

Report of	Meeting	Date
Head of Economic Development	LSP Executive	17 April 2012

TOWN CENTRE TEAM

PURPOSE OF REPORT

- To put forward a proposal for a Town Centre Team.

RECOMMENDATION(S)

- That a Town Centre Team be established to support the Local Strategic Partnership by feeding into the 'You and Chorley' strand.

EXECUTIVE SUMMARY OF REPORT

- The Town Centre Workshop, which is our current method for communicating with Town Centre stakeholders in Chorley, has not always afforded a strategic, 'hands-on' or representative structure for stakeholders. Developing a Town Centre Team is consistent with the finding of the Portas Review (an independent review by Marty Portas in to the future of our high streets, December 2011), will support the delivery of our Economic Regeneration Strategy and will take forward our bid to become a Portas Pilot. The Town Centre Workshop will be decommissioned.

BACKGROUND

- As a formal method for communicating with Town Centre stakeholders, Chorley Council currently hosts a Town Centre Workshop (also known as the Town Centre Forum) which runs three to four times a year and forms part of the Council's constitution.
- The workshop has been useful for Chorley Council to keep town centre stakeholders informed about plans for the town centre. In particular, break-out sessions to 'mind-map' topics have been particularly successful. However, this method of communication has not always afforded a strategic, 'hands-on' or representative structure for stakeholders.
- Developing a Town Centre Team is consistent with the findings and one of the recommendations of the Portas Review (an independent review by Mary Portas into the future of our high streets, December 2011).

ESTABLISHMENT OF THE TOWN CENTRE TEAM

- It is proposed that a Town Centre Team is established as a single representative forum for the various strategic and operational interests in the town centre. Whilst a Town Centre Team is consistent with the findings of the Portas Review, this new partnership will support the delivery of our Economic Regeneration Strategy and take forward our bid to become a Portas Pilot. The Town Centre Team would support the Local Strategic Partnership by feeding into the 'You and Chorley' strand and the Economic Regeneration Group. The current Town Centre Workshop would be decommissioned at the 15th May Annual Council.

8. Purpose of Group

The purpose of the new Town Centre Team would be:

To ensure the continuing prosperity, vitality, viability and attractiveness of Chorley Town Centre for the benefit of all who live, work, invest and visit it; ensuring consistency with the overall Economic Regeneration Strategy and Action Plan for the Borough.

9. The Team Achieves this by:

- Providing a visionary and strategic direction for the town centre.
- Developing an action plan and monitoring its delivery.
- Consulting with a wide range of individuals and organisations to ensure the action plan corresponds with the wishes of local people.
- Being aware of best practice, as well as trying new ways of working.
- Collaborating with other agencies and encouraging joint working across organisational boundaries to deliver improvements and resolve issues.
- Commenting on planning applications; the Town Centre Team would be a formal consultee for town centre based planning applications.
- Seeking project related funding/sponsorship.
- Influencing the allocation of town centre budgets, as and when available, and their delivery. It is anticipated that in future years the team will decide on funding linked to the localism agenda.
- Task and finish groups would be set up as required to deal with specific areas of activity, and would report back to the Town Centre Team.

10. How the Group Operates

- The Town Centre Team would meet bi-monthly but additional meetings would be called as business dictates. In practice, Team Members would correspond with each other on a frequent basis to progress daily needs and longer term aspirations.
- Named members of the Town Centre Team would be expected to attend the Team meetings. Any non-contribution by an individual member, or any named member not attending for three consecutive meetings, would result in the withdrawal of their membership.
- Town Centre Team Members would recognise the uniqueness of Chorley Town Centre; understanding it as a brand which needs to be positively communicated in order to increase the number of people visiting. Any contravention to this behaviour by an individual member would result in the withdrawal of their membership.
- Town Centre Team membership would be reviewed annually. The Chair will be the Executive Member Lead for Partnerships, Planning and Policy and the Vice-Chair would be appointed by the Team for a renewable term of one year.
- The Town Centre Team would be assigned responsibility for the town centre element of the Economic Regeneration Strategy Action Plan, and relevant performance

measures. In the first instance, it would be the responsibility of the Town Centre Team to review the Action Plan and performance measures and identify a number of key actions to include in the Team's Action Plan.

- Town Centre Team membership would not exceed 16 persons. Members would aim to represent their particular 'sector' and would strive to obtain views of others in their line of business, so as to be able to bring a broad range of views for discussion. Individuals would nominate themselves as in line with other sub groups of the Local Strategic Partnership.

11. Board Membership

Private Sector

- Commerce – Chorley Chamber of Trade
- Small Retailers – Chorley Traders Alliance
- Large Retailers
- Market Steering Group
- Licensed Trade/Evening Economy
- Transport
- Property Landlord
- Property Developer
- Equality Forum
- Youth Parliament
- MP for Chorley

Public Sector

- CBC Executive Member Lead for Partnerships, Planning and Policy
- CBC Shadow Member Lead for Town Centre
- Town Centre and Markets Manager
- LCC Highways

VCF Sector

- A representative from the VCFS Network

The Board would be supported by key Chorley Council staff including Director of Partnerships, Planning and Policy and the Head of Economic Development.

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
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