

**TELFORD & WREKIN COUNCIL****CABINET – 28 JANUARY 2016****PRIDE IN YOUR HIGH STREETS & LOCAL CENTRES****REPORT OF ASSISTANT DIRECTOR, DEVELOPMENT, BUSINESS & EMPLOYMENT****LEAD CABINET MEMBER – CLLR SHAUN DAVIES****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

- 1.1. The Pride in Your High Streets & Local Centres Fund (the Fund) is comprised of two parts with a total fund value of £1m, both subject to bids:-
  - The Revitalise Fund of £800k to be used for projects that will help revitalise High Streets and Local Centres, increase footfall and support local traders.
  - The Innovation Fund of £200k which will support promotions and activities that will attract people to visit and use the local High Streets and Local Centres, adding to the attraction of the Borough as a destination of choice for visitors.
- 1.2. The Fund was launched in April 2015 and applications were invited from nine High Streets and Local Centres around the Borough, with a final deadline for submission of the 30 September 2015.
- 1.3. The Report sets out the projects approved to receive support from the Fund in line with Officer recommendations and the findings of the relevant Independent Panel. Decisions take into account the criteria set out for each element of the Fund and will deliver investment totalling c.£800,000 into projects in all 9 High Streets and Local Centre. The investment will be delivered in collaboration with Parish and Town Councils, the community and voluntary sector and through a range of projects will encourage visitors and footfall, support High Street businesses and employment and encourage more community events and activities bringing benefits across the Borough. Where funds remain unallocated the Report confirms that these will remain ring-fenced to the High Streets and Local Centres that have not received their full allocation and will be used to support initiatives which will be developed in partnership with local bodies and communities.
- 1.4. Successful bidders will still be expected to enter into a Grant Funding Agreement with the Council.
- 1.5. The fund further supports the Council's wider strategy of community enablement, providing community based solutions to some services and providing these in new and different ways as the Council, because of cuts it must make in its budget, can no longer afford to provide such services.

**2. RECOMMENDATIONS**

- 2.1 That Cabinet note the projects identified in Appendix 1 and Appendix 2 to receive support through the Pride in Your High Street & Local Centres Fund subject to the signing of Grant Funding Agreements between Telford & Wrekin Council and the successful bidders
- 2.2 That Cabinet approves the ring fencing of any unallocated grant funding to those High Streets which will not receive their full allocation, and the roll forward of any unallocated funding into future years to fund future High Street initiatives
- 2.3 That Cabinet delegate responsibility to the Assistant Director: Development, Business & Employment in consultation with the Assistant Director: Health & Well-Being to determine and distribute funds from the Fund to successful project applications.

### 3. SUMMARY IMPACT ASSESSMENT

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	The proposals within this report will contribute directly towards the following priorities: <ul style="list-style-type: none"> <li>• Protect and create jobs as a 'Business Supporting, Business Winning Council'</li> <li>• Ensure that neighbourhoods are safe, clean and well maintained</li> <li>• Regenerate those neighbourhoods in need and work to ensure that local people have access to suitable housing</li> </ul>
	Will the proposals impact on specific groups of people?	
	No	
<b>TARGET COMPLETION / DELIVERY DATE</b>	Projects are expected to commence in March 2016 and complete by end of March 2017. The release of funds to individual projects will be aligned with proof of expenditure by the project, and with delivery of agreed outcomes.	
<b>FINANCIAL / VALUE FOR MONEY IMPACT</b>	Yes	As stipulated within the Cabinet report of the 19 <sup>th</sup> March 2015, all successful bidders will be required to evidence the availability of match funding and confirm their business plan for the long-term sustainability of their projects prior to the confirmation of funding. Successful bidders will be required to enter into a Grant Funding Agreement with the Council prior to the release of funding which will define; the terms of the grant, the purpose for which it can be used, the arrangement for the drawdown of funding, which will be upon the receipt of evidence of expenditure, repayment and claw back arrangements for grant and the ongoing monitoring of grant to ensure that grant funding is being properly applied and outputs are being delivered. Financial advice and support will be provided as required. JAC 181215
<b>LEGAL ISSUES</b>	Yes	Any decision made by the Authority can be subject to challenge in respect of its reasonableness or lawfulness. Therefore a robust and transparent assessment procedure was developed so as to avoid challenge of either the process followed or recommendations made by Officers and the Assessment Panel . The assessment and award process also sought to ensure that a breach of the State Aid Rules does not arise either directly or indirectly by the award of grant funding to individual organisations or joint ventures which could distort competition and affect trade by favouring certain undertakings. Legal Services have developed a standard form of grant agreement that will be used in each award of funding
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	This investment will have a wide economic impact on the Borough in terms of regeneration and the development of new services. It will further trigger increased spend by local residents and visitors attracted by the new services and facilities available and the promotional activity.
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	The initiative will impact on wards which include High Streets and / or Local Centres.

