

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – 17 OCTOBER 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	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	<p>Building Confidence in Coalville</p> <p>Homes and Communities</p> <p>Businesses and Jobs</p> <p>Value for Money</p>
<p>Implications:</p> <p>Financial/Staff</p> <p>Link to relevant CAT</p> <p>Risk Management</p> <p>Equalities Impact Screening</p> <p>Human Rights</p> <p>Transformational Government</p>	<p>As set out in the report.</p> <p>As set out in the report.</p> <p>Not applicable.</p> <p>There are no Human Rights implications.</p> <p>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.</p>

Comments of Deputy Head of Paid Service	The report is satisfactory
Comments of Deputy Section 151 Officer	The report is satisfactory
Comments of Monitoring Officer	The report is satisfactory
Consultees	None
Background papers	Report to Cabinet - 13 June 2017 Report to Cabinet - 25 April 2017
Recommendations	IT IS RECOMMENDED THAT CABINET NOTES AND SUPPORTS THE PROGRESS MADE BY THE COALVILLE PROJECT

1. BACKGROUND

1.1 Cabinet received an update report on the progress of the Coalville Project on 25 April 2017. Since then it has considered the following reports:

- On 13 June 2017, Cabinet approved funding towards making improvements to Marlborough Square, Memorial Square and Ashby Road and approved delegation of authority to award a contract for refurbishment of Marlborough Flats.
- On 25 July 2017, Cabinet considered an update report on the Leisure Project and a confidential report headed "Asset Management - London Road Car Park".
- On 19 September 2017, Cabinet approved delegation of authority to tender and award a contract for repairs to Coalville's Memorial Clock Tower, approved the recommendations within a progress report from Coalville Special Expenses Working Party and considered a confidential report related to potential sale of part of the NWLDC's land off Cropston Drive.

1.2 In addition, on 23 August 2017 Policy Development Group ("PDG") considered a progress report on the Leisure Project and a confidential report headed "Call-In of Cabinet Decision of 25 July 2017 entitled: Asset Management - London Road Car Park". On 19 September 2017, PDG repeated a request made at the Coalville Project Ward Member Group meeting on 18 September 2017, that Coalville Project's "Coalville Heroes" contract be reviewed at a future meeting (see section 8 below).

1.3 As such, Cabinet is already aware of a good deal of progress that has been made by the Coalville Project during 2017. This report serves to provide an outline of the above projects, together with an update on projects and activities not covered within the above, excluding the Leisure Project which is being reported to Cabinet and Council separately due to its significance to the whole of North West Leicestershire.

2. COALVILLE FRONTAGE GRANTS

Phase 1 - Hotel Street and High Street

- 2.1 Since the last update report, a further three grants have been approved for 2a Hotel Street (former Hermitage FM / Tease and Please), Kat's Antiques and Lady Lingerie. Work has been completed at Music Maker, PJ Collier, Turning Point and Coalville Constitutional Club.
- 2.2 Cabinet will recall that £350,000 has been allocated to provide grants to businesses / properties on Hotel Street and High Street. To date, £225,807 has been allocated via grant offer letters leaving £124,193 awaiting commitment.

Phase 2 - Belvoir Road, Marlborough Square and a small part of Ashby Road

- 2.3 Since Cabinet's allocation of a further £300,000 and the launch of phase 2 of the frontage grant scheme, interest has been significant. The first grant application was approved during August 2017 for Strandz hairdressers (Belvoir Road). Discussions continue with a range of other property / business owners. £271,501 is still to be allocated.

Individual properties - Emporium and the former bus depot, Ashby Road

- 2.4 Works to the frontage of the Emporium have been completed and the grant amount paid to the owner. The new "front bar" is being launched to the public on 7 October 2017 and the owner is planning an alternative launch event to which NWLDC Members will be invited (details to be confirmed).
- 2.5 Cabinet will be aware that work on refurbishment of the former bus depot, Ashby Road, appears to have stalled. The owner is in discussion with NWLDC about the current status and likely future progress of the project. The grant allocated to support improvements to the frontage of the building as part of the project has not been paid. Like all other frontage grants, the applicant will need to demonstrate that the associated work has been completed and approved before a grant can be claimed.

3. NWLDC ASSETS

Market Hall

- 3.1 Officers continue to progress the Business Development Plan for the Market Hall. Since April 2017, seven new stalls have started trading at Coalville Market Hall adding to its range and vitality, and a social media campaign is aiming to ensure that this good news is shared widely.
- 3.2 The Market Hall has participated in a number of specific events, such as "Love your Local Market" in May 2017, hosting of Stephenson College students' stalls as part of National Citizen Service activities and family fun activities were arranged throughout the summer.
- 3.3 Officers are currently considering condition surveys for the roof and floor of the Market Hall and expect Cabinet will need to consider a future report about the question of future capital investment in the site.

Cropston Drive

- 3.4 As mentioned in section 1, above, Cabinet has considered reports on the progress of the potential disposal of part of NWLDC's land off Cropston Drive during mid-2017. Plans continue to progress as agreed.

