

**TELFORD & WREKIN COUNCIL****CABINET - 17 NOVEMBER 2016****PRIDE IN YOUR HIGH STREET- UPDATE REPORT****REPORT OF THE ASSISTANT DIRECTOR: BUSINESS, DEVELOPMENT & EMPLOYMENT****LEAD CABINET MEMBER – CLLR GILLY REYNOLDS****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

- 1.1 The Pride in Your High Street (PIYHS) fund provided £1m to support physical and social regeneration across our Borough High Streets. The fund recognised the importance of thriving high streets and local centres to strengthening communities and local economies and forms part of the Council's 'business winning and business supporting' agenda.
- 1.2 The Fund was launched in April 2015. All 9 eligible high streets and local centres submitted successful projects and promoters were notified about their successful applications in January 2016; a number of great projects are now in delivery or have been completed, making a real difference to both the physical environment and vitality of our borough towns. It is clear already that Pride in Your High Street is going to create a lasting impact with projects that will go from strength to strength:
- In **Newport the Food Frenzy, Carnival and Italian Market** were a fantastic success with many hundreds turning out in support, stallholders reporting good sales and 150 volunteers involved – Facebook reflected the overwhelming success of the events with huge support for a repeat next year and beyond.
  - **Social enterprise Wavelength** received PIYHS funding to open '**The Forge**' in **Wellington** and in 3 months achieved such success that they have now set up a permanent home in the town centre.
  - Business support specialists **Good2Great** have provided training to more than 50 businesses across 6 high streets, helping a wide range of businesses from florists to cafes, hardware shops and accountants, who have attended nearly 80 different training sessions – all designed to help them increase their business turnover.
  - **10,000 attended the Oakengates Carnival** and thanks to PIYHS funding this looks set to become an annual event.
  - **In Madeley a Band Concert, Queen's Birthday Tea Party and a Victorian fete**, achieved the twin objectives of raising the profile of the Anstice and raising funds to pay for the refurbishment of the Ballroom floor.
- 1.3 At the end of the bidding process, an amount of unallocated funding was identified, and so 5 high streets which had experienced a lack of suitable applications, had received no applications for one or other of the elements of the fund or where circumstances prevented approved projects from proceeding, were each allocated a share of this funding and a second bidding round was opened, led by the Parish/Town Councils in those areas.

- 1.4 In view of the second bidding round and as a number of organisations have experienced unavoidable delays in delivering their projects, it is proposed that delegated authority is given to the Assistant Director, Business, Development & Employment, in consultation with the Cabinet Member for Education, Employment & Regeneration, to give an extension to organisations to complete their projects beyond the original deadline of 31 March 2017.

**2. RECOMMENDATIONS**

- 2.1 That Cabinet notes the success of the Pride In Your High Street programme to date.  
 2.2 That delegated authority is given to the Managing Director, in consultation with the Cabinet Member for Education, Employment & Regeneration, to extend the deadline for expenditure of Pride in Your High Street grants beyond 31 March 2017.  
 2.3 That the final deadline for completion of projects and receipt of financial and outcome monitoring information from organisations will be 31 March 2018.

**3. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	The programme will contribute directly to the following priorities: -Protect and create jobs as a 'business supporting and business winning Council'. -Ensure that neighbourhoods are safe, clean and well-maintained. -Regenerate those neighbourhoods in need.
	Will the proposals impact on specific groups of people?	
	No	Successful projects have the potential to have a positive impact on a wide cross section of the community.
<b>TARGET COMPLETION/DELIVERY DATE</b>	It is envisaged that some projects will be complete by March 2017, but the Managing Director will have discretion to agree an extension beyond this deadline where appropriate and where significant progress has been made to move towards project delivery. All projects will need to be completed by 31 March 2018.	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	£1million was approved for the Pride in Your High Street programme as part of the 2015/16 Budget strategy and was allocated to successful applicants following a grant bidding process. After the initial bidding process a balance of £300k was unallocated which then became the subject of a second bidding round, open to specific areas as detailed within paragraph 4.9 To date this has resulted in bids of £184k being received. On completion of the second bidding round the remaining unallocated amount and any underspend that emerges through project delivery may be used to

		<p>fund future high street initiatives.</p> <p>As stipulated within the Cabinet report of the 19th 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. AEM 27/10/16</p>
<b>LEGAL ISSUES</b>	Yes	<p>Provision was made within the Pride in Your High Street Funding Agreement to allow for grant works to be completed within the Grant Period this was to be no later than 31 March 2017.</p> <p>The Funding Agreement is in essence a contractual agreement between the parties, i.e. the Council and the Grant Recipient, and as such the parties are at liberty to agree amendments to any of its terms and conditions, including this extension to the date of the Grant Period.</p> <p>Any variation is at the discretion of the Council, must be agreed in writing and will therefore be put in place by a formal variation of the existing terms and conditions signed by both parties.</p> <p>All other terms and conditions relating to the funding, e.g. payment, use and conditions of funding, and clawback, will remain in place and therefore enforceable.</p>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	No	
<b>IMPACT ON SPECIFIC WARDS</b>	No	Borough wide impact

