availability and usability of Lyme Card & double-ticketing scheme	July/August 2014	£400

Promote TCP ambitions and achievements	Business newsletter, PR strategy	Ongoing	TCM, apprentice
Seek external funding for events	Develop and submit funding bids to support development of the events programme		TCM, apprentice, board members, Blue sky group
Attend events to promote Newcastle	Programme and deliver student induction events linked to discount offers.	Sept 2014 (freshers fair)	TCM, apprentice, theme group. Keele Uni, NULC
Assist in long term sustainability strategy	Input into development of a communications strategy to support the BID campaign	April 2014	BID consultants, TCM, working group
	Create postcards of the town	August 2014	From past events, ACE Bid (pending success, Lymelight etc)
Review the ability to raise monies from website and business use	Meet with Digital Delight to consider potential	June 2014	

Events Strategy - £12k

See attached events programme

Develop and manage events programme	See appended events programme document. Work with partners to deliver town centre events throughout the year including 4 x 'festival' events	Ongoing	10k
Increase Cultural activity	ACE Bid, linked to Philip Astley, founder of modern circus	Delivery if successful end of June 2014	New Vic, NULBC, Keele Culture, Appetite £1k (match funding)
Create activity linked to town's heritage	HLF bid	June 2014	Letting in the light, NULBC property, museum £500 match
	HLF bid	July 2014	Andrew Dobrovic B Arts/ Museum/ Borderlines £500 match

2. Business & Enterprise Strategy

Budget allocated: £8k

Detailed Action Plan

What	How	When	Resources
Improve current business performance & Promote cooperative working practices	Hold monthly business coaching/ networking events	April, July, Oct, Jan/Feb	NULC, TCP members, Staffs Chambers, Sentinel, Keele all members £1000
Support Businesses through access to discount services and training, funding and promotion	Business Welcome Packs	Oct 2014	Staffordshire Chambers, BES, Recruitment/training partner, Signal, Sentinel £500
	Ensure businesses have best advice and access to any available resources through newsletter, email bulletins	Ongoing	Staffordshire Chambers, BES, Training providers, apprenticeship providers etc.
	Promote 'business of the week' on TCP web, social media	Weekly from April 2014	Apprentice
	'Best of' Newcastle accreditation, incorporating Business Boost award for best	June 2014 start	£1000

	business		
	Implement a loyalty card scheme (using existing council Lyme Card)	Launch by end May 2014	Existing infrastructure at J2 and implement at Guild Hall. NULC, Aspire £1000
	Promote existing Business Boost awards	July 2014	In association with NULBC
	Run 'Shop Newcastle week' in summer	July 2014	£500 Sentinel
Bring new business to Newcastle & demonstrate we are 'open for business'	Work with council and landlords to connect interested parties to empty units	Ongoing	TCM, apprentice, board and members
	Run a second Dragons Den event	Sept-Dec 2014	£4000 (promotional and prize contributions), Staffs Chambers, Prince's Trust
	Rates deals for six months? Tbc	Pending agreement	NULBC
	Young entrepreneurs contest – best	Nov 2014	NULC, Sentinel contest

	business ideas. Pop up shop prize		
	Facilitate the operation of pop-up shops	Ongoing	All partners
Tailor TCP activities to address the needs of businesses/consumers	Carry out surveys of the general public and businesses	Public – May 2014, Business - Summer 2014	TCP members, volunteers surveyors Some to be facilitated through BID project.
Increase opportunity to trade	Subject to interest via survey, promote Sunday Opening/Alive after 5. Look at possibilities and put on linked events	Summer 2014	Night-time economy, Vue, coffee shops, retailers

3. Environment & Infrastructure Strategy

Budget allocation - £8000

Detailed Action Plan

What	How	When	Resources
Improve accessibility and drive footfall through parking incentives	Operate & expand 'twin ticket' incentive scheme	Quarterly	TCM, apprentice, theme leader, NULBC. Printing £500
To achieve a competitive pricing strategy for the Town Centre in partnership with Newcastle Borough Council	<p>Understand existing car parking arrangements of Newcastle Town Centre and its competitors</p> <ul style="list-style-type: none"> understand contribution to Borough's income <p>agree strategy with Newcastle Borough Council and timetable for implementation</p> <p>B</p> <p>Alongside:</p> <p>Survey Town Centre signing including parking signing</p> <p>& any other physical improvements to parking provision. Identify potential ways to fund improvements</p>	Feb 2015	TCM, theme group lead, NULBC officers.
Improve attractiveness of retail arena	Implement comprehensive vacant unit display scheme	Second round – Sept 2014	£3000

