

Title of meeting: Cabinet

Date of meeting: 11 June 2015

Subject: Response to the Economic Development Culture and Leisure Scrutiny Panel's report "Revitalising Local High Streets and Secondary Shopping Areas in the City"

Report by: Stephen Baily, Director of Culture and City Development and Alan Cufley, Director of Transport, Environment and Business Support

Wards affected: All

Key decision: Yes/No

Full Council decision: Yes/No

1. Summary

The Economic Development Culture and Leisure Scrutiny Panel conducted a review into revitalising Local High Streets and secondary shopping areas in the city. The review lasted from September 2014 until March 2015.

2. Purpose of report

The purpose of the report is to respond to the Economic Development Culture and Leisure Scrutiny Panel-revitalising Local High Streets and Secondary Shopping Area in the City

3. Recommendations

That the Panel is thanked for its work in undertaking the review:

That the Economic Development Culture and Leisure Scrutiny Panel's recommendations be approved in line with the responses noted in item 4 below.

4. Response to panel recommendations

- I. The panel strongly encourage the setting up of traders' associations in as many parts of the city as possible.

Response:

The Town Centre Management team will encourage and support the setting up of business led groups in secondary and local shopping areas. If there is interest to form business led groups these groups will be supported by

relevant officers in the City Council, the City Centre Manager will identify key contacts within the secondary and local shopping areas and encourage those key business leads to meet to form a group. The City Centre Manager will be the key point of contact and facilitate any meetings with key officers.

- II. The city council should host two meetings per year, to which traders should be invited to share best practice, preferably in the spring and autumn.

Response:

The Town Centre Management team will arrange, encourage attendance and host two meetings per year, to which traders will be invited to share best practice, providing the necessary resource is available. Should there be a lack of interest from general business then the business group leaders will be invited to meet.

- III. The Active Travel Team should approach traders and traders' associations to see how to assist in attracting people to cycle and walk to the secondary shopping areas.

Response:

The Road Safety and Active Travel Team will contact selected businesses directly to promote walking and cycling. The RS&AT will also seek to identify and bid for funding to improve the facilities for walking and cycling, within secondary shopping areas, in conjunction with businesses. The Town Centre Management team will arrange invitations for the Road Safety and Active Travel Team to attend and present at business meetings.

- IV. Town Centre Management and the appropriate officers should encourage bids for Community Infrastructure Levy (CIL) funding and lottery monies for improvement works and events to be held in the retail centres.

Response:

The Council has set aside money for North End and Fratton. The City Development Manager will encourage the community to share schemes for CIL spend.

- V. The Head of Development and Cultural Services' officers should continue to explore external funding opportunities such as the Heritage Lottery Fund for when suitable sites are available for cultural venues within the secondary retail centres.

Response:

The Director of City Development and Cultural Services' and officers will continue to explore external funding to deliver cultural venues in local and secondary shopping areas.

- VI. The Head of Development & Cultural Services should explore the possibility of residents being able to purchase and collect tickets for PCC-led events at the PCC venues and facilities in the shopping areas.

Response:

The Director of City Development & Cultural Services will continue to explore the opportunity to provide services such as ticket purchase in local and secondary shopping areas.

5. Background

The Economic Development Culture and Leisure Scrutiny Panel set the objectives noted below.

Objective 1 - To understand the different characteristics of the local retail centres and the planning policy, licensing and other restrictions to development

Objective 2 - To consider the success of promotional activities, grant opportunities and initiatives in generating and retaining customers

Objective 3 - To review the sustainability of these centres within communities with a diversity of retail, leisure and health uses

The panel received evidence from officers, businesses, business association representatives, a Government Minister and the chair attended a Future of the UK High Streets conference.

The panel's recommendations are noted in item 4 of the Economic Development Culture and Leisure Scrutiny Panel's report and the responses to the recommendations noted in item 4 above.

6. Reasons for recommendations

The City Council is committed to strengthening secondary and local shopping centres and supporting business led associations promoting and developing the offer of their centre.

The Panel's recommendations are therefore supported and will be put into action by a number of Council officers, in the main from within existing budgets.

7. Equality impact assessment (EIA)

(not required)

8. Legal implications

(covered in panel's report)

9. Finance comments

The responses to the panel's recommendations mainly require staff resources. These are not expected to require a significant amount of additional officer time and should be able to be absorbed within existing resources and cash limits. There is a risk that staff may be diverted from undertaking other council priorities or the time in undertaking the above responses will be greater than initially envisaged.

The response to recommendation II, to host two meetings during the year could potentially attract costs in identifying and hiring suitable venues. Wherever possible Council owned premises should be approached to reduce or eliminate venue hire fees. Other minor costs of hosting meetings, printing of agendas and minutes should be minimal and will need to be identified and managed from within existing budgets.

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Signed by:

Appendices: EDCL Scrutiny Panel's report.

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

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Signed by: