

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – 17 JANUARY 2017

Title of report	BUILDING CONFIDENCE IN COALVILLE PROGRAMME (“COALVILLE PROJECT”) - UPDATE
Key Decision	<p>a) Financial Yes</p> <p>b) Community Yes</p>
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Purpose of report	<p>To provide Cabinet with an update on the Coalville Project.</p> <p>To notify Cabinet that £125,000 of the Local Growth Plan Fund has been allocated to phase 1 of the Coalville frontages grant scheme</p> <p>To request Cabinet approval for the introduction of a maximum grant amount of £25,000 to phases 1 and 2 of the Coalville frontages grant scheme, apart from applications of exceptional scale or impact.</p>
Reason for Decision	Cabinet approval needed for introduction of a maximum grant amount in the Coalville frontages grant scheme in order to ensure it has as wide a benefit as possible
Council Priorities	<p>Building Confidence in Coalville</p> <p>Value for Money</p> <p>Business and Jobs</p> <p>Homes and Communities</p>
<p>Implications:</p> <p>Financial/Staff</p> <p>Link to relevant CAT</p> <p>Risk Management</p> <p>Equalities Impact Screening</p>	<p>Included within the report</p> <p>None</p> <p>Risks are being managed through the Coalville Project governance process.</p> <p>Not applicable</p>

Human Rights	None
Transformational Government	Working with other public and private partners to deliver a better deal for Coalville and maximising investment to build confidence in the town and community.
Comments of Head of Paid Service	The report is satisfactory
Comments of Deputy Section 151 Officer	The report is satisfactory
Comments of Deputy Monitoring Officer	The report is satisfactory
Consultees	None
Background papers	Report to Cabinet on 11 October 2016 Report to Cabinet on 26 July 2016
Recommendations	<p>THAT CABINET:</p> <ol style="list-style-type: none"> 1. ACKNOWLEDGES ALLOCATION OF £125,000 OF THE LOCAL GROWTH PLAN FUND TO PHASE 1 OF THE COALVILLE FRONTAGES GRANT SCHEME 2. AGREES TO APPLY A £25,000 MAXIMUM GRANT AMOUNT TO PHASES 1 AND 2 OF THE COALVILLE FRONTAGES GRANT SCHEME APART FROM APPLICATIONS OF EXCEPTIONAL SCALE OR IMPACT. 3. SUPPORTS THE PROGRESS MADE BY THE COALVILLE PROJECT

1.0 BACKGROUND

- 1.1 Cabinet received the most recent report on the progress of the Coalville Project on 11 October 2016.
- 1.2 The following report provides a brief update on the range of projects that are contributing to the Building Confidence in Coalville programme.

2.0 COALVILLE FRONTAGE GRANTS

Phase 1 – Hotel Street and High Street

- 2.1 Phase 1 of the Coalville frontage scheme covers Hotel Street and High Street. Following a slow start to participation, seventy five percent of eligible businesses or properties are now in discussion with officers (including the cases detailed in sections 2.2, 2.3 and 2.4).
- 2.2 The following properties have been awarded grants and have either completed work, have work in progress, or are expected to start work soon: Bitter and Twisted, Martin

& Co, Geoff's Toys, Turning Point, La Torre, Holmes Butchers, Coalville Constitutional Club, PJ Collier, Music Maker, 16-28 Hotel Street (which includes four businesses).

- 2.3 In addition, officers are dealing with partially completed applications or enquiries from fourteen other addresses.

Increase demand for grant funding

- 2.4 During November, five new grant applications were submitted to officers, covering projects that are estimated to cost a total of £140,000. If all of these are awarded grants of between 50% and 90%, then £70,000 to £126,000 of grant money would be needed.
- 2.5 This amount, combined with the existing pipeline of applications and enquiries means that demand for grants could be well in excess of the £225,000 allocated by Cabinet in 2014.
- 2.6 Officers have considered the following options: i) close the grant scheme to new applications and allocate the remainder of the £225,000 on a "first come first served" basis; ii) limit the amount of grant that can be awarded to a single property (to ensure fairness of allocation of the remaining funds to those that have already applied); iii) allocation of additional funding to the scheme as set out in 2.7 below.
- 2.7 Cabinet will recall that, during 2014, a decision was made to allocate £500,000 to a Local Business Fund which would "support the delivery of the Growth Plan for North West Leicestershire". This reserve was subsequently renamed the Local Growth Plan Fund. To date £83,169 has been allocated to a series of projects, all related to delivering priorities in the Action Plan for North West Leicestershire's Local Growth Plan. The Action Plan includes a priority to regenerate Coalville's town centre. As such, officers have proposed that the Local Growth Plan Fund is a suitable source of additional funds to enable maximum impact of phase 1 of the frontages scheme.
- 2.8 Statutory Officers have confirmed that the Chief Executive has delegated authority to allocate the Local Growth Plan Fund as described above. Officers discussed this proposal with the Leader and Deputy Leader during a regular review of progress of the Coalville Project (on 22 November 2016). It was agreed that a maximum of £125,000 funds could be allocated from the Local Growth Plan Fund to phase 1 of the Coalville frontages scheme.

