

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – 26 JULY 2016

Title of report	EXTENDING THE COALVILLE SHOP FRONT IMPROVEMENT GRANT SCHEME AND UPDATE ON THE COALVILLE PROJECT
Key Decision	<p>a) Financial Yes</p> <p>b) Community Yes</p>
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Purpose of report	<ul style="list-style-type: none"> • To request Cabinet approval for an extension of the Coalville shop front improvement scheme to a wider geographical area and to include other types of premises • To request Cabinet approval for £300k reserves to be allocated to an extension of the Coalville shop front and frontages improvement grant scheme • To request Cabinet approval for £523k reserves to be allocated towards the cost of making improvements to Marlborough Square • To request delegation of decision-making regarding expenditure of the Marlborough Square reserve to the Chief Executive in consultation with the Leader • To explain progress made by Officers in preparation for a potential Cabinet decision to dispose of the Council's land off Cropston Drive • To provide Cabinet with an update on the progress of the Coalville Project.
Reason for Decision	<ul style="list-style-type: none"> • Policy approval needed for an extension to the Coalville shop front improvement grant scheme to include a wider geographical area and other types of premises • Approval needed for allocation of £300k reserves to be allocated to an extension of the Coalville shop front and frontages improvement grant scheme • Approval needed for allocation of £523k reserves towards the

	<p>cost of potential improvements to Marlborough Square</p> <ul style="list-style-type: none"> To ensure any decision made by the Chief Executive in consultation with the Leader with regards to expenditure of the Marlborough Square reserve is made in accordance with delegations approved by Cabinet.
Council Priorities	<p>Building Confidence in Coalville Value for Money Business and Jobs Homes and Communities</p>
Implications:	
Financial/Staff	Included within the report
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	<p>Report to Cabinet on 29 July 2014 Building Confidence in Coalville report to Cabinet on 3 May 2016 Prince's Foundation Regeneration Strategy for Coalville (2009) Four Squares and Streets Investment Plan (2010)</p>
Recommendations	<p>THAT CABINET:</p> <ol style="list-style-type: none"> APPROVE THE EXTENSION OF THE COALVILLE SHOP FRONT IMPROVEMENT GRANT SCHEME TO A WIDER

	<p>GEOGRAPHICAL AREA AND OTHER TYPES OF PREMISES</p> <p>2. APPROVE THE ALLOCATION OF £300K RESERVES TOWARDS AN EXTENSION TO THE COALVILLE SHOP FRONT AND FRONTAGES IMPROVEMENT GRANT SCHEME</p> <p>3. APPROVE THE ALLOCATION OF £523K RESERVES TOWARDS THE COST OF POTENTIAL IMPROVEMENTS TO MARLBOROUGH SQUARE</p> <p>4. DELEGATE AUTHORITY TO THE CHIEF EXECUTIVE IN CONSULTATION WITH THE LEADER TO COMMIT EXPENDITURE OF THE MARLBOROUGH SQUARE RESERVE</p> <p>5. NOTE PROGRESS MADE BY OFFICERS REGARDING THE COUNCIL’S LAND OFF CROPSTON DRIVE</p> <p>6. ENDORSE THE FUTURE DIRECTION OF WORK FOR THE COALVILLE PROJECT</p>
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1.0 BACKGROUND

- 1.1 Cabinet received reports on the emerging shape, achievements and plans for the Building Confidence in Coalville programme (the “**Coalville Project**”) in September 2015, January, February and May 2016.
- 1.2 This report sets out information and proposed decisions for Cabinet covering: extension of the Coalville shop front improvement grant scheme to cover a wider geographical area and other types of premises; allocation of £300k reserves to an extension of the Coalville shop front improvement grant scheme; allocation of £523k reserves towards the cost of potential improvements to Marlborough Square; an outline of the progress made by Officers regarding preparation for a decision to dispose of the Council’s land off Cropston Drive; and an update on the progress of other elements of the Coalville Project.

2.0 COALVILLE SHOP FRONT IMPROVEMENT GRANT SCHEME - UPDATE

- 2.1 The Prince’s Foundation’s Coalville Regeneration Strategy (2009) set out the importance of making improvements to the shop fronts in Coalville’s town centre. Following Cabinet allocation of £225,000 in 2014, the Coalville shop front improvement grant scheme was launched in February 2015, targeting independent businesses and property owners along Hotel Street and High Street. Small adjustments have been made to the scheme since launch, meaning that grants between (min.) 50% and (max.) 90% of the cost of eligible works can be awarded. The highest grants are awarded to the proposals delivering the greatest impact, in terms of positive transformation, respect for the building’s heritage and influence on the streetscape.
- 2.2 The first new shop front was completed in March 2016, following which momentum has increased. It is now expected that the full £225,000 will be awarded as grants. The table below provides a summary of the current status of applications and grants awarded as of the end of June 2016:

Applications in, grant amount estimated	Applications in, awaiting approval	Grants approved	Work in progress	Completed
£78,000.00	£44,515,83	£36,175.86	£5,586.00	£9,695.25
<i>4 shops</i>	<i>3 shops</i>	<i>3 shops</i>	<i>4 shops</i>	<i>1 shop</i>
			Total	£173,972.90

2.3 In summary there are now 15 shops in the pipeline out of a total of 40 addresses eligible to participate (of which two are first floor only). Only 9 addresses have not engaged with the scheme to date. Officers continue to encourage the remainder to request designs and obtain quotes for frontage improvements. The recent increase in the maximum % grant has generated significantly increased momentum, as has seeing the first scheme delivered in March and the second scheme (16-28 Hotel Street) in June/July 2016. Feedback from local stakeholders is increasingly positive.