	Pressurise landlords to improve the appearance of vacant properties	Ongoing	Work with NULBC
	Promote businesses having 'street cafes' through Formulating & implementing guidelines	Ongoing – launch Easter 14	NULBC planning, promo through TCM, apprentice.
Implement town centre Wi-fi.	Receive options paper from Internet Central. Consider recommendations investigate funding	Implement Summer 2014– given this becomes a board priority and is desirable according to businesses and consumers	Different partners currently being considered
Introduce ways to advertise events and news to people in the town centre	Implement town centre screen/notice boards. Consider needs, options, pricing, costs.	Implement by Autumn 2014 as funding allows	£2500
Improve links with landlords and businesses/TCP	Establish town centre landlords' meetings – quarterly	July 2014 and quarterly	Venues, landlords/devel opers
Increase town centre footfall/footfall	Encourage town centre living/COU to residential on vacant units/upper floors in town	Ongoing	Local landlords, housing associations, developers

Bring forward/facilitate/ input into regeneration projects	Engage with business community & have input into Ryecroft Scheme to redevelop former Sainsbury's, ensuring their connection to and that they complement the town	April 2014 and ongoing thereafter	NULBC, NTCP board members
	Propose projects for the use of Section 106 monies which would impact positively on town centre	April 14 onwards	NULBC planning/regen
Aspirational infrastructural projects	Develop business start-up/small business centre, TCP base (pending funding)	Ongoing discussions	TCP, Keele Uni, Staffs Uni, local architects & NFP companies. £2k to form feasibility
	Develop community/cultural hub (pending funding & interested parties)	Partners needed to take forward	NULBC, local arts organisations.
Contribute to planning policy to develop a vision for the future	Being prepared to contribute to the formulation of the Local Plan in so far as it relates to the Town Centre. Set up a group of interested people to establish a vision for	Start April/May 2014	Members, business contacts, theme group lead. Sub group needed.

	<p>the Town Centre in planning terms so that we are in a good position when the time comes to participate in the consultation for the Local Plan</p> <p>OR...</p>		
	<p>Consideration of a Business Neighbourhood Plan.</p>	<p>Process start June 2014</p>	<p>Staffs Chambers, Staffs County Council, NULBC, business leaders.</p>
<p>Long-term visions</p>	<p>Develop an arts/sculpture trail</p>	<p>Following successful ACE bid – this would be a part of a later bid</p>	<p>ACE, NULBC, local arts organisations</p>

4. Outdoor Markets Strategy

Budget allocation £3k

Detailed Action Plan :

	How	When	Resources
Specialist markets	As part of events (eg. Christmas) and additional but not competing markets	Summer 2014	£1000
Improve existing specialist market	Add to farmers market to create 'Makers' Market' operating monthly	May 2014	TCP contacts from events £500 - promo
Attract new market traders	PR & comms, links to media, networking	From June 2014 ongoing	£500 – advertising/printing
Improve the existing offer	Offer training & advice to market traders	Summer 2014	£500 – contribution to NULBC
Promote the market	Design and supply branded degradable bags	Summer 2014	£500
	Social networking	Ongoing	TCM/apprentice
	Website advertising of market days & events	Ongoing	TCM/apprentice
Critical friend partner	Suggest improvements to the operation of the market through use of private	Ongoing – monthly suggestions to the outdoor market theme group	Board members / other business contacts, TCM

	sector business acumen		
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5. Evening economy & Safety

Budget allocation: £3,000 (plus £5,000 from BC for Jazz and Blues)

What	How	When	Resources
Contribute to events programme by operating evening-oriented events	Jazz and Blues Festival	Delivery May 2014	Night-time economy group, TCM, board members £5000
	Promote 'Alive after 5' campaign from ATCM Trial Evening markets	Summer 2014	£2000
Improve the safety of Newcastle town centre	Purple Flag project	Hope to attain status by Summer 14	TCP board, PABC, TCM and NULBC
	Work with Pubwatch/JOG groups to help report/resolve issues with night-time economy/safety	Ongoing	TCM, PABC, Pubwatch and licensees, JOG
	Promote the use of town radios to improve safety/reduce	April then Ongoing	Word of mouth – TCM, apprentice, PABC, board members

	crime		
	Support the CCTV Voluntary manning of CCTV project through expenses for volunteers		£500
Create more evening activity at peak times	Communicate with evening economy businesses to encourage activity around events	April onwards through events season	TCM, apprentice, Business support group
Create links between different trading sectors	Develop themed nights – eg. Theatre night – discount with a New Vic ticket, or Cinema Wednesdays – discount in selected places with a cinema ticket	August 2014	New Vic Theatre £500

Appendix B - Financing

The Town Centre Partnership is funded through a number of sources. The table below shows the current and confirmed sources of funding to support the TCP's activities. However, we are always seeking new ways to fund activities in the town centre, as operated by the TCP or otherwise.