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

### **4. INFORMATION**

- 4.1 The Pride in Your High Street Fund comprised two elements; a Bidding Fund of £800k and an Innovation Fund of £200k. The Fund was open to projects centred on 9 Borough Town high streets and local centres, with bidding open to applications from a range of groups from Parish and Town Councils to regeneration partnerships, businesses and charities. Projects of community or strategic importance were encouraged to come forward to increase visitor footfall, support high street businesses and encourage community events and activities, bringing benefits across the Borough.
- 4.2 21 projects successfully bid for funding in the first bidding round, securing funding totalling over £800,000. These projects came from Parish and Town Councils and public, private and voluntary sector partners. They ranged from projects to improve the physical environment of centres including landscaping and improvements to buildings and memorials, to business support programmes that will help existing traders and businesses to thrive, and events including music, fairs and art trails that will improve high street vitality and encourage visitors to visit our historic centres. A few highlights are drawn out below with images illustrating some of these in Appendix 1.

### **Some Project Highlights**

- 4.3 **Social Enterprise Wavelength Pop Up Shops** – this first round bid proposed to create pop up shops in four high streets with a focus on supporting disabled and disadvantaged people. The first shop – ‘The Forge’ - opened in Wellington in an empty retail unit and was open six days a week. It rented out sale space for local crafters, involved and encouraged start up businesses and helped those not confident in selling on line. Workshops have been facilitated by local crafts people, helping local people to develop skills and refreshments are provided offering healthy and local options to eat and drink. This project has increased footfall and its success has resulted in a sustainable and lasting legacy – The Forge has been so successful that it has now moved into a permanent unit in Wellington. Wavelength are now working with Oakengates Town Council to open their second shop early in 2017 promising similar success.
- 4.4 **Madeley Town Council Russell Green and War Memorial Project.** The project involved the enhancement of a civic square on the edge of Russell Green and the redesign of this space. This now provides a strong pedestrian link between the historic Madeley High Street and new retail development on the former Madeley Court school site. This project was completed in Summer 2016 and has created an attractive focal point for the Town Centre. Located close to the Anstice Memorial Hall, an enlarged and more accessible civic space now provides an ideal space for more gatherings and community events and it supports Madeley’s ambitions to develop as a tourist centre, and enhance its appeal to new businesses and residents.
- 4.5 **Good2Great Business support programme** – this programme addresses the lack of business support focussed on retailers aiming to deliver across 7 High Streets. The Good2Great programmes include retail and hospitality excellence training, new business market testing, successful selling techniques (including window dressing) and business sustainability. As of September 2016, the programme has delivered training to 55 businesses, has 43 businesses awaiting appointments and is regularly achieving satisfaction levels of over 90%. The success of the programme is particularly highlighted in Newport, where due to demand for the courses, the Town Council encouraged Good2Great to bid for additional funding in the second round.

- 4.6 **Newport Italian Food Festival and Newport Food Frenzy** - held in Summer 2016 was a great success, with both events creating a foundation and legacy for building a much bigger annual event. All businesses attending the events **reported good sales and are keen to return next year.**
- 4.7 **The Oakengates Carnival** in July 2016 attracted almost 10,000 people and the PIYHS Fund has enabled Oakengates to purchase equipment to use for future events.
- 4.8 **St George's Heritage Group** Digital Platform – embracing new technology acquired with PIYHS funding the Group is creating a digital platform to display its work and local historical information and volunteers are learning new skills such as digital photo restoration and web site building.
- 4.9 **Madeley Anstice Fundraising Events** a packed programme of events including a Band Concert, Queen's Birthday Tea and a Soul Nite, not only raised the profile of the Anstice but raised funding to pay for the refurbishment of the unique ballroom floor. The programme of events involved 15 volunteers whose confidence and wellbeing have noticeably improved.
- 4.10 In **Dawley, the Friends of Dawley Park** have created a great partnership and are successfully engaging with the community to develop Festival Dawley, a music and event festival. In **Donnington** a great Easter event has provided a foundation for future events, working with volunteer groups and the community are now working on a Christmas event. In **Ironbridge**, Severn Hospice are partners in the design and planning of a public art trail which will be delivered in early Summer 2017. In **Hadley** work is on-going to secure quotations for extensive improvement works to the public realm including car parking and lighting.

