

TELFORD & WREKIN COUNCIL

CABINET - 29 JUNE 2017

YOUNG HIGH STREET CHALLENGE

REPORT OF ASSISTANT DIRECTOR, BUSINESS, DEVELOPMENT & EMPLOYMENT

LEAD CABINET MEMBER – CLLR LEE CARTER

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 'Enterprise Telford, Driving Growth and Prosperity' is the Borough's strategy for economic growth. The strategy acknowledges that if our whole Borough is to benefit from economic growth and we are to build stronger, resilient local communities, we need to focus on both major inward investment and business growth and supporting local businesses particularly in our high streets to grow. Our high streets are important in their local communities and a number are also important assets in attracting visitors locally and regionally through events such as Wellington's annual literary festival, Newport Show and the Ironbridge walking festival.
- 1.2 Mirroring the national picture, our high streets are threatened by changes in household spending patterns, shopping culture and recreation trends. There have been a number of national programmes such as the Portas Pilot to address these challenges but many of the most successful schemes are the result of investment into local projects and initiatives that aim to increase footfall and the attractiveness of high streets. The Pride in the High Street programme aims to support this change supporting our high street's to maintain their role as the centre of communities.
- 1.3 An element that has been missing from most national high street initiatives is the direct engagement of young people. The 'Enterprise Telford - Young High Street Challenge' builds on the work the Council is already doing through Life Ready, Work Ready to engage schools age children in enterprise and business and encourage future entrepreneurs by providing an opportunity for young people to bring new ideas to the regeneration of the Borough's high streets. Working with a national name in youth engagement in enterprise, who are based in Telford - Enterprise Days – the Challenge will engage with more than 1,000 young people to think creatively about new and innovative ideas to regenerate our high streets, recognising that we need to attract young people to the high street as the customers and high street entrepreneurs of the future.
- 1.4 The Young High Street Challenge will see Enterprise Days work with our secondary schools to develop innovative and practical ideas to increase the attractiveness of a high street(s) leading to an event in Global Entrepreneurship 2017 to present and select a project or projects to be then taken forward and implemented in the Borough. The Challenge will culminate in an event in GEW 2018 to celebrate what has been achieved.
- 1.5 The Challenge will compliment investment through the Pride programme into the physical infrastructure of our communities and high streets and the work through Festival Telford and Discover Telford to support the marketing and attraction of our

high streets. By bringing together all of these elements we aim to have a positive and lasting impact on the economies of our high streets, supporting footfall, retaining and growing the high street offer and benefitting residents across the Borough.

2. RECOMMENDATIONS

- 2.1** That Cabinet approves the Young High Street Challenge concept and method of delivery;
- 2.2** That Cabinet delegate responsibility to the Assistant Director: Development, Business & Employment to agree the terms and sign the Grant Funding Contract.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	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"> • Protect and create jobs as a 'Business Supporting, Business Winning Council' • Ensure that neighbourhoods are safe, clean and well maintained • Regenerate those neighbourhoods in need and work to ensure that local people have access to suitable housing
	Will the proposals impact on specific groups of people?	
	No	The project(s) that are delivered as a result of have the potential to benefit all our communities. The focus of the participants of the Challenge in 2017/18 will be on secondary age children.
TARGET COMPLETION / DELIVERY DATE	The programme will commence with delivery of the Young High Street Challenge in schools in September/October 2017 leading to a schools competition during Global Entrepreneurship Week (GEW) in November 2017 and delivery of the successful project in GEW and on Small Business Saturday in 2017 and in 2018 as part of Telford's 50 th birthday celebrations.	
FINANCIAL / VALUE FOR MONEY IMPACT	Yes	Approval to create a High Street fund of £700k is included within the 2016/17 Outturn Report (also on this agenda) to contribute towards Supporting Growth in our High Streets. £200k of this fund arose from underspends on the Revitalise programme. Up to £100k is now required to deliver this Young High Street Challenge programme in 2017 & 2018. The programme will grant fund Community Interest Company Enterprise Days to deliver the High Street Challenge in at least 6 schools across the Borough, engaging with more than 1,000 young people to identify innovative ideas to increase footfall and activity in our High Streets. The greater proportion of the funding will be used to deliver an event with locals schools during Global Enterprise Week (GEW) 2017 and to support the implementation of