Introducing a maximum grant amount

- 2.9 In the early stages of planning the frontages scheme, it was estimated that the potential works on a single-storey, single-width frontage would cost approximately £10,000. This has proven to be a reasonable estimate, with higher grant requests being received for projects that are for wider buildings, and including work on the first floor (for example, replacement of PVC windows with traditional sash windows). The highest grant award to date is £17,898.42. Section 2.4 above mentions that during November 2016, five new applications were received, totalling £140,000. Three of these applications and two already in negotiation are for amounts in excess of £30,000.
- 2.10 It is now proposed to introduce a maximum amount of grant funding (£25,000) that can be requested for a single project, unless the project is of exceptional scale and impact. Introduction of a cap will: enable grant funds to be allocated fairly amongst all

potential recipients; encourage increased negotiation of the cost of works between applicants and their contractors; increase the private sector match that will contribute to total project costs on larger projects.

- 2.11 Officers recognise that some projects in the pipeline are exceptional in terms of scale and impact in phase 1 and phase 2 of the scheme. All grant applications are supported by a recommendation from John Sharpe (Conservation Officer, Leicestershire County Council).

Phase 2 – Belvoir Road, Marlborough Square and a few premises on Ashby Road

- 2.12 Cabinet allocated £300,000 to phase 2 of the frontages grant scheme in July 2016. Subsequently, A Local Development Order covering the new geographical area was adopted during December 2016.
- 2.13 All eligible businesses and property owners have been informed about the availability of grant money to support improvements to frontages, with application forms, FAQs, design guide and website information updated to include the wider geography and introduction of a maximum grant amount. Fourteen enquiries have already been received (representing 23% of the 60 eligible properties), with some obtaining quotes to support an application for financial support. This includes the block of buildings which includes Betfred, Subway and Domino's on Marlborough Square. Cabinet will recall that properties on the south side of Marlborough had £100,000 of the available funds allocated for a limited period.

3.0 EMPORIUM AND ARRIVA BUS DEPOT

- 3.1 Grant support has been agreed for works to the frontages of The Emporium nightclub (Belvoir Road) and the Arriva bus depot (Ashby Road). Works are now underway on both properties, with the Emporium currently expected to be completed in January 2017. Once completed, the Arriva bus depot will become the base for Desirable Car Limited, currently based in Leicester, also bringing new jobs and apprenticeships to Coalville. Completion of the works is expected later in 2017.

4.0 MARLBOROUGH SQUARE

- 4.1 Following two prior meetings, officers are meeting with the Marlborough Square property owners and businesses within the next month to discuss a new design for this area which have been created by the Council's urban designer following agreement of the principles of design in October 2016. A delivery plan is in development.
- 4.2 £523,000 was allocated to the design and delivery of changes to Marlborough Square in July 2016.

5.0 REX CINEMA

- 5.1 The Leader and Chief Executive are monitoring progress on the anticipated sale of the Rex cinema which was advertised for sale during November 2016, at a commercial market rate.

6.0 MEMORIAL SQUARE

- 6.1 Following two prior meetings with stakeholders such as Royal British Legion, local businesses, Arriva and relevant District and County officers, the Council's urban designer is sharing a proposal for a new design for Memorial Square early in 2017.
- 6.2 Once the scheme is agreed, a plan to raise external funds to cover the cost of implementation will be developed. This plan will include remedial and enhancement works on Memorial Tower, being led by the council's Conservation Officer. It is probable that an application will be made to the War Memorial Trust to support related costs.
- 6.3 The timeline for implementation of a new scheme will be respectful of the use of Memorial Square for Remembrance services in November.

7.0 MARKET HALL

- 7.1 Officers continue to progress the Business Development Plan for the Market Hall. Recent achievements include: removal of six stalls to enable the internal space to be used more flexibly (for example to host events); improvement to internal lighting; a significant contribution to the Christmas in Coalville event on 3 December, hosting many heritage and family friendly stalls; additional Christmas events on 10 and 17 December.

8.0 CAR PARKING

- 8.1 Cabinet considered and agreed a Parking Strategy report at the 13 December 2016 meeting. Officers are implementing a range of actions as agreed at that meeting including the 'Free After 3pm' initiative for Coalville and weekly/monthly tickets following the purchase and installation of new modern ticket machines.