### **Second Bidding Round**

- 4.11 At the close of the first bidding round there was an amount of unallocated funding and so 5 high streets which had either experienced a lack of suitable applications, had received no applications for one or other of the elements of the fund or where projects were unable to proceed as a result of changes in circumstances, were each allocated a share of this funding. A second bidding round, open only to those 5 high streets (Wellington, Donnington, Oakengates, Newport and Dawley) with calls for projects led by the Parish and Town Councils in those areas have so far resulted in an additional 8 successful projects supporting high street and local centre regeneration, with a project for Dawley to come forward for evaluation shortly.
- 4.12 The Council is now in the process of drawing up grant funding agreements for the additional projects which include:
- Donnington** - improvements to library and lifelong learning centre facilities
- Oakengates** - a new Community Hub as part of the Town Council's proposals for new community facilities and a one-stop information point for residents.
- Newport** – enhancements to the Newport Heritage and Visitor Information Centre to create a destination attraction and lighting and CCTV in Stafford Street Car Park making it safe for residents.
- Wellington** - a new Hub for business start ups and a centre for the promotion of Wellington to new investors, a food and entertainment festival event in Spring 2017 with potential to become an annual fixture and modernisation of public toilets for visitors to the market.

**Dawley** – a programme of improvements to the environment and shops of Dawley High Street will bring life and increase footfall in the high street and create a focus for community events.

- 4.13 A number of physical regeneration projects from the first bidding round are still in delivery. The Council is supporting project sponsors to bring their projects forward as soon as possible, however where projects involve the design and commissioning of physical works, for example, it is likely that these will run beyond the original programme completion date of 31<sup>st</sup> March 2017. Given the investment being made by project sponsors including private and voluntary groups and the success of projects delivered to date it is proposed that flexibility be provided for extensions in the delivery period to be made, up to March 2018.

## **5. PREVIOUS MINUTES**

Cabinet 28<sup>th</sup> January 2016 Pride in Your High Streets & Local Centres

## **6. BACKGROUND PAPERS**

None

**Report prepared by Kathy Mulholland, Service Delivery Manager, Investment and Business Support. Telephone: 01952 567572**

## Appendix 1 – Project Highlights

### Wave-length – The Forge, Wellington



“Without PIYHS we would not have been able to showcase the creative work of local Telford organisations and individuals, bringing not only us to the high street but others with us. We have not aimed to simply sell the craft but to enhance the community at the same time, with the artists and crafters agreeing to put on free to attend craft sessions - soon we will extend the offer of Wellington to include wider arts such as music, heritage etc.. FORGE Wellington has become a hub for the community and with this now in place it becomes our showcase for other PIYHS projects; we are now developing the Oakengates offer and are in exploratory talks with Madeley and Ironbridge to find the right premises”. **Ann Johnson, Wave-length**

### Russell Green Project, Madeley



### Madeley Anstice Fundraisers – Queen’s Birthday Tea, Band Concert and Soul Nite



**Terri Jane Edwards**  
19 March

Full house in the Anstice tonight... Great to hear it ringing with the sounds of The John Fletcher of Madeley Primary School Choir, & The Jackfield Band, and The Famous Ukulele Band...

Like Comment Share

You, Lyndy Boden Was Haughton, Karen Price and 73 others

2 shares

Michelle Welch Looks a fab night. Would love a bear.can we still order from jubilee house?. Thankyou  
Like Reply 3 19 March at 20:25

Terri Jane Edwards Yes you can still order at jubilee house Michelle

**ROYAL BIRTHDAY TEA PARTY**  
at The Anstice on  
**Saturday 4 June - 3pm - 5pm**  
**Celebrate the Queen's 90<sup>th</sup> Birthday**

Join the Tea Party, Wave Your Flags and Singalong to some old favourites with 1940s/50s Tribute Act - Chloe May

ADMISSION BY TICKET ONLY  
Free Tickets available from Jubilee House  
Donations Welcome at the Door  
We apologise there is currently no disabled access

**Madeley Victorian Fête**  
Sunday 14 August 2016  
Anstice Square ~ 10am - 4pm

**Traditional Victorian Attractions**  
Carousel, Policemen on Penny Farthings, Victorian Magician, Coconut Shy, Hoopla, Hook a Duck, Punch & Judy Shows, Maypole Dancing and more.

Food & Craft Market  
Hog Roast & Refreshments

**Newport Food Frenzy, Italian Market and Carnival**



**Quotes via face-book from food fair visitors:**

**Jos Boyes:** "Really enjoyed it. Big thanks to the organisers - some really different stalls I hadn't seen before and some excellent presentations/talks in the tent, can't wait for next year!"