	2014/15	2015/16
Newcastle Borough Council	£30k and £5k jazz	£22.5k + £5k Jazz
Funding from M&S s106	£30k £30K BID £5K b/f £10k annual fund	£40k
Potential funding tbc plus contributors	ACE and contributors to ACE bid £17k	£100k ACE £40k
TOTAL	£127k	£207.5k

Budgeted costs 14/15	£000
Town Centre management	40
Marketing	4
Events plus £3k support in kind from NUL	11
Business and Enterprise	8
Environment and Infrastructure	8
Outdoor Markets	3
Evening Economy and Safety	8
BID – printing and communications	3
BID – additional fees	25

ACE project	17
Total	127
These figures currently assume non-VAT registration, though the TCP is looking into the possibility of this now in order to reclaim VAT on costs which could be reclaimed.	

Appendix C: CORPORATE STRUCTURE

The Town Centre Partnership has a board which oversees the strategic decisions, corporate governance and a set of theme-groups, championed by board-members, which are tasked with improving specific aspects of the town.

We invite people from all organisations of the town centre to get involved and join these theme groups to add their own ideas and contribute to the work that is being done – together we are stronger!

Chairman – Susan McCarthy (Roebuck Centre Manager)

Vice-Chair – Doug Morris (Chairman, PABC)

Company Secretary – Kay Jackson undertakes these responsibilities

Treasurer – Anne Lakin

Board members:

Edward Leligdowicz (Franchise-owner, McDonalds)

Glenda Miller (Partner, Knights solicitors)

Fiona Wallace (Executive Director, New Vic Theatre)

Susan McCarthy (Manager, Roebuck Centre)

Douglas Morris (Chairman, Partnership against Business Crime)

Jenny Tucker (Director of Commercial & Business Engagement, Keele University)

Sara Williams (Chief Executive, North Staffordshire Chamber of Commerce)

Val Tomlinson (Assistant Principal - Curriculum and Corporate Developments,
Newcastle under Lyme College)

Tina Cork (Meridian Business Support, Ironmarket)

Andrew Pass (John Pass Jewellers, Ironmarket)

Cllr Terry Turner (Portfolio holder for town centre)

Anyone who is not currently involved that wants to be should contact the Town Centre
Manager employed by the TCP, Matt Taylor on matt.taylor@visitcastle.co.uk

Appendix D: KPIs

It is necessary for us to monitor the performance of Newcastle town centre to gauge the impact of the Town Centre Partnership's activities, and how the town is doing in general.

This will be done by reporting on a quarterly basis on the following:

Footfall monitoring (from April 2014).

A footfall monitoring camera is to be installed and we will then be able to monitor visitor levels and trends in Newcastle town centre.

Data is available for this for the West Midlands, so as well as comparing our trends to previous periods in Newcastle, it will be possible to make comparisons against the regional trend.

Property vacancy rate

These figures are collated by the council and are released every six months, with comparatives for the region as well as national statistics.

So we will twice a year be able to gauge how Newcastle is faring against its own previous performance, as well as how that compares to towns and cities across the West Midlands.

Trading figures

Trading figures for the town centre will be requested from town centre businesses and collated in an anonymous fashion in order to determine how footfall translates into spend in the businesses of the town centre (to be reported quarterly from July).

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Kidsgrove Town Centre Community Interest Company Business Plan

Draft 2

January 2014

Our Vision

Kidsgrove, a great place to live and trade

Our Mission statement

To develop and sustain trade and prosperity within Kidsgrove and its surrounding areas through the promotion of services, activities and co-operation between disparate groups for the benefit of all

INTRODUCTION

Background

Following on from the setting up of the Newcastle Town Centre Partnership in January 2013, borough councillors and officers were keen to support businesses in Kidsgrove to develop a similar partnership.

At a well-attended meeting in April 2013, there was a clear mandate from businesses, town councillors and other stakeholders to begin the process of setting up a Town team. At a second meeting in May 2013, three main themes were identified, sub-groups set up and chairs appointed.

Theme groups

Each theme group has a distinct sphere of activity, although naturally there is cross over between groups. The objectives of each theme group are detailed in the appendices although these will change over time as the groups mature and projects are completed. In brief, the scope of each group is:

- Environment & Infrastructure
 - Waterfront project - dredging, improving moorings, tackling anti-social behaviour, improving signage, developing the heritage/tourism aspect and promoting the area.
 - CCTV
 - Signage
 - Brightening the place up
- Marketing and Events
 - Developing a town centre website
 - Promoting Kidsgrove's assets to existing and potential customers
 - Building a business database
 - Communications about events
 - Facilitating events other organisations wish to stage

Kidsgrove Town Centre Community Interest Company (KTCCIC)

The KTCCIC is a private sector led initiative. It has been set up as a Community Interest Company, which was incorporated in September 2013. The small Board of directors comprises representatives from local businesses, the town council and the Borough Council. The use of sub-groups allows the Board to give voice to a much wider audience, build on people's interests and to draw on expertise in specific areas.