Cycle racks

- 3.5 A programme to increase the cycle rack provision in Coalville town centre has installed nineteen new racks at the Council Offices, Coalville Library, at Marlborough Square and on Belvoir Road outside the Belvoir Shopping Centre, with funding support from Leicestershire County Council ("LCC").

4 NWLDC PROJECTS

Car Parking

- 4.1 Officers have continued to monitor the impact of introduction of "Free after Three" parking in Coalville early in 2017. The Coalville Project programme board will consider an evaluation report later in 2017 and report conclusions to the Portfolio Holder as well as provide a summary in a future Coalville Project update report to Cabinet.

Enterprising Town Centres (ETC) - grants and business support

- 4.2 Although ETC grants and business support are available to businesses in each of North West Leicestershire's town centres, officers are pleased to report that eight out of a total of 18 applications to ETC (all stages) are from Coalville businesses. To date, six applications have been approved, of which two are from Coalville businesses (Alma's Cafe and Insomnia, a new nationally branded coffee shop which is expected to open for business in the Belvoir Centre before the end of November 2017).
- 4.3 Business support workshops, which aim to provide retailers with new skills, have been well received. In July 2017, Kerching Retail delivered a workshop to Market Hall stallholders which gained a positive response. This was followed by a workshop on 28 September 2017, designed for independent retailers, which focused on making the most of opportunities to increase festive trade. Nineteen delegates from 14 retailers attended. Feedback included: "A really good event"; "I'm now thinking of new things I can do to increase sales this Christmas"; "I would like to find out about how I can get involved in the Christmas in Coalville event"; "It's a great refresher of what we should be doing to improve our business".

5 LCC ASSETS

- 5.1 NWLDC received an outline planning application for part of the Snibston site during September 2017 (144 homes on 5.8 hectares).
- 5.2 LCC has informed NWLDC Members and officers that they expect to build the proposed walkway from the Snibston site to Oliver's Crossing, make improvements to Oliver's Crossing and make improvements to traffic calming measures on Ashby Road during the remainder of the 2017/18 financial year.

- 5.3 This report notes LCC's Adults and Communities Overview and Scrunity Committee report of 12 September 2017 which states that LCC "has been working with stakeholders to discuss the potential opportunities for the Century Theatre to grow and develop as a community arts venue".

6 MARLBOROUGH SQUARE

- 6.1 NWLDC'S urban designer has created two alternative designs for the future of the public realm in Marlborough Square, further to Cabinet's allocation of a total of £1.1million. The Coalville Project Ward Member Group was consulted on the designs on 18 September 2017, ahead of a further consultation meeting with business and property owners.
- 6.2 On 25 September 2017 a meeting with business and property owners on Marlborough Square and adjacent areas of Jackson Street and Belvoir Road was well attended. Officers agreed to consider a number of suggestions made during the discussion, including: positioning of bus stops; the preferred location of a fully-pedestrianised area and extent of a shared space; and the range of events that could be hosted in the redesigned public space. NWLDC's Urban Designer will consult with some individual attendees due to their specific concerns or needs (for example representatives of the church, taxi service and bus companies). The attendees wished to meet again to consider a further iteration of the concept design.
- 6.3 The indicative designs have been discussed with LCC's Highway engineers. LCC, who will undertake the detailed design and complete the associated works, expect to be able to start delivery of the agreed scheme once work described in section 5.2 above is completed, subject to securing the necessary approvals i.e. at the start of the 2018/19 financial year.

7 MEMORIAL SQUARE

- 7.1 Cabinet allocated £25,000 towards the pot of funds needed to make improvements to the public realm of Memorial Square in June 2017 and approved a further sum towards the cost of repairs to the Memorial Clock Tower in September 2017, with works expected to be completed ahead of November 2018. It is acknowledged that works on the Tower must be completed without impact on Remembrance events in 2017 and 2018, and that works on the public realm should be planned for after 2018 events, which will recognise the Centenary of the end of the First World War.
- 7.2 Coalville Special Expenses Working Party are continuing to develop plans for a commemorative installation at Memorial Tower, to be installed well ahead of events in November 2018.

8 ENGAGEMENT PROJECTS

Coalville Heroes

- 8.1 Coalville Project's Community Engagement contract with Deana Wildgoose and Julia Burkin (known as "Coalville Heroes") has continued delivery, with monthly contract review meetings conducted by the Head of Economic Development. Performance against targeted outputs has been strong. The contract concludes on 2 December 2017.