		successful project(s) developed by local young people, in our High Streets, during 2018. Any underspends will be held within the High Street fund, subsequent reports will be produced as and when future initiatives are identified. AEM 18/05/2017.
LEGAL ISSUES	Yes	Any services which are not carried out in house by the Council will be subject to internal procurement rules and Contract Procedure rules. Grant Funding contract to be entered with Community Interest Company Enterprise Days to ensure delivery of outcome and scrutiny of services. Internal Contract Procedure rules will need to be followed.
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	This investment will have an economic impact on the Borough in terms of regeneration and economic growth in our Borough Towns. It will trigger increased spend by local residents and visitors attracted by creating new facilities in key high streets. The project will also add to the scope of the Life Ready, Work Ready programme providing further opportunity for young people in our secondary schools to learn and participate in developing new, innovative and commercial ideas developing their knowledge of business, developing their employability skills and stimulating them to consider their career options whether academic or vocational
IMPACT ON SPECIFIC WARDS	Yes	The initiative will impact on wards which include High Streets.

PART B) – ADDITIONAL INFORMATION

4. BACKGROUND

- 4.1 During late 2015/early 2016 surveys were undertaken of each of the Borough Town High Streets to identify the number of empty retail units, to record the general appearance and condition of property and to map the range of services currently available in each high street in order to identify possible retail and service gaps.
- 4.2 Across the UK high streets the average number of empty retail units was 11.7%, with the highest number being nearly 27% (Blackburn) and the lowest 7% (Cambridge). At the time three of our high streets were equal to or exceeded the UK average.
- 4.3 Nationally, public spending on the accumulation of more 'things' is dropping, while spending on recreation and culture is increasing; between 2010 and 2014 weekly spending on clothes and footwear in the average household dropped while spending on recreation and culture rose by 16% and this trend is continuing. Meanwhile, on-line shopping is growing by more than 11% and it is estimated that it will represent a fifth of all sales by 2020. To survive it is being suggested that high streets must be a collection of 'experiences' where people can engage in social interaction through food and beverage outlets but also go for education and healthcare amongst other things.
- 4.4 Experience has shown elsewhere that with support, simple and small projects can deliver change and help make high streets successful.

- 4.5 One thing that has been missing from most national high street initiatives has been the meaningful involvement of young people in high street regeneration. If high streets are to survive there needs to be some innovative and creative thinking and we need to attract young people to the high street as the customers and high street entrepreneurs of the future. There is a national scheme called 'teenage markets' which is proving to be successful in some destinations, however this is limited in its approach to pop up markets. 'Young High Street Challenge' has the potential to be a new and unique brand that will encourage young people to be important partners in high street regeneration and provide the opportunity for their innovative ideas to be delivered in our Town.
- 4.6 The Young High Street Challenge will be delivered by Telford based Community Interest Company Enterprise Days who have been successfully operating the National Enterprise Challenge (NEC), the biggest schools' enterprise education competition in the UK, in schools since 2013. The National Finals of the National Enterprise Challenge, supported by ex Dragon Theo Prophitis, will be held in Telford in July and are set to attract over 2000 school children from across the country. The Council has sponsored a number of local schools to be part of NEC 2017.
- 4.7 Enterprise Days have brought their knowledge and creative ideas to the Council as innovators in engaging young people and through funding from PiHS will design and deliver the Young High Street Challenge in at least 6 secondary schools, engaging a 1000 young people across the Borough. The challenge will include on site visits to undertake surveys, workshops and marketing training and could focus on a specific high street or initiative(s) which benefit multiple high streets.
- 4.7 The challenge complements the Council's Life Ready, Work Ready programme which is strengthening the connections between schools and the local business community and seeking to better equip and enthuse young people for the world of work. The challenge provides the opportunity for a lasting legacy both in our high streets and by growing young entrepreneurs who will be able to see their ideas delivered.

Delivery Programme

- 4.7 Preparation for the Young High Street Challenge will start in June 2017, with a view to delivering the challenge programme in schools in September/October 2017. On-going support to the school 'challenge' teams will then culminate with an exciting event in Global Entrepreneurship week in November 2017, where with the help of Enterprise Days each school will present its creative ideas for high street regeneration to an expert panel. The winning team(s) will then go on to receive a prize package that will include funding and support to put into practice some of their ideas in our local high streets leading to a celebration of what has been achieved in Telford's 50th birthday year Global Entrepreneurship week in November/December 2018.

5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

None

6. PREVIOUS MINUTES

None

7. BACKGROUND PAPERS

None