The town team recognises that, only by engaging all stakeholders in the future prosperity of the town and working in partnership, can it hope to achieve real change. It also understands that this will be a gradual process as there is a need to build confidence that change can happen.

High streets across the country have been hit hard by declining footfall, the rise of internet shopping and the effects of the recession and Kidsgrove is no exception. However, the town has a number of strengths upon which to build, including its transport links, strong community spirit and the potential afforded by the canal.

This business plan sets out what the KTCCIC hopes to achieve over the next two years and beyond.

Kidsgrove Today

Kidsgrove town centre is a comparatively modern town, built on and around the site of an old North Staffordshire mining community. Although part of the Borough of Newcastle-under-Lyme, it is close to the City of Stoke on Trent, Crewe and Congleton.

The town benefits from its own railway station, served by the Manchester, Stoke on Trent/Euston line, and the Crewe, Stoke on Trent/Derby line. The M6 Birmingham/Preston Motorway passes within 3 miles of the town and there is a feeder road to it from Talke which provides easy access.

Kidsgrove is also a canal town, being sited on the Trent Mersey canal and can be proud of its heritage being home to the Harecastle and Brindley tunnels.

Despite its industrial heritage and the strong sense of community that exists in the area, the town is in decline like so many others round the country. A number of large anchor stores (Tesco, Aldi, Home Bargains) attract footfall, and the town benefits from free parking. However, the shopping choice is generally poor and, whilst the vacancy rate is low, a high concentration of takeaways which are open only in the evening, add to the slightly run-down air.

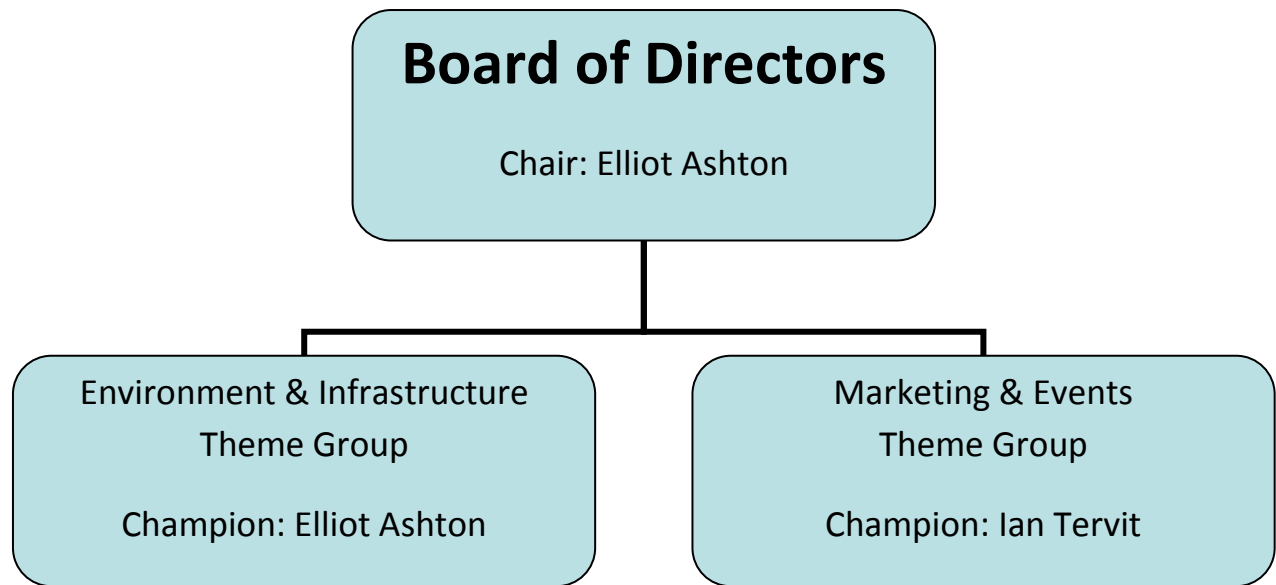
Because of the lack of mooring facilities and a poor reputation for safety the town is unable to capitalise on canal traffic in a way that might be expected, given the canal's proximity to the town.

