



Cabinet 20 July 2011

Recommendations from Haverhill Area Working Party: 9 June 2011 (Aug11/01)

Cabinet Member: Cllr Anne Gower

Chairman of the Working Party:

Cllr Karen Richardson

1. Haverhill Shopper Survey Project (Agenda Item 9: Tabled Report)

RECOMMENDED:- That

- (1) £9,000 be allocated from the Local Authority Business Growth Incentive (LABGI) budget previously allocated to the Haverhill Shopfront Grant Scheme and subject to additional match funding from Kent Business School to support the project management and expenses associated with the Haverhill Shopper Survey Project detailed in Report B527;**
- (2) the Economic Development Manager be authorised to recruit a Project Manager using funding from (1) above and to commission them to work with Kent Business School to progress this project; and**
- (3) delegated authority be given to the Economic Development Manager, in consultation with the Chairman and Vice-Chairman of the Haverhill Area Working Party, to produce and finalise the Terms of Reference for the Haverhill Shoppers Survey Project.**

On 27 April 2011, the Cabinet approved the Working Party's recommendation to accept the offer from Kent Business School (KBS) of a student placement to undertake a professionally designed and conducted survey by a specially selected student directed by KBS in Haverhill Town Centre, as detailed in section 3.13 of Report B527 (Cabinet Minute 155 (2) refers). A sum of £1,000 from the existing Town Centre Management Budget was approved to support expenses incurred by the student.

Since then, the potential for this project has grown. The Association of Town Centre Managers (ATCM) has written to express its keen interest in the outcomes; the Government has announced its intention to commission Mary Portas (Mary Queen of Shops) to undertake a review of the "High Street"; and most notably a number of shops in Haverhill High Street have announced their intention to close.

The co-ordination and promotion of this project takes time and whilst the skills exist within the existing staff structure of the Borough Council, there was insufficient staff time to dedicate to this project. The potential for this project to become nationally recognised suggests that what is needed is a dedicated Project Manager to ensure that the project really makes a difference to Haverhill Town Centre.

The Council has previously allocated £25,000 funding towards the Haverhill Shop Front Grant Scheme from its Local Authority Business Growth Incentive (LABGI) budget allocation, however this funding has not been widely accessed. Therefore, the Working Party was asked if it would recommend that £10,000 be re-allocated from the funding that remained available for this scheme towards Phase 1 of the Haverhill Shoppers Project; however as £1,000 had already been allocated from the Haverhill Town Centre Management budget, this amount was reduced to £9,000. An application to KBS's 'Innovation Fund' will be submitted to match-fund this amount, potentially providing an overall budget of £20,000 for Phase 1.

The Working Party had noted the principal aim of the project was to translate the knowledge held by large national multiple retailers such as Tesco to the smaller independent traders. The proposed outcomes of the project were briefly listed in Section 1.9 of the tabled Report; however some concern was expressed at the meeting that insufficient detail was provided as to what would be gained from commissioning Phase 1 on the project and whether additional funding would be required to progress into Phase 2. The majority of Members concurred that the project will be beneficial, however as Terms of Reference not yet been formally produced for the project, the Working Party considered it appropriate to delegate authority to the Economic Development Manager, in consultation with the Chairman and Vice-Chairman of the Haverhill Area Working Party, to produce and finalise the Terms of Reference, having taken into account suggestions for inclusion made by the Working Party by email.

2. Public Art for the Town Centre of Haverhill (PATCH) (Agenda Item 11: Narrative Item)

RECOMMENDED:- That

- (1) Public Art for the Town Centre of Haverhill (PATCH) be permitted to continue as a task-and-finish group;***
- (2) the terms of reference be amended in order to enable PATCH to oversee the commissioning of a piece of art in High Street, Haverhill;***
- (3) Councillor Mrs Rushbrook be appointed as Chairman of the Group;***
- (4) Councillor Mrs Richardson be appointed as a representative of the Haverhill Area Working Party to sit on the Group;***

- (5) Haverhill Town Councillor Hanlon be appointed to the Group by the Haverhill Area Working Party, and appropriate representatives also be sought from local schools and traders to sit on the Group;**
- (6)**
- (a) PATCH be requested to work within a budget limit of £8,000 with a contingency of £2,000 provided from within the overall £750,000 Growth Area Funding budget allocated to the enhancement of the High Street, Haverhill;**
- (b) installation of the artwork also be met from within the budget allocated to PATCH; and**
- (7) approval be sought from the Haverhill Area Working Party on PATCH's proposals before PATCH proceeds in commissioning any work.**

On 15 January 2009, the Haverhill Area Working Party (HAWP) approved the Terms of Reference for a task-and-finish group to oversee the commissioning of pieces of art in Queen Street (Report Z466 refers). The group was called Public Art for the Town Centre of Haverhill (PATCH).

PATCH, which comprised representatives of HAWP, Haverhill Town Council, local schools and businesses, successfully delivered the new gates in Queen Street in July 2010. PATCH now wishes to produce another work of art as part of the enhancement of the High Street. The officers had recommended a budget of £10,000 for this work and whilst the Working Party was largely in agreement with this amount, it wished to reduce the limit to £8,000, but provide a contingency of £2,000. Installation of the artwork should also be met from within this budget, which will be drawn from the overall £750,000 Growth Area Funding budget that has been allocated for the enhancement of the High Street. PATCH will provide updates to HAWP and approval sought before commissioning any work.