## **PART B) – ADDITIONAL INFORMATION**

### **4. BACKGROUND**

- 4.1 The Pride in Our High Streets & Local Centres Fund was launched in April 2015 to help deliver physical and social regeneration across the Borough and support the Council's business supporting, business winning agenda and complements the existing Pride in Your Community Programme.
- 4.2 The Fund is open to voluntary, public and private sector organisations, and funding can be used to improve buildings, community infrastructure and facilities, organise events and purchase items for projects within the Borough. The funding will support projects that are of community or strategic importance in terms of high street and local centre regeneration and that have potential to support or create local employment opportunities.

### **APPLICATION PROCESS**

- 4.4 The Cabinet Report dated 19th March 2015 entitled Pride in Your High Streets & Local Centres Fund set out in detail the essential criteria to be met by project applications as well as the bidding process and evaluation process. Workshops for potential applicants were held in Oakengates, Dawley and Newport.
- 4.5 General guidance was made available to application teams regarding the evaluation process and evaluation criteria, with care taken to ensure that applicants did not interpret guidance as confirmation of the merits of any one particular proposal.
- 4.6 In the light of the projects put forward, to avoid conflict of interest on behalf of Members linked with bids e.g. through their Membership of Parish or Town Council's or other organisations bidding, it is proposed to amend the Cabinet approval process from that set out in the original Cabinet Report. Following the evaluation process set out below and considering the advice from Independent Panels of assessors, Officers have determined the list of projects to be funded.

### **ALLOCATION OF FUNDING**

- 4.7 The Revitalise Fund is capped at £800k and funding for any one High Street or Local Centre is restricted to £100k. The Innovation Fund is capped at £200k and funding for any one High Street or Local Centre is restricted to £20k.
- 4.8 The evaluation process had to take into account the total value of projects applied for in each of the 9 eligible High Streets or Local Centres meaning that a project would not necessarily be funded even if it did meet all of the criteria set out in the Guidance and Applications forms.
- 4.9 Applications for funding can focus on a single High Street or Local Centre, or across a number of High Street/Local Centres (multi site).

### **APPLICATION SUMMARY**

- 4.10 By the close of applications in September 2015 25 applications had been received for the Revitalise Fund and 22 applications were received for the Innovation Fund.

### **INTERNAL EVALUATION**

All applications were assessed by Officers from Telford & Wrekin Council. This process considered whether applications met financial and legal requirements and standards relating to disbursement of public funds, checked that projects did not conflict with or overlap with projects already being delivered or funded by Telford & Wrekin Council and considered if projects offered value for money.

In the case of both elements of the Fund projects were reviewed by panels of independent assessors and their recommendations considered in the selection of projects to be funded.

### **APPLICATION ASSESSMENT: REVITALISE FUND**

4.11 The Assessment Panel (AP) for Revitalise Fund applications consisted of representatives from:

- Telford Business Board
- Connect Consultancy; Business Development Consultant
- Speakers' Corner Trust

4.12 The assessment was conducted in relation to the Council's priorities and the following key criteria:

- Demonstrate sustainability and lasting legacy post funding
- Provide value for money
- Encourage Innovation
- Ensure community engagement
- Number of jobs created/safeguarded
- Increase in footfall to the high street or local centre
- Redundant or empty building brought back into economic use
- Addition of a new service or function to the high street or local centre
- Promote 5 ways to Well Being
- Make the high street and local centre safer
- Extend the 'established' operating hours of the high street or local centre
- Help make the high street or local centre cleaner and more pleasant
- Stimulate and encourage entrepreneurship
- Involve local young people in the bidding process or encourage them to be involved in delivery

### **APPLICATION ASSESSMENT: INNOVATION FUND**

4.13 A separate panel of independent assessors conducted an assessment of Innovation Fund applications. The Assessment Panel (AP) for Innovation Fund applications consisted of representatives from:

- Walkabout Wrekin Group
- Age UK
- Cap Gemini

4.14 Similar guidance was provided to this panel and the assessment was conducted against the Council's priorities and the following criteria:

- Stimulate and encourage new audiences or visitors for the local centre or high street
- Demonstrate community engagement and support cohesion
- Promote 5 ways to Well Being
- Demonstrate some lasting legacy or sustainable outcomes as a result of the project
- Provide employment for local artists and suppliers
- Involve local young people in the development of the project or encourage them to be involved in delivery