Kidsgrove tomorrow – the vision

The KTCCIC wishes to work with all stakeholders in the town to re-imagine Kidsgrove town centre as a canal town, building on its industrial heritage and recreate a thriving community built on a strong sense of belonging and identity.

This vision is being developed in conjunction with the local community through consultation events and regular communication with businesses and local organisations.

Company Structure



The board of directors oversees the strategic direction of the company and has responsibility for the allocation of resources.

The theme groups have responsibility for:

- Developing project ideas
- Feeding project suggestions back to the Board for approval
- Monitoring and reporting on progress
- Identifying obstacles

Directors

Board members:

Neil McNicholas – Manager, Co-op Bank

Mark Smithson – Director, D. Smithson

Paul Waring – Town Councillor (Secretary)

Ian Tervit – Owner, A Potter Tea

Elliot Ashton – Town Councillor

Newcastle-under Lyme Borough Council (represented by Cllr Elsie Bates)

THE PRIORITIES

The theme groups have identified a number of priorities which they feel will have a positive impact on the town and work towards achieving the vision.

These comprise short, medium and longer term actions of varying scale.

Priority 1: Marketing the area to raise awareness and increase footfall

Priority 1a: Develop a website for the town centre (*short term*)

Rationale: A relatively quick win for the town. This website will list all businesses in the town and give details of special offers, events, etc, thereby engaging businesses with residents and visitors. Longer term, this will provide a platform to link into other themes, e.g. the canal development.

In the process of securing funding and commissioning the work with the goal of having it live by end March 2014.

Lead body	Resources
KTCCIC (Marketing theme group)	<ul style="list-style-type: none"> Local Members Fund NBC Private sector sponsorship
Cost estimate	Milestones
<ul style="list-style-type: none"> Design and build c.£2000 Ongoing maintenance £500p.a. 	<ul style="list-style-type: none"> Secure funding by Dec 2013 Develop brief by Dec 2013 Commission work by May 2014 Website live by end Jul 2014

Priority 1b: Develop an events programme (*Medium term*)

Rationale: To increase footfall to the town, raise its profile amongst residents and visitors, support the retail businesses and develop a sense of pride and ownership amongst all stakeholders in the town.

Lead body	Resources
Kidsgrove Town Council (supported by the Events Co-ordination group)	<ul style="list-style-type: none"> Kidsgrove Town Council Rotary Club NBC Community groups
Cost estimate	Milestones
<ul style="list-style-type: none"> Will vary by event (some are self funding) Develop new events c.£2,500 	<ul style="list-style-type: none"> Indie Christmas campaign Dec 2013 Develop business toolkit by May 2014 2014 events calendar by Mar 2014 Indie Easter campaign April 2014

Priority 1c: Brand development

Rationale: A key part of re-defining Kidsgrove in the minds of existing and potential users is the development of a brand. A brand is the identity of a specific product (in our case, Kidsgrove town centre) that identifies one seller's goods as distinct from those of other sellers, whilst also giving a strong sense of what the product is (and isn't). Our brand identity will be the representation of our town through the conveyance of attributes, values, purpose, strengths, and passions and will be used as part of any promotional activities undertaken by the KTCIC on behalf of the town.

Lead body	Resources
KTCCIC	<ul style="list-style-type: none"> • Kidsgrove Town Council • Rotary Club • NBC • Community groups • Schools • ATCM
Cost estimate	Milestones
<ul style="list-style-type: none"> • Workshops, design work, etc. c. £5000 (but work being conducted by ATCM). • Publicity material (flyers, pull-ups, etc) c.£750 	<ul style="list-style-type: none"> • ATCM brand awareness begins Apr 2014 • ATCM branding programme ends Feb 2015

Priority 2: Increase engagement with the KTCCIC (*short term*)

Rationale: Only by developing a strong partnership that includes all stakeholders in the town can the Town team make a difference to the prosperity of Kidsgrove and ensure its own sustainability. As well as getting businesses involved, the town team will engage with the community, young people, local groups and the voluntary sector.

Lead body	Resources
KTCCIC marketing theme group	<ul style="list-style-type: none"> • Kidsgrove Town Council • Rotary Club • Newcastle Borough Council • Community groups
Cost estimate	Milestones
<ul style="list-style-type: none"> • In kind support from partners 	<ul style="list-style-type: none"> • Newsletter issued on behalf of Town Team – Jan 2014 • Official launch of KTCCIC – Mar 2014 • Schools engaged in Town team activities – Jun 2014

Priority 3: Kidsgrove Waterfront Project (*short, medium and long term*)

Rationale: This project will undoubtedly attract attention and provide a long-term benefit to Kidsgrove. It will have a significant impact on the business community, residents and visitors, raising the profile of the town potentially in a national context. It will provide huge opportunities for media coverage and provide a major step in delivering the vision for the town.

