



Haverhill Area Working Party 11 November 2010

Town Centre Management: Update on Work Programme to December 2010

1. Purpose of the Report

- 1.1 Table 1 of this report provides an update on the previously agreed Town Centre Management Work Programme from April to December 2010 (Report B149 refers).

2. Recommendation

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

For further information, please contact:-

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

	Item	Description	Timetable	Budget/Costs	Update November 2010
A	Investigate the feasibility of Purple Flag accreditation for Haverhill Town Centre	Night time accreditation scheme focussing on the evening economy, safety and security.	April to June 2010	£1,500 fees; £500 Yr 2 review. £500 for marketing	<p>Discussions were held with:- Haverhill Town Council's Town Clerk Inspector of Police, Safer Neighbourhood Team St Edmundsbury Borough Council's Head of Property Services and Engineering.</p> <p>The Police are willing to work with any initiatives to help reduce/eliminate anti-social behaviour. The Town Council felt:- (a) public sector agencies need to be leading; and (b) the issues were minor in Haverhill. The Head of Property Services and Engineering felt that:- (a) many of the actions would rest with Suffolk County Council (SCC) and (b) funding requirements are such that a full business case demonstrating the costs and benefits would be needed before this could be justified.</p> <p>Attempts were made to arrange meetings directly with a responsible officer at SCC and proved unsuccessful. The recent moves by SCC to divest many of its activities are also expected to delay any engagement in talks on this initiative.</p> <p>Therefore, this feasibility of proceeding with this initiative are not proven and it is suggested that it remains on hold in the TCM's work programme for the moment.</p>

B	Promoting Haverhill	<p>'Haverhill, a fine place on any count' Capture the improvements in powerful images; create a Photographic record for use in all media possible. 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'</p>	<p>Photography April to September 2010</p> <p>Review of activities that could form the basis of a promotional campaign to begin from December 2010</p>	<p>£3,500</p>	<p>This item is the subject of a separate report on this agenda (Report B287 refers).</p>
C	Marketing Master Classes	<p>Vehicle for Small and Medium Enterprises (SMEs) to develop bespoke marketing programme, working with business support agencies, Upper Schools, and Tesco's Club Card programme developer</p>	<p>Begin in September 2010 – new school year</p>	<p>£3,000</p> <p>£191 for the printed survey forms</p>	<p>The jointly created Haverhill Shopper Survey 2010 was launched at The BestofHaverhill monthly business meeting on 16 September 2010. Three media representatives reported on it, encouraging reader participation. 38 attendees at the meeting completed the survey. The online version also went live on the same day.</p> <p>Distribution: In addition to the 16 partners' distribution channels, outlets also include Haverhill Enterprise, the Arts Centre – Bistro and Reception – Haverhill and Kedington libraries, community centres, community groups, several other shops, Sturmer Garden Centre, Steeple Bumpstead Post office. Surveys were also distributed at a Friday and a Saturday market.</p> <p>As at the end of October 2010, of the more than 2000 paper surveys distributed, more than a thousand paper forms and 44 online returns have</p>

					<p>been recorded. Stamped self addressed envelopes were later included with paper survey forms and this has noticeably driven up the response rate. It is being planned that the data analysis and conclusions will be made through December in order that recommendations may be brought to the Haverhill Area Working Party (HAWP) in January 2011.</p>
D	Queen St Fashion Show	Initiative by businesses: to be held around the launch of the Queen Street gates.	May 2010	£300	<p>The launch took place on 16 July 2010 with the official activities being followed by two different activities, which were face painting and a multi-skilled performer. The event was enjoyed by all who attended. Six businesses also held their own activities and declared that they would be interested in developing a joint initiative among Queen Street businesses to put on a bigger event during the Christmas late night opening weekend. The Town Centre Manager will support as needed and has allocated £200 towards promotion costs for a business led event at Christmas. Please see E below.</p>
E	Haverhill's Wedding Fayre	C&B Beautiful, Queen Street, initiative.	23 May at the Arts Centre	£200	<p>This item will be removed from the next report.</p>

F	More events in Queen St	Programme of activities to animate Queen Street	May to September 2010	£2,985 Out turn £2400	The revised agreed budget was £2,985, including a contingency. The programme came in under budget. Feedback from the shops and general public was very positive. There was something on offer for different age groups in the programme ranging from children's 'tea cup' rides, through craft workshops, learning magic tricks to inflatable football speed tests. The Haverhill Town Council Arts and Leisure Manager and the Town Clerk, were supportive of the Town Centre Manager and the activities being provided.
G	Meetings with businesses	First held in March 2010.	Spring and autumn 2010	£200 £40 to date.	The next meeting is proposed for the end of January 2011, possibly to be held at the New Croft, when it is expected that the fiscal landscape will be clearer and the following items may be included: investment into the enhancement of the High Street and well as the images approved by HAWP to promote Haverhill, the outcome of the shopper survey, improved Queen Street shop fronts, pedestrianisation and the Friday Market move.
H	Footfall count	This is now being scoped within the Master Classes project.			Planned for July/August 2010

