



Haverhill Area Working Party 29 July 2010

Haverhill Town Centre Management: Update on Work Programme to December 2010

1. Purpose of the Report

- 1.1 The purpose of the report is for the Working Party to receive an update on the agreed Haverhill Town Centre Management Work Programme from April to December 2010. (Report A646 dated 22 April 2010 refers).
- 1.2 Members agreed the principle of activities to animate Queen Street on a number of Fridays over the summer 2010. On 10 June 2010, the details of that proposal were agreed. (Report B43 refers).
- 1.3. The Working Party is asked to note that with the removal of a number of activities from the Town Centre Manager's Work Programme detailed in Report A646, the numbering sequence in this report relating to Table 2 has been altered so that the numbers now run sequentially.

2. Recommendation

- 2.1 The Working Party is requested to **NOTE** the content of this report.

For further information, please contact:-

Tina Hanks, Haverhill Town Centre Manager,

Telephone: (01284) 765100, or email: tina.hanks@stedsbc.gov.uk

Table 1: Town Centre Management Activities from April 2010 to December 2010

	Item	Description	Timetable	Budget /Costs	Update July 2010 Action
A	Investigate Purple Flag accreditation requirements	Night time gold standard accreditation. Agreed in April 2010 that there would be a stage of feasibility investigation and review by the Haverhill Area Working Party (HAWP) before proceeding with this.	April to June 2010	£1,500 fees; £500 Year 2 review. £500 for marketing	Discussions held with new Police Inspector and Haverhill Town Clerk. Date fixed to meet the Principal Planning Policy Officer and dates for meetings with the Engineering Section and other agencies being arranged. Report back to HAWP in autumn 2010
B	Promoting Haverhill	'Haverhill, a fine place on any count' Capture the improvements in powerful images, and create a photographic record for use in all media. Broad themes include:- A fine place to live to visit to work to invest to play/for leisure time to learn with a rich history/heritage	Photography April to September 2010	£3,500	The Design Office was appointed for this project and work has begun. The Town Centre Manager (TCM) has written to key contacts explaining that the photographer will be contacting them and the purpose of the project. Necessary approvals and consents will be obtained and the photographer will liaise regularly with the TCM. Report back to HAWP in autumn 2010 to agree future promotion activities and budget.
C	Marketing Master Classes for independent retailers in Haverhill	Vehicle for independent retailers and small/medium enterprises (SMEs) to develop bespoke marketing programme, working with business support agencies, Upper Schools, and Tesco's Club Card programme developer.	Begin in September 2010 – new school year	£3,000	First meeting held. 10 independent SMEs attended with the Chamber, West Suffolk College (WSC), Samuel Ward Arts and Technology College, Castle Manor Business and Enterprise College, Mid Anglia Enterprise Agency (MENTA), and Professor Andrew Fearne. Agreed to devise and circulate shopper survey and analyse findings by September 2010. Feedback received:- (a) Independents identified gaps in their knowledge/expertise; (b) details of off the shelf training and support provided by MENTA. Times of sessions were an issue. They requested varying the times which

					<p>MENTA agreed to look at;</p> <p>(c) forward programme to be determined upon analysis of qualitative shopper data;</p> <p>(d) some upper school students not as readily available as anticipated, due to curriculum timetable;</p> <p>(e) others are beginning to join the partnership such as the Haverhill Leisure Centre; and</p> <p>(f) The Job Centre nominee was on leave and so was unable to attend but is very enthusiastic to participate.</p>
D	Queen Street Fashion Show	Initiative by businesses – to be held around the launch of the Queen Street gates.	May 2010	£700	<p>TCM supported the initiative with advice on regulations, health and safety issues, drafting letters for the co-ordinator to invite the 40 businesses and promoting the concept.</p> <p>TCM also engaged two different activities to animate the Street that afternoon.</p>
E	Haverhill's Wedding Fayre	C&B Beautiful, Queen Street, initiative.	23 May 2010 at the Arts Centre	£200	<p>More than 150 attended. TCM supported with information, advice and promotion in monthly column.</p> <p>The firm is encouraged to run it again in 2011.</p> <p>Budget not used.</p>
F	More events in Queen Street	Programme of activities to animate Queen Street	May to September 2010	£2,985	<p>28 May, 25 June, 30 July, 27 August, 24 September 2010 inclusive are the last Fridays of each month when activities have been booked. During the school holidays more children centred activities are included.</p> <p>Feedback from the public has been positive. Money from the contingency was drawn down for hire of a generator for one event so far. Close working relationship with the Arts and Leisure Manager.</p>
G	Meetings with Town Centre and Haverhill	First one held in March 2010.	Spring and autumn 2010	£200	<p>£40 to date (first meeting).</p> <p>Next meeting planned for end September 2010. (Sponsorship has been obtained.) The next</p>

	businesses				meeting could include details/consultation on High Street refurbishment plan.
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Table 2: Update on previously agreed Town Centre Management Activities					
	Item	Description	Timetable	Budget/ Costs	Update July 2010
1	Town Centre Directory			£4,000 for 2010/2011	In September 2010, all businesses will be surveyed to establish value of directory. Update dependent on strength of stated value/demand.
2	Haverhill in Bloom	Business Competition Judging in July 2010		£75	For the second year, TCM has encouraged a doubling of entries year on year. One entered the year before, three last year and six this. Cineworld 3D tickets have been obtained as one of the prizes. Another being sourced.
3	Welcome Pack	Working Party set up to examine and report back.			This is the subject of a separate report to HAWP on this agenda. (Report B150 refers)
4	Queen St Shop Front Grant Scheme	Traders are working up their proposals, applying for Planning permission etc		£50,000 approved budget	TCM supporting colleagues with the follow up programme subject to a separate report on this agenda.
5	Other Initiatives in Partnership (a) Film competition	Cineworld will not lead this in 2011.		£500	TCM has established with Cineworld they are willing to provide the screen and technical assistance for the screening. TCM to discuss with the Media Hub and Haverhill Town Council, the proposals for the second year competition. Feedback from 2010 was that the first prize needs to be more substantial. TCM will explore if any more funds can be squeezed from existing budget. As before/usual, sponsors for the event and other prizes will be sought from the private sector.
6	Winter in West Suffolk magazine	Partnering the Tourist Information Centre Manager as before.		£465	Advertisement revenue will be sought. Work to promote this issue is expected to begin summer 2010.

7	Regular Meetings			From existing budget – Officer time	Written updates provided to the meetings if the TCM is unable to attend
	(a) Haverhill Partnership				
	(b) Haverhill Executive				Written updates provided to the meetings if the TCM is unable to attend
	(c) Safer Neighbourhood Team (SNT)		Monthly		Persuaded the Co-Op to attend and report concerns.
	(d) Leisure Quarter SNT sub group		As and when		Subway issues – continuing to work with business owner and agencies on problem solving
	(e) Chamber of Commerce		Ongoing		
	(f) Business networking events		ongoing		
	(g) MENTA		As and when		Referrals continue
	(h) Meetings with the Clerk to Haverhill Town Council				Attending bi-monthly along with the CEO
	(i) Shop Watch	Suffolk Constabulary clearance on new protocol awaited.		£100	£10 spent to date
10	TCM Monthly column		Last Friday of the month		Ongoing. Column is being used to promote businesses, events, town centre activities including those of partner agencies. Feedback being received and acted on.
11	Markets Review				This is the subject of a separate report on this agenda (Report B144 refers.)