Lead body	Resources
KTCCIC E&I group	<ul style="list-style-type: none"> • Canal & Rivers Trust • Staffordshire County Council • NBC • Kidsgrove LAP • Kidsgrove Town Council • Police
Cost estimate	Milestones
<ul style="list-style-type: none"> • To be determined based on 'visioning exercise' 	<ul style="list-style-type: none"> • Set up Kidsgrove waterfront project steering group by Sept 2013 • Dredging canal autumn 2013 • Begin consultation – Dec 2013 • Investigate funding by Mar 2014 • Draft action plan by Jun 2014

Priority 4: Enhancing the attractiveness and safety of the area
(*short/medium term*)

Rationale: A number of businesses expressed concern that the town was looking a little run down and could do with some cosmetic enhancement. This has spawned a number of smaller projects.

A: Floral displays and Hanging baskets

Lead body	Resources
KTCCIC E&I group	<ul style="list-style-type: none"> • Kidsgrove LAP • Rotary Club • NBC Newcastle in Bloom team • Local retailers • Staffordshire County Council
Cost estimate	Milestones
<ul style="list-style-type: none"> • C.£50 per hanging basket 	<ul style="list-style-type: none"> • Newcastle in Bloom team seek sponsors by Mar 2014 • Baskets in place May 2014 • Review of lighting column decoration May 2014 • Volunteers spring planting May 2014

B: Highways Team clean-ups

Lead body	Resources
KTCCIC E&I group	<ul style="list-style-type: none">Staffordshire County Council
Cost estimate	Milestones
<ul style="list-style-type: none">No cost to KTT	<ul style="list-style-type: none">Areas nominated by traders (ongoing from Jun 2014)

C: CCTV coverage of prime retail areas (*short/medium term*)

Rationale: A number of businesses expressed concern about antisocial behaviour and the potential for property damage through minor acts of vandalism such as broken windows, which had both a nuisance factor and cost implications.

Lead body	Resources
Kidsgrove LAP	<ul style="list-style-type: none">Kidsgrove LAPStaffordshire County Council
Cost estimate	Milestones
<ul style="list-style-type: none">No cost to KTT	<ul style="list-style-type: none">Funding secured – Sept 2013Work commences in Market Street – Oct 2013Work completed – Dec 2013

Priority 5: Development of a Transport hub (*medium/long term*)

Rationale: Kidsgrove benefits from having a railway station a short walk from the town centre. There are a number of projects being explored which will help the town make more use of this asset.

Lead body	Resources
KTCCIC	<ul style="list-style-type: none">Kidsgrove Town CouncilStaffordshire County CouncilNewcastle Borough CouncilNetwork RailBus operators
Cost estimate	Milestones
<ul style="list-style-type: none">Noticeboard c. £1500Disabled access - tbc	<ul style="list-style-type: none">Noticeboard at station – Mar 2014Disabled access to far platform – end 2015Bus turning circle in place - tbc

Priority 6: Explore changes to Market Street traffic flow (*medium/long term*)

Rationale: Retailers in Market Street have raised a number of issues relating to traffic flow in Market Street and the how it is affecting their business. Suggestions

for improvement include provision of nipper parking, disabled parking spaces and making the street one way. This has been a long-standing issue for the town and, whilst it is an important priority for the Town Team, it is a longer term project.

Lead body	Resources
KTCCIC	<ul style="list-style-type: none"> Staffordshire County Council Kidsgrove Town Council Newcastle Borough Council Businesses in Market Street
Cost estimate	Milestones
<ul style="list-style-type: none"> To be confirmed 	<ul style="list-style-type: none"> Canvass opinion from Market Street businesses – May 2014 Explore options with County Council – Jul 2014

Priority 7: Explore external funding opportunities *(ongoing)*

Rationale: Neither the Borough Council, nor the Town Council has the resources to fund all of these projects, nor can businesses be expected to contribute large amounts. External grants will be sought and applied for where possible.

Lead body	Resources
KTCCIC	<ul style="list-style-type: none"> Kidsgrove Town Council Newcastle Borough Council
Cost estimate	Milestones
<ul style="list-style-type: none"> No financial resources required but in kind support for compiling bids will be necessary 	New funding sources will be applied for as required.

Long term projects

The KTCCIC has set itself ambitious targets for the next two years but acknowledges that there are long term projects which also need addressing. The eight priorities will take up a substantial amount of time and energy but consideration will also be given to future needs.

Projects which the town team wishes to consider are:

- Develop prioritised programme of physical improvements
- Improve car parking and parking management
- Programme of support for existing and start-up businesses

Funding

The only source of funding the KTCCIC has available to it at the moment is £10,000 from Newcastle Borough Council, payable in two to three tranches, timescales to be confirmed.