**Alison Owen:** "Really fab day, Newport should be proud!!"

**Liz Eyre-Walker:** "It was brilliant .. I picked up lots of nice treats"

**Stephen Grice:** "Really great day, well done to the organisers. Hopefully the first of many."

**Kelly White:** "It was brilliant! We loved it xx"

**Quotes via face-book and survey forms from food fair traders:**

**Atia Shazad:** "A big thanks to u guys. Zainz Catering had a very good day - sold out at 12. Looking forward to next year"

**Andrea Weallans:** "We'd like to thank you for our invite to take part in a great day. From us all at Weal Ales Brewery. Hopefully see you next year."

**The New Inn (Joules Brewery):** "A really good event, well done to all involved and everyone who attended the day, a great atmosphere and buzz about town."

**Good2Great – High Street Business Support Project**



**Testimonials from a selection of Telford & Wrekin's Pride in Your High Street Participants who have attended G2G courses**



**Chris and Eira Moore, Tax Assist Accountants, Madeley**

Attended 'Locally Social' Workshops in Madeley.  
*"Learning about how social media can help grow our business has been rewarding and exciting."*

**Outlet, Donnington**

**Pradip Patel, The Flooring**

Has attended 'Locally Social'; 'Retail Sustainability' and 'High Street Excellence' in Donnington, also booked onto 'Window Dressing'.

*"The course (High Street Excellence) has been tough but I now understand DISC – it's really a very good course. So impressed by Good2Great's very in depth knoweldge."*



**Mark and Gail Fisk, The Forge, Ironbridge**  
Attended 'High Street Excellence' and 'Locally Social' in Ironbridge. Also booked onto 'Window Dressing'.

*"Excellent discussions and topics, very relevant. The course provided some useful recommendations and tools to assist small business planning and control of finances. It has*

*really helped increase our confidence level to support our current plans. Thank you."*



**Sue and Hannah Tranter, The Cookshop, Newport**

Attended 'High Street Excellence' and are booked on 'Window Dressing' and 'Locally Social'.

*"Lots of food for thought. After just one session we started moving the shop around and started seeing things through customers' eyes. Such excellent sessions – lots to think about and implement – so much to do, but now we have the skills to take it forward. Looking forward to putting the time management into practice and*

*preparing marketing plans for the future – exciting times!"*



**Tina Pound, Telford Florist, Wellington**

Attended 'High Street Excellence' and 'Locally Social' and is booked onto 'Successful Selling' and 'Window Dressing'.

*"I have followed up more on the activities and homework on this workshop than I ever have with previous training I have done.*

*"It is simple to follow and more relevant to my business."*

**Sally Finnegan of Aunt Sal's Café and**

**Charmaine Briscoe of Bellmans Yard Garage, both in Newport,** on graduating from the 'High Street Excellence' course. Both also attended 'Successful Selling' and are booked in for 'Window Dressing' and 'Locally Social'.

*"I've now done 2 courses with Good2Great. Each session has been relevant, interesting, bang up to date and full of useful information and ideas to take away to use in our own business. I thoroughly recommend Good2Great training for every business, especially the free courses through Pride in the High Street. Don't miss out!" Charmaine Briscoe*





*“I have just finished High Street Excellence Course with Good2Great. I really enjoyed it. I wasn't quite sure how I would benefit from this course. Just to tell you that it is well worth the time out to go on! It gave me inspiration, and made me look at my business from lots of different angles! As we all run our own businesses - never think that you know it all, and that you can't ever learn something new. Thank you so much Sally and to the team of Good2Great - I feel like you have given my mo-Jo back!!!”* **Sally Finnegan**

**John Ellis, The Crown, Oakengates**  
Attended ‘High Street Excellence’ and ‘Locally Social’ in Oakengates.

*“A great session – which has proved to be an excellent refresher. WOW! So many ideas – my head wants to burst!*

*I do urge other retailers to take every advantage of the free training provided by Good2Great. The only investment is your time. It's well worth it.”*



**Helen Briscoe, Country Chic Interiors, Oakengates**

Attended ‘High Street Excellence’ and ‘Locally Social’ in Oakengates.

*“I always say – you don't know what you don't know. And these workshops have been a revelation.*

*I know I need to get my shop out to a wider audience and now I have the tools to do it. Thankyou.”*



**Chris Boyles, The Grey Door Café, Wellington**

Attended 'Locally Social' ; staff have attended 'High Street Excellence' and is booked for 'Window Dressing'.

*"I know I will benefit greatly from the advice offered. It was so informative – I didn't realise social media could be such a powerful tool."*