



Haverhill Area Working Party 24 March 2011

Town Centre Management: Town Centre Management Activities to June 2011

1. Purpose of the Report

- 1.1 Table 1 of this report provides an update on the previously agreed Town Centre Management work programme to June 2011.
- 1.2 This table shows the remaining activities from the work programme that will form the basis of activities until the end of May 2011.

2. Recommendation

- 2.1 Members are requested to **NOTE** the content of this report.

For further information, please contact:-

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Haverhill Town Centre Management (TCM) Activities to June 2011

Since a number of previously agreed activities were delivered, and others removed from the work programme, the report uses a fresh sequence to itemise the remaining activities up to the end of the TCM contract in June 2011.

	Item	Description	Timetable	Budget/Costs	Update March 2011
A	Haverhill Chamber of Commerce Business Awards	Sponsor Award for the Best Retailer	14 May 2011	£1,900 from existing TCM budget re-allocation	February to March 2011: reminding retailers to be aware of the competition/encourage them to take part and that their customers are likely to be assessing the service they receive.
B	Meetings with businesses	Meeting for town centre shops and service businesses.	15 March 2011 at Mid-Anglian Enterprise Agency (MENTA), 2 Hollands Road, Haverhill	Budget: £50	Speakers and agenda agreed and invitations despatched; programme of chase up and reminders underway.
C	Referrals to MENTA	Typically these are individuals who walk into the council offices and ask for help in setting up a business or finding a shop.			Averaged one per two months. The enquirers are referred to MENTA or given a list of contacts for premises and referred to Economic Development colleagues for more information. Ongoing

D	Meetings attendance/ engagement:				
	(a) Safer Neighbourhood Team (SNT) and Shop Watch	<p>Set up first Banning Committee meeting of 9 new members, held in December 2010. The Banning Committee must comprise at least five signed up Shop Watch members. They meet and vote on a list of individuals they wish to be banned from shops in town. The names with a majority of votes are sent to the SNT Inspector, who after examining the validity of each application circulates a list of 'approved banned individuals' with photographs, to the members.</p> <p>SNT meetings to meet the community.</p>	Held two or more times a year.	£10 spent to date. Meetings hosted at Tesco.	<p>January to May 2011 – working with the town Police Constable and the Police Community Support Officer; aiming to sign up remaining members to the new protocol.</p> <p>Organising next Banning Committee meeting.</p> <p>Attended meeting on 8 March 2011 and facilitated one of the groups.</p>
	(b) Haverhill Chamber of Commerce		Regular contact		<p>Liaison with the Chamber includes attending meetings; promoting Haverhill; encouraging engagement with town centre activities (one example is consultations); often being called on by the Chairman for briefings which can be woven into her media interviews on Haverhill matters.</p>

	(c) The Best of Haverhill		Third Thursday of the month. 17 February 2011		Attend monthly meetings; promote the work of the Borough and partner agencies, encourage engagement of members. Supported the Principal Planning Policy Officer (PPPO) on 17 February with Haverhill Vision 2031.
	(d) Vision 2031		1 and 17 February 2011; 4 and 7 March 2011.		Support given to colleagues in the Planning Section at Drop-in-sessions and other presentations from Saturday 1 February to end of April 2011 in the first round.
	(e) Job Centre Plus (JCP)	The JCP bus initiative.	Initial review and meetings; next meeting due end March 2011.		Obtained consent for the bus to locate in Haverhill; organised clean up; and PR from the local press. Promoting the Haverhill dates in the monthly column; meeting partners for the review end March 2011.
	(f) Job Centre Plus (JCP)/Suffolk County Council (SCC)	"Backing Young Haverhill" – the title adopted during the March 2011 meeting for the project which is: to develop interventions to help NEETS (Not in Employment, Education or Training) and to also set up a programme to help prevent young people ending up as a NEET in future.	Fact finding/action planning meetings, every 8 weeks. From March 2011, these will be held monthly.		Meetings in March and April 2011; asked to chair the Employers/Business engagement Task and Finish Group and report back with a strategy in April; working with the Manager, Candice Danleigh on the launch programme on 20 May 2011; MP invited as VIP guest.