The approximate amount of funding required is outlined for each priority along with possible sources of funding. Grants will be pursued where possible, as will sponsorship from local businesses.

A cash flow analysis and detailed action plan is to be produced to accompany this document.

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Briefing report to Economic Development and Enterprise Scrutiny Committee

2 July 2014

Ryecroft regeneration and redevelopment

Background

Members will recall that the Council, at its meeting in November 2013, resolved as follows:

- 1. That officers be authorised in liaison with its Joint Venture partner, Staffordshire County Council to commission the demolition of the former Sainsbury's store on the basis set out in the report, including the seeking of necessary consents.*
- 2. Subject to in-principle approval being given to relocate from the Civic offices, officers be authorised to proceed with the formal marketing of the Ryecroft redevelopment opportunity, with the aim of securing a preferred developer/investor.*
- 3. That approval is given, in principle, for officers to work with key partners in the preparation of a full business case for the relocation of the Civic Offices based upon the broad principles set out in the report in order to facilitate the comprehensive retail-led redevelopment of the Ryecroft area and to contribute towards broader regeneration objectives for the town centre.*
- 3b. That the Civic Offices will not be relocated unless and until there is a clear business case for a new location and there is a firm contract in place to redevelop the whole of the Ryecroft Site.*
- 4. That officers be authorised in liaison with its Joint Venture partner, Staffordshire County Council to commission the demolition of the former Sainsbury's store on the basis set out in the report, including the seeking of necessary consents.*
- 5. That provision of up to £75,000 revenue funding be made available from the Revenue Investment Fund and up to £50,000 of funding be allocated from the Capital Programme to support the actions set out in the report.*
- 6. That officers report back to Members the outcomes of items 1 and 2 at the earliest available opportunity in order that the next key decision can be made.*

NB. There are two errors in the minutes; resolution 6 should refer to items 2 and 3 rather than items 1 and 2; and resolution 4 is a repetition of recommendation 1.

Position update

1. With regard to the demolition works these will have been substantially completed by the time of this meeting well within the timescale and budget parameters that were agreed.

2. In respect of the Ryecroft redevelopment site it is confirmed that a national advertising campaign to secure a developer brought forward a range of interested parties, including more than 20 development companies.

The two councils shortlisted three prospective development companies as potential preferred partners to take the retail-led regeneration project forward.

The shortlisted companies are Henry Davidson Developments (part of the Development Securities Group), St Modwen and a consortium led by Zerum Consult.

The most recent stage of the selection process involved the said companies making presentations to a joint steering group from the two councils on 11 June 2014, including the Portfolio Holder's attendance as an observer. At the time of writing further points of clarification were being sought in order that the bids could be objectively assessed.

It is anticipated that the two Councils will be in a position to decide upon the outcome of the process by about September 2014.

On the assumption that a preferred development partner is identified, the next stage of the process will involve the completion of a Development Agreement; it is expected that this would be completed towards the end of the current financial year.

3. With regard to the Civic Offices re-provision it can be confirmed that all of the 3 shortlisted developers for the Ryecroft scheme have incorporated the site of the current Civic Offices in their plans. So in parallel with the above-mentioned developer selection process a considerable amount of work has been undertaken over the past few months to finalise the business case for re-providing office accommodation for the Council and its tenants/partners.

The previous Council resolution reflected the fact that the two councils have agreed in principle to relocate their office requirements to a new 'civic hub' at the nearby site of the former St Giles's and St George's primary school leaving the Ryecroft regeneration site with largely vacant possession. In the case of this Council this decision was contingent upon there being a business case and a contractual commitment from a developer for the Ryecroft site.

So at the time of writing it is confirmed that the work on the business case is nearing completion with a view to it being available to report to Members at the same time as the outcome of the developer selection process referred to above.

Next steps

At this stage it is considered premature for this Committee to undertake any formal scrutinisation of the overall project. However it is intended that this Scrutiny Committee, possibly in a joint meeting with Finances, Resources and Partnerships Scrutiny Committee, will have the opportunity to review the output of the above processes prior to any final decisions being made. This may necessitate a special meeting being scheduled in view of the importance of the project.

Recommendation

That members note the information and agree to receive a further report at the earliest opportunity.