### **PROPOSED INVESTMENT**

4.15 Appendix 1 and 2 list the projects which on the basis of evaluation are to be approved. All 9 High Streets and Local Centres submitted successful projects with proposals from Parish and Town Councils, public, private and voluntary sector partners ensuring communities across the Borough will benefit. Investment will create opportunities for new retailers through pop up shops and provide support to both new and existing traders and businesses to thrive. In other High Streets investment is to be made into improving the physical environment of centres with paving, landscaping and other improvements to buildings enabling the community to influence

and take responsibility for their High Street's vitality, and stimulating more visitors to our historic centres. Alongside this through the Innovation Funds a wide range of celebratory events and community activities will be delivered encouraging visitors and footfall on the High Street. Events will include music, fairs and art trails delivered through collaboration between the local community and voluntary sector.

- 4.16 Appendices 1 and 2 do show some unallocated funding. This is due to there being a lack of suitable applications and, in relation to the Innovation Fund, there having been no applications for this element of the Fund in some High Street areas.
- 4.17 Where there is unallocated grant or there is project slippage outside the project delivery period, funds will be ring fenced to those High Streets which have not received their full allocation. These unallocated funds will be rolled forward to fund further High Street initiatives including enabling Town and Parish Councils or other organisations to provide services that enhance the public use of the High Street or local centre.

### **NEXT STEPS**

- 4.18 All applicants will receive a notification letter advising them whether their projects have been successful or unsuccessful (this notification would be subject to final Cabinet approval).
- 4.19 Unsuccessful teams will be invited to meet with officers to discuss their projects and officers will remain in contact with teams to advise them about future opportunities. Successful applicants will be required to enter into a Grant Funding Agreement with the Council before grant funding can be confirmed. Council Officers will offer assistance with this process and establishing implementation plans with clear milestones for delivery over the next couple of months

### **5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

None

### **6. PREVIOUS MINUTES**

Minutes of meeting of 19th March 2015 ([link](#))

### **7. BACKGROUND PAPERS**

**Report prepared by Steve Hill, Business Support & Skills Team Leader, tel: 01952 384418**

## Appendix 1 – Revitalise Fund: Projects Recommended for Funding

The following projects are recommended to Cabinet for funding from the Revitalise Fund.

<b>Projects relating to each High Street &amp; Local Centre</b>			
<b>High Street / Local Centre</b>	<b>Application</b>	<b>Funding applied for</b>	<b>Recommendation subject to Grant Funding Agreement</b>
Donnington	<b><u>Good-2-Great</u></b> Support to retail traders including workshops, shop front display, mystery shoppers, etc (see below)	<b>Up to £38,900</b>	<b>Recommended for funding</b>
Dawley	<b><u>Great Dawley Town Council</u></b> Purchase of Lord Hill building and subsequent refurbishment. Linking with national BMX site and leisure facilities.	<b>£100,000</b>	<b>Recommended for funding</b>
Hadley	<b><u>Hadley &amp; Leegomery Parish Council</u></b> Area improvements including car park resurfacing, bus stop replacement, seating, and extensions to the services provided by the Kings Head. Links with the new Hadley Centre.	<b>£77,000</b>	<b>Recommended for funding</b>
	<b><u>Good-2-Great</u></b> Support to retail traders including workshops, shop front display, mystery shoppers, etc (see below)	<b>Up to £23,000</b>	<b>Recommended for funding</b>
Ironbridge	<b><u>The Gorge Parish Council</u></b> Improve visitor experience	<b>£35,550</b>	<b>Recommended for funding</b>
	<b><u>Wave-Length</u></b> Popup shop venture (see below)	<b>£8,943.50</b>	<b>Recommended for funding</b>
	<b><u>Good-2-Great</u></b> Support to retail traders including workshops, shop front display, mystery shoppers, etc (see below)	<b>Up to £38,900</b>	<b>Recommended for funding</b>
Madeley	<b><u>Madeley Living History Project</u></b> Russell Square refurbishment (paving, landscaping, drainage, etc.) Encourage footfall through from High Str, through Russell Gardens to new commercial area including Aldi Space for events, and emphasis on war memorial. Cultural space.	<b>£41,971</b>	<b>Recommended for funding</b>