9.0 CROPSTON DRIVE

- 9.1 Officers have outlined and are implementing the process supporting the decision to dispose of land off Cropston Drive. This includes determination of the detail of an outline planning application and consideration of stakeholder engagement requirements.

10.0 COMMUNITY ENGAGEMENT – COALVILLE HEROES

- 10.1 Many Members are meeting Deana Wildgoose and Julia Burkin who are delivering the community engagement contract supporting the Coalville Project ("Coalville Heroes"). Monthly contract performance meetings are conducted by the Head of Economic Development and there is strong delivery of outputs.
- 10.2 A recent achievement was the release of a Christmas song about Coalville, created with the support of King Edward VII, Belvoirdale and Warren Hills schools and Mount Saint Bernard Abbey, led by the local band "Jack's Jokers". The song was performed at the Christmas in Coalville event on 3 December, and was promoted on social media prior to Christmas.
Significant levels of local viral interest were generated, leading to local and regional media coverage, including Hermitage FM and BBC Radio Leicester.
- 10.3 It has been agreed that the detail of the Food Heroes part of the contract should be amended based on learning during the initial phase of the contract.

- 10.4 Coalville Heroes are now based in Coalville's Market Hall. Officers have decided not to pursue the lease of an empty unit in the Belvoir Centre as it was originally expected that Coalville Heroes would be the principle user of this space.
- 10.5 Coalville Heroes have been awarded a £9,000 Leicestershire County Council Shire Grant (to fund an increase in scale of the Food Heroes project) and are in discussion with Heritage Lottery Fund (HLF) about a £1million+ consortium bid for Kick the Dust funding, which targets the 11-25 age group. Progress to the next stage of this application process will be confirmed during January 2017.

11.0 HERITAGE AND CULTURE PROJECTS

- 11.1 Officers continue to work with Coalville Heritage Society and other local heritage and cultural partners on the development of a Coalville area heritage strategy, creation of a timeline for Coalville's history for mounting on the Ford site hoardings, and on development of funding applications to HLF. A plan for celebration of Palitoy's 80th birthday is in development and has been discussed with HLF, as well as plans to create a community archive and heritage trails all based on Coalville Heritage Society's archive of pictures, maps and stories.
- 11.2 Officers have agreed an engagement programme related to sponsorship of a performance of Cinderella by the Vienna Festival Ballet company at the Century Theatre on 19 May 2017, arranged by Performing Arts @ Century Theatre. Free tickets will be offered to local dance and primary schools. Activities for local people, also related to the ballet performance, will be arranged.

12.0 COMMUNICATION

- 12.1 Officers continue to monitor all forms of media coverage of Coalville and have issued more than 17 press releases (since the last Cabinet report) covering positive news stories such as the Christmas in Coalville event, Coalville Heroes' Shire Grant award and the Best dressed shop window and market stall competition.
- 12.2 A number of Coalville-related matters have received significant coverage, including the Leicestershire County Council proposal for the future of the Snibston site.

13.0 EVENTS

- 13.1 In continuation of the existing model of collective advertising of "what's on in Coalville", officers created posters covering events during October and November 2016, with a separate one describing many of the Christmas-themed activities during December.
- 13.2 Officers worked closely with Coalville Town Team to deliver the Christmas in Coalville food and drink festival and Christmas lights switch-on on 3 December 2016. This event attracted similar numbers of visitors to previous years, culminating in a performance by a Little Mix tribute act and fireworks. It achieved lots of positive coverage on social media. An evaluation of this event has been undertaken in order to inform future planning.
- 13.3 The current version of the events poster covers January to April 2017.

- 13.4 Officers have confirmed sponsorship and officer support for this year's Coalville Colour Run, due to take place on Sunday, 17 September 2017 and expected to attract 1,000 participants.

14.0 STAKEHOLDER ENGAGEMENT

- 14.1 Meetings of the Coalville Project stakeholder groups are taking place from 11 to 19 January 2017, including discussion of progress and future plans to build confidence in Coalville.

15.0 GOVERNANCE

- 15.1 Programme management of the Coalville Project is confirmed as the responsibility of the recently appointed Head of Economic Development. All other programme governance arrangements continue as previously reported to Cabinet.

16.0 FINANCIAL IMPLICATIONS

- 16.1 Where relevant, prior sections of this report outline the financial implications of the activities outlined. Delivery of these projects will be accommodated within existing Officer time and budgets or arrangements that are already in place following Cabinet approval. The programme board includes a finance officer, and a review of overall programme finances is undertaken at each programme board meeting.