

Report To:	CABINET	Date:	9 JULY 2018
Heading:	PLACE ENHANCEMENT		
Portfolio Holder:	COUNCILLOR JASON ZADROZNY - LEADER OF THE COUNCIL AND COUNCILLOR TOM HOLLIS – DEPUTY LEADER OF THE COUNCIL (INWARD FOCUS)		
Ward/s:	ALL		
Key Decision:	YES		
Subject to Call-In:	YES		

Purpose of Report

The new Administration has identified and prioritised the economy and community pride and aspiration as key areas for improvement. To update Cabinet on the delivery of the key projects, programmes and initiatives within the Place Leadership agenda, as set out in the Corporate Plan (2016-2019) and approve the allocation of Section 106 monies for Sutton Town Centre improvements.

Recommendation(s)

- 1) Cabinet is recommended to endorse the contents of this report and the further development of the Ashfield Place Leadership programme.**
- 2) Cabinet notes the allocation of £34,000 to Sutton Town Centre agreed at Cabinet on 14th June 2018 for improvements to street furniture**
- 3) Cabinet notes a grant offer from WREN of £50,000 for the Lime Tree Recreation Ground scheme.**

Reasons for Recommendation(s)

The Council's Corporate Plan has made a commitment to the Place and Economic theme to:

- Enhance the identity and brand for Ashfield; so it is cherished by those who live or work here, desirable to those who visit, and attractive to those who bring jobs and investment;
- Raise the profile of Ashfield as a place where people want to visit and spend their time enjoying themselves.

In order to build on the work to date, this report is to update Cabinet on the delivery of the key projects and initiatives within the Place enhancement programme. The funding allocated will support:

Allocation of Section 106 monies will allow for upgrading/ replacement of street furniture within Sutton town centre which will improve the appearance of the town.

Successful grant allocation from WREN will allow for the Lime Tree Recreation Ground scheme to be progressed. A new play area will be installed which will complement works carried out last year to provide footpath links, a kick about area and improved maintenance.

Alternative Options Considered

Do nothing: Not recommended for a number of reasons. The insight work carried out to date in conjunction with stakeholders has allowed the Council to increase understanding of the District by creating the 'Ashfield Story' and future requirements.

The 'Ashfield Story' will be central to the successful delivery of the Place Leadership Programme objectives set out within the Corporate Plan (2016-2019).

Street furniture within Sutton town centre is in poor condition and in need of refurbishment/ upgrading. This work also provides us with an opportunity to agree and then specify a consistent Ashfield "palette" or a "look" for town centre street furniture to further enhance the sense of Place.

Detailed Information

Programme delivery

The Council expressed an aspiration towards "Place Enhancement" in the Corporate Plan (2016-2019), making Ashfield a location and destination of choice for business and visitors and a desirable place to live for all residents.

One of the key projects in the Place Enhancement programme is to capture and develop Ashfield's unique character to those that live, work and visit by developing a Place Plan.

In October 2016 Cabinet approved the appointment of expert advisors, an independent marketing company "Thinking Place", to advise the Council on how to deliver the Place objective.

A wide range of stakeholders and partners have been involved, helping to better understand the 'Ashfield Story'; identifying what makes the area distinctive, so that we can create a compelling offer, encouraging inward investment and building community pride.

The initial stage in the development of the Place agenda identified the District's strengths and assets. This was done through consultation with key stakeholders, including community and business leaders, to formulate a plan of action.

The stakeholder/partners' desire was to see efforts unified to maximise the impact in helping Ashfield prosper. It has been a very interesting and insightful journey and in particular, we have been struck by the level of passion and ambition for Ashfield.

Ashfield Aspire Launch Event

The aim of the project's launch event on 30th June 2017 was to encourage a wider target audience involving existing, potential and future stakeholders and partners. It was attended by a range of public and private sector partners.

The event raised the desired awareness and included an update to existing stakeholders and delivery partners and attracted media coverage of the project.

Ashfield Shadow Place Board

Following the launch event the Ashfield Shadow Place Board was established and constituted, with the bringing together of key stakeholder/partners with a working name of 'Ashfield Aspire'.

A Terms of Reference (TOR) along with a clear purpose, objectives and powers have been developed. The Purpose of the Board is 'To work together to create an Ashfield that people are proud to live in, want to visit, and business want to invest'.

The Objectives of Ashfield Aspire Shadow Board are;

- To promote Ashfield in a positive manner.
- To create pride and aspirations in our communities.
- To improve the vibrancy of the town centres within Ashfield
- To encourage and promote inward investment.
- To support tourism and the visitor economy in the Ashfield area

In order to turn the story into reality and build on the early positive momentum, some of the actions identified through the process have been embedded into the Shadow Board's Place Plan. The Board has a number of sub groups that implement and monitor the plan, including: Action plan development, Marketing and Visitor Economy groups.

