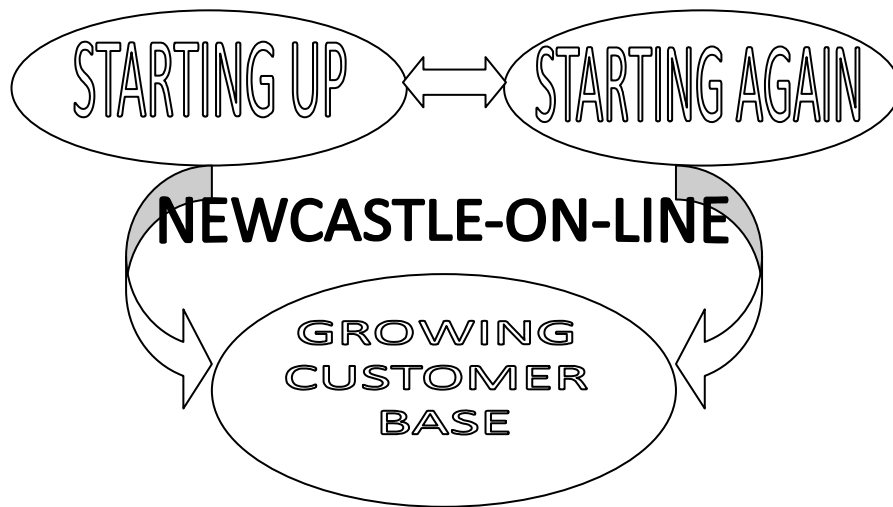


Our priorities:

STARTING UP
STARTING AGAIN
NEWCASTLE-ON-LINE – GATEWAY TO THE HIGH STREET



1. **Starting up** (encouraging new businesses)
 - a. Adapting Keele University's successful commercial start-up model for retail purposes, utilising empty properties in the secondary retail areas. In principle support from landlords in place.
 - b. Entrepreneur Mo Chaudry will test a landlord-specific model, involving rental support, mentoring and Dragon's Den style competition.
 - c. Support for new market traders linked to the NMTF First Pitch scheme to encourage a new generation of market trader
 - d. Aspire Group is working with partners to develop at least one social enterprise within the town centre.
 - e. Promoting the NMTF work experience scheme to encourage market traders to take on an 'apprentice'.
2. **Starting again** (supporting existing businesses)
 - a. A town centre app to promote special offers and discounts (see below).
 - b. A programme of retail coaching focussing on key areas such as IT skills, marketing and customer service. Business support agency BES is currently developing a pilot programme.
 - c. Using local entrepreneurs to develop specialist markets.
 - d. Encouraging market traders to keep up with modern shopping habits, including on-line special offers and card payment facilities.
 - e. Developing a cultural/events programme to encourage footfall from the missing demographics, and to promote a community atmosphere, particularly working with schools and charities. Also demonstrating how businesses can use events to increase sales with an 'event-in-a-box' kit.
3. **Newcastle-on-line – gateway to the high street**
 - a. Led by the Council, this project will link town centre businesses to the large bank of potential customers detailed earlier. The main element will be a system for online promotion of special offers in which even market traders can participate.
 - b. To support this, training to develop IT skills will be provided along with a central point where retailers/traders can access IT equipment.

(300 words)

SECTION EIGHT

Expenditure

8.1 Please set out how much you are bidding for (maximum £100,000), and how you propose to use it. Please explain how the pilot will be innovative and deliver additional impact. Please also provide detail of other Government funding your partnership currently receives (maximum 300 words)

We are asking for £95k which will lever in at least £150k in revenue and in-kind support from partners – see table for breakdown.

Project	Portas funding (£k)	Match: Revenue or in-kind (£k)
1a) Starting up – Keele university model	15	30
1b) Starting up -landlord model	15	15
1c) Starting up - Markets	10	5
1d) Starting up – social enterprise	0	10
1e) Starting up – market apprentice	0	3
2b) Starting again – retail coaching	10	5
2c) Starting again – specialist markets	10	5
2d) Starting again – market traders	10	5
2e) Starting again – events programme	15	15
2a/3a) Newcastle-on-Line – app development	5	5
3b) Newcastle-on-Line – IT equipment	0	2
'Critical friend' evaluation	5	0
Town centre partnership support	0	20
Town centre manager	0	30
TOTAL	95	150

In addition to the £1.2m the Borough and County council are putting into re-vamping the public realm and providing new market stalls, the new administration has also committed to fund a town centre manager for one year to support the town team and provide interim support until the town centre manager is appointed.

Future funding for these initiatives will come from a £100k S106 agreement with Marks & Spencer, payable when they start work on their new out-of-town store. Other support, including mentoring town centre businesses, has also been negotiated plus a commitment to invest in a Simply Food outlet if the business case can be proved.

(229 words)