OLDHAM TOWN CENTRE PARTNERSHIP BOARD

Update on the Town Centre Partnership’s Business Plan

Report of Elaine McLean

Portfolio Holder: Cllr David Hibbert, Transport and Regeneration

6th July 2011

Officer Contact: Sara Hewitt, Town Centre Manager
Ext. 0161 770 3910

Purpose of Report
To detail the progress made in delivering the Town Centre Partnership’s Business Plan (New Information since the Board’s last meeting on the 13th April is indicated in bold)

Recommendations
That the Town Centre Partnership Board:
1. Reviews the progress made
2. Considers making recommendations to Oldham Council in relation to the planning applications presented (2.24)
Update on the Town Centre Partnership’s Business Plan

1 Background

1.1 The Oldham Town Centre Partnership seeks to make the Town Centre a successful, sub-regional location for retail, leisure, commerce, and education. It is an association of public and private sector interests, who work together in partnership to:
- Raise visitor numbers and visitor spend
- Improve service provision
- Review performance
- Promote the Town Centre’s interests

1.2 To meet these aims, partners combine resources to deliver activities that are either additional to or enhance those provided by statutory agencies. The activities are set-out in the Town Centre Partnership’s Business Plan. They concern the:
- Delivery of a marketing and promotions programme
- Co-ordination of service provision
- Co-ordination of investment
- Production of a Town Centre Newsletter
- Production and benchmarking of performance data
- Collection and review of feedback from service users
- Review of practices and developments in other Town Centres
- Sourcing of funding and the raising of income
- Influencing of decision-makers

2 Current Position

2.1 Delivery of a Marketing and Promotions Programme

2.2 The Marketing and Promotions Group is continuing to meet. Proposals for the Christmas Events and Marketing project will be brought to the Board when they have been developed.

2.3 With the Tour Series, the Events Planning Group delivered the Halfords Tour Series event in the Town Centre on the 9th June. A review of the event is provided in a separate report.

2.4 Co-ordination of Service Provision

2.5 The Area Action Team is continuing to meet. Oldham Council (Parking) and GMP have been successfully enforcing the parking restrictions on
Horsedge Street on Friday and Saturday nights. Horsedge Street is part of the diversionary route when Yorkshire Street is pedestrianised on these nights. Bus services have benefitted from this enforcement.

2.6 The joint-working between GMP and the BID Business Crime Officer is detailed in the separate, GMP report.

2.7 The Metrolink Mitigation Measures Group is continuing to meet. Service providers benefit from: sharing information about the road closures as part of the construction works; combining communications activity in relation to the disruption, and; sharing feedback from service users. It is currently being explored whether combined messages can be carried on both Oldham Council’s Big Screen and FTGM’s screens in the Bus Station.

2.8 The Town Centre Area Plan is provided with an on-going update in a separate report.

2.9 Co-ordination of Investment

2.10 The Investment Group is continuing to meet. Information about the work around inward investment will be shared with the Board on an on-going basis, as appropriate.

2.11 Production of a Town Centre Newsletter

2.12 The Town Centre Newsletter details the projects of the Town Centre Partnership and individual partners in the Town Centre. It is used to inform and engage service users in the Town Centre. Given the costs involved in designing, producing and posting the Town Centre Newsletter, other methods of communication are currently being explored, including an electronic newsletter and a Town Centre Partnership website.

2.13 Production and Benchmarking of Performance Data
Collection and Review of Feedback from Service Users

2.14 A review of footfall, percentage sales and premises use data as well as feedback from service users is provided in a separate report. Given the commercial sensitivity of the report, it will be presented in the closed-session of Board’s meeting.

2.15 Review of Practices and Developments in Other Town Centres

2.16 The Town Centre Partnership is a member of the Association of Town Centre Management. This makes recommendations regarding the development of national policy that affects Town Centres. At the North West ATCM Branch meetings, information about the activities in different Town Centres and, particularly amongst the Greater Manchester members, opportunities for joint-working are explored.
2.17 The North West ATCM Branch looked at BIDs at its last meeting. Oldham shared its experience. Greater Manchester Town Centre Managers also agreed to examine opportunities for joint-working, arising from the Greater Manchester Town Centres Study.

2.18 Sourcing of Funding and Raising of Income

2.19 Partners are continuing to explore funding and income-generation opportunities for the Town Centre Partnership’s activities.

2.20 The Town Centre Partnership secured a Looking After Our Town Centres Grant of £52,231 from the Government (Department for Communities and Local Government) in February 2010. The grant is aimed at helping the Town Centre through the economic downturn. It is not ring-fenced (it can be spent on any project and it’s not time-limited). The Board allocated the grant to the Metrolink Mitigation Measures Group’s ‘Business As Usual’ project in December 2010.

2.21 Section 6 of this Report (Financial Implications) indicates the financial contributions that individual partners have committed to the delivery of the Town Centre Partnership’s Business Plan to-date in 2011/12.

2.22 Influencing Decision-Makers

2.23 The Town Centre Partnership is considered to be the representative body of Oldham Town Centre, given its membership of key public and private interests.

2.24 Oldham Council recognises this representative role and invites the Town Centre Partnership to make recommendations with regards to its making of key decisions, granting of planning permissions and advert consents, and allocation of S106 developer contributions.