The Shadow Board has completed the following actions to date:

- Established a constituted Shadow Place Board
- Developed the Place Action Plan
- Developed working relationships with stakeholder groups and businesses within the three main town centres
- Developed and defined the brand.

Work is ongoing and there are many positive developments underway in Ashfield to help grow the economy. We have a strong set of assets and these proposed next steps will enhance the positive impact on potential investors, visitors and local communities.

Next steps

The Shadow Board is implementing the following key actions from the Place Action plan:

- Define the Ashfield Brand - establish brand and marketing plan; a specialist company Three Rooms (based in Nottingham) has been appointed to support this work.
- A review within the council has taken place to support the Board and the implementation of the action plan with the formation of the Place and Wellbeing team.

The Place part of the team will deliver town centre projects, markets and events and establish and support multi partner Town Teams

- To refresh the town centre masterplans and establish a new vision for each of the three main town centres.
- To establish the Sutton Town Team as a priority.
- To work with the Shadow Board and with local businesses to explore the feasibility of a Business Improvement District (BID) in the future.
- To utilise the learning from the Place Leadership work to realign and reinvigorate inward investment promotion, working closely with local businesses and regional partners.

Sutton town centre

Sutton town centre has been identified as a priority due to the higher and longer term vacancy rates for retail premises, issues with increased crime and anti-social behaviour and the need for increased support. Sutton will be the first town to establish a Town Team and work is currently underway to build support for the team with local businesses and organisations.

The team has identified a number of early interventions which will support the regeneration of the town centre. Street furniture is in poor condition which gives a dilapidated feel and in need of upgrading to enhance the visual appearance of the town. There is £34,000 of Section 106 available which is specifically designated for 'Public Realm Works in Sutton Town Centre'. The funding would be used to replace/ refurbish existing litter bins and seats, paint street furniture and carry out other minor works to improve the appearance of the town centre. The Council is working with Nottinghamshire County Council to identify improvements and responsibilities. We intend to use this work to establish a "palette" for town centres to create a consistent and professional feel.

WREN Funding (£50k) for Lime Tree Recreation Ground, Hucknall

Members are asked to note that the Council has secured £50k of WREN grant funding for the Lime Tree Recreation Ground scheme which increases the funding from £54k to £104k. This project is due to be completed by October 2018 and the increased budget will be reflected in the next Capital Programme update to Cabinet in September. The grant funding will enable the scheme to be progressed, providing much needed play facilities for residents of Broomhill estate and the new Abbey Fields development off Nottingham Road.

Implications

Corporate Plan:

The Council's revised Corporate Plan has made a commitment to the Place and Economic theme to:

- Enhance the identity and brand for Ashfield; so it is cherished by those who live and work here, desirable to those who visit, and attractive to those who bring jobs and investment.
- Raise the profile of Ashfield as a place where people want to visit and spend their time enjoying themselves.

Legal:

S.106 of the Town and Country Planning Act 1990 stipulates that “any person interested in land in the area of a local planning authority may, by agreement or otherwise, enter into an obligation (referred to in this section and sections 106A and 106B as “a planning obligation”), enforceable to the extent mentioned in subsection (3)—

- (a) restricting the development or use of the land in any specified way;
- (b) requiring specified operations or activities to be carried out in, on, under or over the land;
- (c) requiring the land to be used in any specified way; or
- (d) requiring a sum or sums to be paid to the authority ... on a specified date or dates or periodically.

Any S106 money should be used in accordance with the formal agreement terms.

Finance:

Budget Area	Implication
General Fund – Revenue Budget	This proposal will utilise the £34,000 Section 106 funding from the revenue grant reserve earmarked for this purpose.
General Fund – Capital Programme	The Capital Programme for 2018/19 will increase by £50k, wholly funded by grant funding secured from WREN.
Housing Revenue Account – Revenue Budget	N/A
Housing Revenue Account – Capital Programme	N/A

Risk:

Risk	Mitigation
Lime Tree Recreation Ground Potential overspend	Project management, procurement process and contingency sums.

Human Resources:

No HR issues have been identified through this report.

Equalities:

No equality issues have been identified through this report.

Other Implications:

Communications: A communications Plan will be developed once the branding work is completed.

Reason(s) for Urgency

Not applicable

Reason(s) for Exemption

Not applicable

Background Papers

Cabinet: Place Leadership 13th October 2016

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