	(g) First Steps	Invited to the MP's meeting with the Leaders and key decision makers, held at New Croft.	4 February 2011		Replied to two questions posed by the MP:- Q: TCM's view on the audience comments regarding lack of 'big names' A: typically a population in excess of 25,000 is a trigger, and Haverhill is getting close to that (tipping) point; and, the lack of modern, specific sized, column free units, with fully glazed front elevations, and with easy delivery access to the rear. Q: don't know what young people want A: a business led shopper survey conducted had huge response from students from upper schools; results will be published.
E	TCM Monthly column	In Haverhill Weekly news	Last Friday of the month		Ongoing. This will be taken over by ONE Haverhill from June 2011
F	Promoting Haverhill	New Haverhill Photographic Resource. A separate report in respect of this item is contained elsewhere on this agenda (Report B526 refers).			
G	Marketing Master Classes: first stage	First stage – Haverhill Shopper Survey and Results. A separate report in respect of this item is contained elsewhere on this agenda (Report B527 refers).		£260 spent of £3000 budget. Remainder re-allocated balance available: £1,000	
H	Animating The Plaza	Attached as Appendix A attached to this report are details of the short programme of events and activities to animate the Plaza.	From Easter to end September 2011	£2,500 from existing TCM budget, by re-allocation.	

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Short Programme of Events and Activities to Animate The Plaza

1. The Plaza is the newly created square of public open space located in front of the leisure centre adjacent to Ehringhausen Way, Haverhill. Close to the cinema and restaurants in the leisure quarter it is easily accessed on foot, by car and by bus. Vehicular access into the Plaza is controlled by a demountable bollard and electricity is available via an external power source.
2. There is ample car parking in Jubilee and Meadows car parks, blue badge parking is available at the leisure centre and there are public conveniences in the bus station opposite.
3. To enable the best use of this public open space, it is proposed that a programme of events be set up which would encourage the use of this space by the community in general. Animating the space would also benefit the leisure quarter with increased footfall.
4. As this is a new initiative a pilot programme, as detailed in the table below, has been designed to introduce the availability of this new public space for use by community and voluntary groups and private firms. Activities will develop year on year to make the Plaza a destination in its own right. In this the first year, a very modest charge will be levied on private firms to reflect the risk in an untried and untested market. Charges will be reviewed at end of year 1.
5. The confirmed events in the programme run for 2 – 3 hours a day, on Fridays and Saturdays (market days) from Easter to May 2011; potential activities and events are shown in brackets from April to September 2011.
6. As soon as any activities are confirmed by the groups or private firms, Members will be informed. Community groups who are actively trying to fix a date at the moment include Girl Guides and Castle Manor.
7. All the statutory agencies have been consulted.
8. **Animating The Plaza, summer 2011**

Date	Event	Cost	Revenue
<i>(Saturday 16 April)</i>	<i>Children's entertainer</i>	£310	
Saturday 23 April	Wash Sailability and Snookerbility promoting their services. There will be a vessel with the sail. There will a pop up display for Snookerbility – not a snooker table. Japanese food demonstration by Cambridge-Sushi company Bento boxes will be on sale.		£30
Friday 29 April	Bride statue blowing bubbles and Marshall/First Aider	£400	

Saturday 30 April	Multi skilled street entertainer and Marshall/First Aider.	£380	
Saturday 28 May	Music duo and Multi-skilled street entertainer Marshall/First aider	£600	
A Friday in June	Street Theatre by Samuel Ward Academy	No cost	
<i>(Saturday 23 July)</i>	<i>(A medley of workshops, a gazebo and tables including setting up and break down – Marshall/Cleaning)</i>	£360	
<i>(Saturday 27 August)</i>	<i>(Multi-skilled street performer and Marshall)</i>	£380	
<i>(Monday 29 August)</i>	<i>(Close up magic teaching)</i>	tbc	
<i>Summer</i>	<i>Abbeycroft exhibition classes</i>	tbc	
	flyers	£100	
	Total booked budget	Total £1,480	Total £30
	<i>(Total potential budget)</i>	+ (£1050)	
	Overall total, less revenue	£2,500	

The total of £2,500 is available from the existing, re-allocated Town Centre Management budget.

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