- 8.2 Notable achievements during 2017 include leadership of a "Fit and Fed" programme which offered a total of 750 attendances at sessions of sports and food activities for targeted young people during the school summer break, working in partnership with NWLDC, funded by Voluntary Action Leicestershire. Coalville Heroes also established themed Thursday evening drop-in sessions for Coalville's young people (at Co-op's cafe, focussing on specific activities such as parkour, orienteering, poetry and creative writing, drumming), and installed a piano for public use at the Market Hall.
- 8.3 Coalville Heroes were unsuccessful in their application for Heritage Lottery Fund's Kick the Dust funding, but were subsequently invited to discuss elements of their proposal, creating the possibility of a further partnership application for different funding.
- 8.4 Projects delivered by Coalville Heroes have been recognised as follows: nomination for Rural Community Council's Award for Community Engagement; shortlisted for East Midlands Regional Heritage Awards under the Innovation category for "Heritage Hero Pen Racer" game and under the Engaging Young People and Children Category for "Captured on film: Heritage Matters".
- 8.5 Officers are currently considering the implications of the ending of this contract, with two questions in mind:
- i) which, if any, of Coalville Heroes' delivery projects could or should be continued?
 - ii) if it is agreed that any elements should continue, then where will funding come from, what will be the specific brief and how will the delivery be procured?

The original intent of this contract was to give the contract holders a period of funding which would enable them to develop a future sustainable funding model.

- 8.6 There is a commitment to open and competitive tendering for all future provision of community engagement in support of the Coalville Project. Recommendations will be made by the Coalville Project programme board to the Portfolio Holder, with decisions about future community engagement contracts made within the relevant delegations.

Heritage and cultural projects

- 8.7 NWLDC sponsored Performing Arts at Century Theatre to bring the first ever live ballet performance to Century Theatre in May 2017. The performance of Cinderella sold out. NWLDC distributed an allocation of tickets (part of the sponsorship agreement) to Coalville's dance school members and students that would otherwise not be able to attend, free of charge. As a result of the success of this event, the Coalville Project has agreed to sponsor a second visit of Vienna Festival Ballet, with Swan Lake being performed on 16 March 2018.
- 8.8 Following many months of joint working, NWLDC and Coalville Heritage Society were pleased to unveil the "Coalville Timeline" which is now installed on the metal hoardings on Hotel Street, generating regional publicity and much interest from passers-by. The launch event was timed to promote "Hello Heritage", NWLDC's version of Heritage fortnight, with many of the district's heritage venues getting involved.

- 8.9 Activities recognising Coalville's Famous Fifty have been ongoing (this is the name given to the group of fifty local men that were the first volunteer soldiers to step onto French soil during the First World War), with an exhibition planned in the Market Hall during November 2017. A community play, telling the story of the Famous Fifty, is expected to be performed in late Spring 2018.
- 8.10 The second Coalville Colour Run took place on 17 September 2017. This well attended and enjoyable event had 650+ people register to take part, generating lots of very positive media coverage, and fun for all participants and others attending the after event party in Coalville Park. The organiser, Gina King of local charity Living Without Abuse (LWA), has advised that the event raised £10,000 for LWA and other local charities. NWLDC was the main sponsor, and will ensure that future events are provided with appropriate levels of officer support (16 September 2018 is the date set for next year).
- 8.11 The Christmas in Coalville event, organised by officers in support of Coalville Special Expenses Working Party (CSEWP) will take place on 2 December 2017, on the Market Hall car park and in the Belvoir Centre. Agreement has been reached with Coalville Town Team that NWLDC will be solely responsible this year. CSEWP has also agreed to support the financial cost of improvements to Coalville's Christmas decorations (lights and trees).

9 HOUSING

- 9.1 It is worth noting that there are a number of housing projects that will benefit Coalville in the coming months, including: refurbishment of Marlborough Flats will be completed before the end of 2017 (and the building will be renamed as Jackson Court); new Council housing will be delivered on Linford and Verdon Crescents, and east midlands homes will deliver new rented homes on a site sold to them by NWLDC at Hamilton Road, Greenhill.

10 OTHER POTENTIAL PROJECTS

- 10.1 The Portfolio Holder and Chief Executive continue to welcome discussion with potential developers of a number of key sites in Coalville, including the Grieves site, the former bakery and the former Rex cinema. Officers continue to monitor all site sales and business openings / closures, and seek to influence future investment decisions for the benefit of Coalville's current and future residents and business population. Officers welcome local intelligence shared by Members.

11 COMMUNICATION AND STAKEHOLDER ENGAGEMENT

- 11.1 Officers continue to monitor all media coverage of Coalville and present a regular analysis to the programme board and Portfolio Holder. The general trend has been positive, with a great deal of effort being made to celebrate good news stories via NWLDC-led communication, the Choose Coalville website and social media.
- 11.2 NWLDC continues to create and publish events posters which draw residents' and visitors' attention to the range of activities and events taking place in the months ahead.
- 11.3 Meetings of the Coalville Project stakeholder groups have continued to take place (the last were in June 2017): the October Coalville Project Ward Member Group meeting was brought forward to 18 September to ensure that members could be briefed / consulted on

work related to Cropston Drive and Marlborough Square (mentioned above). All others groups will meet during October, as planned.

12 GOVERNANCE

- 12.1 The Coalville Project programme board continues to meet regularly (every 4-6 weeks), reviewing all projects, communications activity and a financial summary. In recent months, the Head of Planning and Regeneration has joined the programme board to ensure connectivity with all individual planning projects and overall planning policy development for Coalville.

13 FINANCIAL IMPLICATIONS

- 13.1 Where relevant, prior sections of this report outline the financial implications of the activities described. 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.