

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – TUESDAY, 25 APRIL 2017

Title of report	BUILDING CONFIDENCE IN COALVILLE PROGRAMME ("COALVILLE PROJECT") - UPDATE
Key Decision	a) Financial No b) Community Yes
Portfolio Holder	Councillor Richard Blunt 01530 454510 richard.blunt@nwleicestershire.gov.uk
Director	Chief Executive 01530 454500 christine.fisher@nwleicestershire.gov.uk
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Purpose of report	To provide Cabinet with an update on the Coalville Project.
Reason for decision	Cabinet are updated on the progress of the Coalville Project
Council priorities	Building Confidence in Coalville Value for Money Business and Jobs Homes and Communities
Implications:	
Financial/Staff	Included within the report, possible future report regarding funding
Link to relevant CAT	None
Risk Management	Risks are being managed through the Coalville Project governance process.
Equalities Impact Screening	Not applicable
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	Report is satisfactory
Comments of Deputy Section 151 Officer	Report is satisfactory
Comments of Monitoring Officer	Report is satisfactory
Consultees	None
Background papers	Report to Cabinet on 11 October 2016 Report to Cabinet on 26 July 2016
Recommendations	THAT CABINET: 1. 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 17 January 2017.
- 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 29% of the eligible properties under phase 1 have either completed work or are progressing their projects towards completion. These include 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 There are currently three further eligible properties designing a project and applications for each are expected within April. These include the former Cachet, 2a Hotel Street and Kats Antiques.

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

- 2.4 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.
- 2.5 All eligible businesses and property owners have been informed about the availability of grant money to support improvements to frontages. Twenty Six (41% of eligible properties) eligible properties have already made an expression of interest to secure financial support through the phase 2 of the Coalville Frontage grants.

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. Works on the Emporium have been slower than predicted and is currently expected to be completed in April 2017. Once completed, the former Arriva bus depot will become the base for Desirable Car Limited. Completion of the works is expected in September 2017 with the new business beginning trading in December 2017.

4.0 MARLBOROUGH SQUARE

- 4.1 Officers have met with Leicestershire County Council to discuss a new design for Marlborough Square which has been created by the Council's urban designer following agreement of the principles of design in October 2016.
- 4.2 The project aim is to reduce vehicle domination of the square, reducing vehicle speeds, remove street clutter and make the square more flexible for events. The works will also make it easier for pedestrians (shoppers) to move around the square and improve the waiting areas for public transport users.
- 4.3 £523,000 was allocated to the design and delivery of changes to Marlborough Square in July 2016. A further report may be brought to Cabinet once the cost has been formalised.

5.0 COALVILLE POLICE STATION

- 5.1 The Leader and Chief Executive are monitoring progress on the proposed sale of the 1.36 acre site of Coalville Police Station on Ashby Road. The potential future uses of the site and its relationship to Coalville town centre is of interest to the Coalville Project. The site is advertised for sale by commercial agents APB Leicester for £750,000.

6.0 MEMORIAL SQUARE

- 6.1 Officers have met with Leicestershire County Council to discuss a new design for Marlborough Square which has been created by the Council's urban designer following meetings with stakeholders such as Royal British Legion, local businesses and Arriva buses.

- 6.2 The aim of the project is to enhance the setting of the Grade II Listed War Memorial upgrading the quality of the public realm through resurfacing works and installation of new furniture; to coincide with the 100th anniversary of the end of World War One in 2018.
- 6.3 Once the scheme is agreed, a funding plan will be developed including external contributions and funding to support this development. 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.
- 6.4 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. Five new traders have started trading at Coalville Market Hall adding its range and vitality. The Market hosted the George Smith Exhibition in February (16-18).
- 7.2 Coalville Market is gearing up for spring activities. On Saturday 15 April the Market will be putting on a number of Easter themed activities for young Children. Also this Spring, Coalville Market will be participating in Love Your Local Market – a national event that runs for two weeks in May (17 – 31), during which new businesses and people with ideas are encouraged to take up a stall and try out being a market trader.

8.0 CYCLE RACKS

- 8.1 A programme to increase the cycle rack provision in Coalville town centre is currently underway. The programme will increase the number of cycle racks and upgrade the existing cycle racks at the Council Offices, Coalville Library, at Marlborough Square and on Belvoir Road outside the Belvoir Shopping Centre.

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 Deana Wildgoose and Julia Burkin who are delivering the community engagement contract supporting the Coalville Project (“Coalville Heroes”) are now based at Unit 17 in Coalville Market Hall.
- 10.2 A ‘Think’ tank engagement event was held with young people of Coalville on Wednesday 19 April hosted in the Coalville Market event space. The ‘Think’ tank created a fun interactive event that allowed young people to participate and share their views on the future of Coalville.

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. A preliminary priority document will be drafted in April with the strategy drafted in July. Work is also underway to create a timeline for Coalville's history for mounting on the Ford site hoardings.
- 11.2 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.
- 11.3 As part of the engagement activity supporting the Vienna Festival Ballet performance of Cinderella at the Century theatre in May, Officers have launched a creative competition to win tickets to see the performance. Young aspiring writers and artists in North West Leicestershire were invited to submit artwork or a piece of writing based on Coalville's future.

12.0 COMMUNICATION

- 12.1 Officers continue to monitor all forms of media coverage of Coalville and have issued more than 10 press releases (since the last Cabinet report) covering positive news stories such as the Premier League Trophy roadshow coming to Coalville Town Football Club, the Coalville Spring Jobs Fair, the Coalville Spring Clean and coverage of Desirable Car starting work onsite.

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 between February – May 2017. The poster highlights a number of events including half time activities for children, the George Smith Exhibition, activities at Coalville Market and the Vienna Festival Ballet performance of Cinderella in May.
- 13.2 On Saturday 4 March volunteer litter pickers got involved with the Coalville Spring Clean, the town's second annual community litter pick. After two hours of work, more than 81 bags of rubbish were collected. The day before the community litter pick, a team of Officers and volunteers removed rubbish from around the Coalville Market café and on the railway line near the level crossing with Hotel Street after the area was made a priority for litter picking.
- 13.3 A poster showcasing the Coalville summer programme of events is currently being designed. The programme includes a Miner's Gala to be hosted at Coalville's Picnic In The Park on Saturday 25 June.
- 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.

- 13.5 As part of the Coalville Commemorates programme, Century of Stories will be holding a Sharing Day in November 2017. Those who contributed to writing the articles on the famous 50 will come together to read and share the stories of the fifty soldiers who volunteered.

14.0 STAKEHOLDER ENGAGEMENT

- 14.1 Meetings of the Coalville Project stakeholder groups are taking place for the week commencing Monday 5 June and then again for the week commencing Monday 9 October.

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.