2.25 Key decisions that impact on the Town Centre:  
- Nothing to report

2.26 Planning/advert applications for the Town Centre:

<table>
<thead>
<tr>
<th></th>
<th>Application Number: PA/330594/11</th>
<th>Proposal: Change of use from dance studio to offices</th>
<th>Location: 2 Back King Street</th>
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<tbody>
<tr>
<td>(1)</td>
<td></td>
<td>Change of use from shop (Class A1) to office (Class A2)</td>
<td>Location: 20 High Street</td>
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<tr>
<td>(2)</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

2.27 S106 developer contributions:
2.28 (1) £33,562.53 from the Victory apartments development on Union Street

2.29 The Town Centre Partnership recommended that this funding be allocated to environmental improvements to St Mary’s Churchyard. Oldham Council supported this recommendation. The improvements involve the introduction of new planting, benches and bins and are currently underway.

2.30 (2) £31,149.08 from the Cardinal Street development (to be committed by the 25th April 2012)

2.31 Through the Area Action Team, proposals are currently being developed for the allocation of this funding. They include the renewal of the lighting in St Mary’s Churchyard and environmental improvements around the War Memorial.

2.32 The Town Centre Partnership is keen to promote the interests of the Town Centre as issues or opportunities arise. In its Business Plan, it identified 2 specific areas of interest where it would seek to influence decision-makers:

2.33 (1) Support Oldham Council’s proposed policy changes to tackle the negative, cumulative effect of hot-food take-aways in the Town Centre

2.34 Oldham Council proposed a section entitled Food, Drink and Night-Time Economy Related Uses in Policy 15 (Centres) as part of the emerging Local Development Framework. This sets-out the criteria against which proposals for food, drink and night-time economy related uses would be assessed. The Town Centre Partnership submitted letters of support as part of the consultation on the Refining Options document in June 2010 and the LDF proposed submission document in November 2010. The Town Centre Partnership spoke in support of the policy changes at the public examination in June 2011.

2.35 As part of its 3-year review of Licensing Policy, Oldham Council is considering a cumulative impact policy for licensed premises in relation to their operation and management. The Town Centre Partnership submitted a letter of support for the policy as part of the consultation in September 2010. Further research into this proposed policy is currently being undertaken.

2.36 (2) Support opportunities leading to the development of new, commercial uses in the Town Centre

2.37 The Town Centre Partnership provided a letter of support to Age Concern Oldham for its bid to the Heritage Lottery Fund, regarding its George Street Chapel Life Stories project, in August 2010. The project involves the creation of a heritage education centre and function venue in the former Methodist Chapel on George Street. Age Concern Oldham has been awarded Heritage Lottery Funding to develop detailed proposals for its project. It is now setting up a Friends of George Street Chapel Group, which will be involved in the creation of the centre and then its day-to-day running.
A letter of support to Oldham Boxing was also provided for its bid for funding, regarding its Oldham Boxing and Personal Development Centre development in the Victoria House on Greaves Street. **It is anticipated that the Centre will open in October 2011.** A series of fund-raising events to help cover running costs are being held. A launch event was held in May, attended by former world champion boxer Ricky Hatton.

3 **Options/Alternatives**

3.1 N/A

4 **Preferred Option**

4.1 N/A

5 **Consultation**

5.1 N/A

6 **Financial Implications**
6.1

Oldham Town Centre Partnership Budget 2011/12

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<th>Income</th>
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<th>Received</th>
<th>Project Allocated To</th>
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<td>Looking After Our Town Centres Grant</td>
<td>£52,231</td>
<td>£52,231</td>
<td>Business As Usual</td>
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<tr>
<td>Oldham Council contribution</td>
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</tr>
<tr>
<td>BID contribution</td>
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<td>Christmas Events and Marketing</td>
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<tr>
<td>Other Town Centre Partnership contributions</td>
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</tr>
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<td><strong>Total:</strong></td>
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<td>Christmas Events and Marketing</td>
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<td>To be allocated to a project</td>
<td>£44,500</td>
<td></td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>£121,731</strong></td>
<td><strong>£52,231</strong></td>
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7 Legal Services Comments
7.1 None
8 Human Resources Comments
8.1 None
9 Risk Assessments
9.1 None
10 IT Implications
10.1 None
11 Property Implications
11.1 None
12 Procurement Implications
12.1 None
13 Environmental and Health & Safety Implications
13.1 There are no environmental and health and safety implications.
14 Equality, community cohesion and crime implications
14.1 There are no equality, community cohesion and crime implications.
15 Equality Impact Assessment Completed?
15.1 No
16 Key Decision
16.1 No
17 Forward Plan Reference
17.1 N/A
18 Background Papers
18.1 The following is a list of background papers on which this report is based in accordance with the requirements of Section 100(1) of the Local Government Act 1972. It does not include documents which would disclose exempt or confidential information as defined by the Act:

File Ref: TCP/2011
Name of File: Jul
Records held in Oldham Council, Market Hall, Albion Street Oldham OL1 3BG
Officer Name: Sara Hewitt
Contact No: 0161 770 3910

19 Appendices

19.1 None

| Signed _________________________ | Dated _________________________ |
| Cabinet Member [Cllr David Hibbert] |
| Signed _________________________ | Dated _________________________ |
| Executive Director |