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SCRUTINY COMMITTEE WORK PLAN



Committee Name:		Economic Development & Enterprise Scrutiny Committee
Chair:		Cllr David Stringer
Vice-Chair:		Cllr Simon White
Portfolio Holder(s) Covering the Committee's Remit:		Cllr Terry Turner – Economic Regeneration, Business & Town Centres Cllr Elizabeth Shenton – Finance and Resources
Work Plan Correct As At:		20 June 2014
Date of Meeting	Item	Reason for Undertaking
2 July 2014 (agenda dispatch 20 June 2014)	Superfast Broadband	Paul Chatwin to attend to advise on progress
	Town Centre Partnership Plans	To be given an update on the Newcastle and Kidsgrove Town Centre Partnership's Business Plans as agreed on the Action Plan (10.09.13)
	Ryecroft	To provide a written position statement on developments
	Newcastle Economic Development Strategy – Year Two Action Plan and Year One Review	To receive feedback from the Cabinet meeting held on Wednesday 18 June 2014
	Work Plan and Scrutiny Topics for 2014/2015	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year
3 September 2014 (agenda dispatch 22 August 2014)	HS2 Working Party	Response to the Government consultation on High Speed Rail: Investing in Britain's Future – Consultation on the route from the West Midlands to Manchester, Leeds and beyond (HS2 Phase 2). Recommendations of the Working Group were submitted to Council on the 27 November 2013

Date of Meeting	Item	Reason for Undertaking
3 September 2014 (agenda dispatch 22 August 2014) Cont'd	Call in regarding the Newcastle Housing Advice Service Housing Contract Award	That the call in be rejected and the original decision taken by the Cabinet now take effect
	Local Enterprise Partnership Planning Charter	To provide an update on the proposals on the steps that were likely to be required to achieve Planning Charter Mark Status
3 December 2014 (agenda dispatch 21 November 2014)	Portfolio Holder Question Time	An opportunity for the Committee to question the Portfolio Holder on their priorities and work objectives for the next six months and an opportunity to address any issues or concerns that they may currently be facing. It is also an opportunity for the Portfolio Holder to flag up areas within their remit that may benefit from scrutiny in the future
18 March 2015 (agenda dispatch 6 March 2015)		

Task and Finish Groups:	<ul style="list-style-type: none"> • HS2 Working Group • Town Centre Car Parking - complete
Future Task and Finish Groups:	
Suggestions for Potential Future Items:	<ul style="list-style-type: none"> • Community Infrastructure Levy

DATES AND TIMES OF FUTURE MEETINGS:	Wednesday 3 September, 7.00pm in the Chamber
	Wednesday 3 December 2014, 7.00pm in the Chamber
	Wednesday 18 March 2015, 7.00pm in the Chamber

DATES AND TIMES OF CABINET MEETINGS:	Wednesday 18 June 2014, 7.00pm, Committee Room 1
	Wednesday 23 July 2014, 7.00pm, Committee Room 1
	Wednesday 10 September 2014, 7.00pm, Committee Room 1
	Wednesday 15 October 2014, 7.00pm, Committee Room 1
	Wednesday 12 November 2014, 7.00pm, Committee Room 1
	Wednesday 14 January 2015, 7.00pm, Committee Room 1
	Wednesday 4 February 2015, 7.00pm, Committee Room 1 (BUDGET)
	Wednesday 25 March 2015, 7.00pm, Committee Room 1
	Wednesday 24 June 2015, 7.00pm, Committee Room 1

REMIT

Economic Development and Enterprise Scrutiny Committee is responsible for:

- Building Control
- Design and Heritage Champion
- Economic Development
- External Regeneration Funding
- Housing and Homelessness
- Inward Investment/Marketing
- Land and Property (Asset Management)
- Local Enterprise Partnership
- Planning Policy and Development Control
- Transport Strategy and Policy (Planning)

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Economic Development Strategy/Year 3 Action Plan - draft Cabinet Resolution:-

The Council's Portfolio Holder for Economic Regeneration, Business and Town Centres updated the Cabinet on the Economic Development and Enterprise Year 3 Action Plan.

He thanked the Chair of the Economic Development and Enterprise Scrutiny Committee for the input provided by his Committee and confirmed that this had been taken into account in shaping the Year 3 Action Plan.

Councillor Turner went on to highlight a number of notable achievements made in the last financial year and thanked the officers in the Economic Regeneration Team for all of their efforts.

In particular, he commented that Newcastle Town Centre was slowly beginning to regenerate and the Town Centre Manager had attracted new businesses into the town.

In addition, Kidsgrove had placed a bid for external funding in a national competition and had come second. The persons responsible should be congratulated for their achievement. Councillor Turner went on to thank the Kidsgrove Partnership.

Also, he was pleased to report that JCB had moved into the area and could see themselves expanding on that site.

Resolved:- That the Economic Development Strategy Year 3 Action Plan be approved and adopted as the basis for the Council's work over the next twelve months to promote the economic development of the Borough and bring new jobs to the area.

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