<b>Projects relating to each High Street &amp; Local Centre</b>			
<b>High Street / Local Centre</b>	<b>Application</b>	<b>Funding applied for</b>	<b>Recommendation subject to Grant Funding Agreement</b>
	<b><u>Wave-Length</u></b> Popup shop venture (see below)	<b>£8,943.50</b>	<b>Recommended for funding</b>
	<b><u>Good-2-Great</u></b> Support to retail traders including workshops, shop front display, mystery shoppers, etc (see below)	<b>Up to £38,900</b>	<b>Recommended for funding</b>
Newport	<b><u>Newport Town Team</u></b> Innovation & Enterprise Centre Encouraging local start-ups, developing tourism offer, renovation of derelict Toll House building	<b>£88,500</b>	<b>Recommended for funding</b>
	<b><u>Good-2-Great</u></b> Support to retail traders including workshops, shop front display, mystery shoppers, etc (see below)	<b>Up to £11,500</b>	<b>Recommended for funding</b>
Oakengates	<b><u>Wave-Length</u></b> Popup shop venture (see below)	<b>£8,943.50</b>	<b>Recommended for funding</b>
	<b><u>Good-2-Great</u></b> Support to retail traders including workshops, shop front display, mystery shoppers, etc (see below)	<b>Up to £38,900</b>	<b>Recommended for funding</b>
St Georges <sup>1</sup>	<b><u>The Gower Heritage &amp; Enterprise Group</u></b> Renovation of the Gower school house building	<b>£22,403</b>	<b>Recommended for funding</b>
	<b><u>The Gower Heritage &amp; Enterprise Group</u></b> Gower exterior renovation to bring the public facing aspects of the building up to the same standard as the inside.	<b>£17,800</b>	<b>Recommended for funding</b>
	<b><u>Operation Facelift</u></b> General infrastructure and building upgrade. Creation of Village Green	<b>£60,000</b>	<b>Recommended for funding</b>
Wellington	<b><u>Wellington H2A</u></b> H2A Tourism. Heritage trail, website, printed booklet celebrating independent retail offer in Wellington.	<b>£17,000</b>	<b>Recommended for funding</b>
	<b><u>Wave-Length</u></b> Popup shop venture (see below)	<b>£8,943.50</b>	<b>Recommended for funding</b>

<b>Projects relating to each High Street &amp; Local Centre</b>			
<b>High Street / Local Centre</b>	<b>Application</b>	<b>Funding applied for</b>	<b>Recommendation subject to Grant Funding Agreement</b>
	<b><u>Good-2-Great</u></b> Support to retail traders including workshops, shop front display, mystery shoppers, etc (see below)	<b>Up to £38,900</b>	<b>Recommended for funding</b>
<b>Total allocated for Revitalise projects</b>			<b>Up to £724,998</b>
<b>Unallocated funds</b>			<b>£75,002</b>
<sup>1</sup> Funding for St Georges will be limited to the £100,000 cap. Totals might vary slightly as a result.			

## Appendix 2 – Innovation Fund: Projects recommended for Funding

The following projects are recommended to Cabinet for funding from the Innovation Fund.

High Street / Local Centre	Application	Funding requested	Recommendation subject to Grant Funding Agreement
Dawley	<b><u>Friends of Dawley Park</u></b> Week long music festival	£10,000	Recommended for funding
	<b><u>Great Dawley Town Council</u></b> Multiple events for community groups	£10,000	Recommended for funding
Donnington	<b><u>Donnington Partnership</u></b> Community activities	£1,446	Recommended for funding
Ironbridge	<b><u>Macmillan Cancer Trust</u></b> Public art trail	£18,345	Recommended for funding
Madeley	<b><u>Anstice Community Trust</u></b> Events at the Anstice Hall	£4,720	Recommended for funding
	<b><u>Anstice Community Trust</u></b> Victorian fair	£7,146	Recommended for funding
Newport	<b><u>Newport Town Team</u></b> 'An Eventful Town' – collaborative projects for community and voluntary groups	£20,000	Recommended for funding
Oakengates	<b><u>Oakengates Events Ltd</u></b> Key annual events	£12,000 - £15,000	Recommended for funding. Anticipated to be a partial award between £12k and £15k
St Georges <sup>2</sup>	<b><u>Pisces WM</u></b> Celebratory events at key venues e.g church, cricket ground. Related to funded Bidding Fund project.	£4,500	Recommended for funding
	<b><u>Citizens Engagement CIC</u></b> Activities	£16,514	Recommended for funding
<b>Total allocated</b>			£104,671- £107,671
<b>TOTAL fund available</b>			£200,000
<b>Max. Unallocated</b>			£95,329

<sup>2</sup> Funding for St Georges will be limited to the £20,000 cap.