Table 2: Update on previously agreed Town Centre Manager Activities

	Item	Description	Timetable	Budget/ Costs	Update July 2010
1	Town Centre Directory	Consideration of whether to republish the Shops and Services Directory			This item will be considered in a separate report in January 2011.
2	Haverhill in Bloom	Business Competition	Judging in July	£75	Due to the economic climate only two businesses, both benefiting from hanging baskets provided by their respective breweries, took part this year. Sponsorship was obtained from both Cineworld, for 3D screen tickets; and Frankie & Benny's, a meal for two; so the budget has not been spent.
3	Haverhill residential Welcome Pack	A Working Group set up to examine and report back.			No further work is to take place on this project so it is being removed from the TCM work programme.
4	Refurbished Bus Station				There will be an oral update at the meeting.
5	Queen St Shop Front Grant Scheme	Traders are working up their proposals, applying for Planning permission			The Town Centre Manager is supporting the Principal Planning Policy Officer by following up and offering support to the businesses who have been offered grants.
6	Referrals to MENTA				Ongoing
7	Other Initiatives in Partnership (a) Film competition	Cineworld will not lead this in 2011.		£500	The Town Centre Manager has established with Cineworld they are willing to provide the screen and technical assistance for the screening. The Town Centre Manager will 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. The Town Centre Manager will explore

					if any more funds can be allocated from the existing budget. As before/usual, sponsors for the event and other prizes will be sought from the private sector.
8	Winter in West Suffolk magazine	Partnering the TIC Manager as before.		£465	For the current issue, in addition to the TCM budgeted contribution, a further £460 has been raised for advertising. Distribution in Haverhill began at the end of October 2010.
9	Regular Meetings				
	(a) Haverhill Partnership			From existing budget – Officer time	Written updates provided to a meeting if the Town Centre Manager is unable to attend.
	(b) Haverhill Executive			From existing budget – Officer time	Written updates provided to a meeting if the Town Centre Manager is unable to attend
	(c) Safer Neighbourhood Team (SNT)		Monthly	From existing budget – Officer time	The Town Centre Manager attends regularly and works in partnership with other agencies where appropriate. For example, see (i) below.
	(d) Leisure Quarter SNT sub group		As and when	From existing budget – Officer time	All is quiet on this group since the last report.
	(e) Chamber of Commerce		Ongoing	From existing budget – Officer time	The Town Centre Manager attends the meetings where possible and will be attending the annual Ratepayers' meeting to be held on 16 November 2010.
	(f) Business networking events		ongoing	From existing budget – Officer time	The Town Centre Manager is supporting colleagues in the Economic Development Services, hand delivering and emailing invitations to the Business Ratepayers' Meeting on 16 November 2010.
	(g) Mid-Anglian Enterprise Agency (MENTA)		As and when	From existing budget – Officer time	The Town Centre Manager attended the breakfast meeting on 7 October 2010 and promoted the upcoming Business Ratepayers' meeting on 16

					<p>November and the Shopper Survey.</p> <p>The Town Centre Manager is also working in partnership with MENTA and Job Centre Plus (JCP) on the JCP bus initiative, by obtaining consents from SCC; the Police; the Haverhill Locality Planning Network for people with physical and sensory disabilities; Blue Badge holder representatives; Markets and Car Parks and Waste Management who will put out and remove cones in the designated space outside The Bell Public House. The bus is booked on Friday 26 November 2010.</p>
	(h) Meetings with the Clerk to Haverhill Town Council				<p>Attending bi-monthly along with the Chief Executive. In October 2010 the Town Centre Manager met the Town Clerk and supports the Town Council's Pub Watch initiative. The Pub of the Month and will help and support with the promotion of the initiative.</p>
	(i) Shop Watch	Suffolk Constabulary clearance on new protocol awaited.		£70	<p>£30 spent to date</p> <p>Suffolk Constabulary having determined its protocol, the Town Centre Manager persuaded the new Tesco store manager to be the Chairman and with Police colleagues, hand delivered invitations to the 70+ Members of the scheme. The Police were called out on an incident and the Town Centre Manager completed the deliveries. The Police Community Support Officer (PCSO) persuaded the proprietor of '@ttitude' to be the Vice-Chairman.</p> <p>Two meetings were held in St Mary's; one at 5.45pm and another at 11 am.</p>

					<p>The Inspector chaired the first meeting; 11 signatures have been obtained to date for the new protocol. The Chairman will now convene a banning group (quorum 5) as soon as possible.</p> <p>The new dedicated Town Centre Police Constable, took up his post on the 4 October 2010. The PCSO and the Town Centre Manager are now visiting shops in a Membership Drive.</p>
10	TCM Monthly column		Ongoing, on the last Friday of the month		<p>The feedback from readers is increasing; enquiries are forwarded for action to the relevant departments and agencies. Other agencies are also contacting the Town Centre Manager with a view to being included in the column; for example '3CT' who are celebrating their tenth year of service to the community and so this was included in the end October 2010 column.</p>
11	Markets Review				<p>The Town Centre Manager attended the Markets Forum on the 12 October 2010 in Bury St Edmunds and is working with the colleagues in the Markets Service to help develop a Haverhill element of the Markets Forum.</p>