3.0 EXTENSION TO SCHEME

3.1 Due to the success of the current Coalville shop front improvement scheme it is now proposed that the scheme is adapted to include a wider geographical area. The scheme will specifically be available to independent and SME businesses located at key sites or specific areas of the town (see map in **Appendix 1** – the frontages marked in red and green are proposed to be eligible), as the overall intent of the Building Confidence in Coalville programme is to increase footfall in the town centre and increase town centre visitor spend. The scheme will continue to exclude some properties.

3.2 The works eligible for grants are proposed to match the definitions outlined for the current shop front improvement scheme i.e. repair or reinstatement of frontages and signage to reflect the building's heritage. These works may include external lighting; repairs to the front elevation of the building, including brickwork, rendering, rainwater goods and windows; internal repairs if essential to the preservation of the frontage; external cleaning where necessary to facilitate repairs; external redecoration where the need arises following the completion of other eligible work. The grant money may also be used for payment of fees of advisers from a recognised professional institution providing advice in relation to the works proposed under this grant scheme.

3.3 Grant amounts are proposed to be the same as the current scheme with available grants between (min.) 50% of the cost of eligible works and (max.) 90%. As with the current shop front scheme it is proposed that the highest grants are awarded for specialist repair of historic features or replacement of incongruous frontages, windows, gutters or other architectural fabric in order to enhance the street scene (80%) and higher (90%) for projects that have the potential for exceptional beneficial impact, such as including work to upper floor windows and work to reinstate or repair chimneys

4.0 SPECIFIC PROPERTIES

4.1 In parallel with development of the shop front improvement scheme, Officers have been in discussion with the owners of non-shop, but prominent, properties, such as the Emporium (Belvoir Road) and the past Arriva bus depot (Ashby Road) about improvements to the frontages of these properties. It is proposed to offer grant support towards the costs of improvements to these sites of specific historical interest, matched against investment from the property owners. These will be funded from the existing Coalville Project Reserve. Authority to spend the Coalville Project Reserve is delegated to the Chief Executive in consultation with the Leader, agreed by Cabinet on 3 May 2016. The specific figures will be dependent on the finally agreed schemes and specifications.

5.0 GRANT SCHEME FINANCES

5.1 It is requested that £300,000 of reserves is allocated towards the extension of the Coalville shop front and frontages improvement grant scheme. The new total of investment in making improvements to Coalville's town centre properties will therefore be:

Coalville shop front improvement scheme	£225,000
Coalville Project Reserve (for specific properties)	£85,000
Reserves	£300,000
Total	£610,000

5.2 Recent experience indicates that the cost of improvements to a single fronted (approximately 4 metres), single floor shop front is approx £10,000. Using an assumption of an average 80% grant £300,000 of new grant money would enable approximately 150 metres of shop front improvements, or approximately 38 individual shop fronts, out of approximately 60 that would be eligible in the area targeted. Grants would be awarded on a "first-come, first-served" basis, as with the current scheme.

5.3 Due to the importance of making improvements to the south side of Marlborough Square, it is proposed that £100,000 of the £300,000 is allocated to the frontages of buildings marked in red on the map in **Appendix 1**. These properties will be allowed priority access to this amount of grant for a six month period following the Cabinet decision.

6.0 MARLBOROUGH SQUARE

6.1 Cabinet will recall the Prince's Foundation's Regeneration Strategy for Coalville (2009) and the subsequent "Four Squares and Streets Investment Plan" (2010). One of the highest priority projects outlined in that 2010 plan was improvements to Marlborough Square.

6.2 Officers have begun engagement with all of the businesses and property owners in Marlborough Square to seek their views on the future of this part of Coalville, within the aspiration of increasing footfall and customer spend. A plan to improve the Square will follow this stage of engagement. It is expected that urban design capability will be needed to create the design for this area of Coalville. Engagement with Members will continue in the same way as has been done in relation to the Coalville Project to date.

- 6.3 Cabinet are invited to consider allocation of £523,000 towards the cost of creating a design plan for Marlborough Square and the potential cost of implementation of that design (“**Marlborough Square reserve**”).
- 6.4 The Programme Board for the Coalville Project recommends to Cabinet that it should delegate decision-making with respect to the Marlborough Square reserve to the Chief Executive in consultation with the Leader.

7.0 LAND OFF CROPSTON DRIVE

- 7.1 Cabinet are advised that Officers have set out the required steps and resource needed for the preparation, co-ordination and submission of an outline planning application if the decision is made to dispose of the Council’s land off Cropston Drive. The outline planning permission will provide potential developers with clear objectives in relation to the residential density and requirements of the site.

8.0 UPDATE ON THE BUILDING CONFIDENCE IN COALVILLE PROGRAMME

- 8.1 On 3 May 2016, Cabinet reviewed an outline of progress along all strands of work within the Building Confidence in Coalville programme. Officers continue to deliver items outlined in that report. Notable achievements include:
- Cabinet consideration of the future shape and location of leisure services across the whole district;
 - a further round of engagement meetings with stakeholders which includes Members, officers, businesses, women in business and community representatives. These meetings have considered, prioritised and sought ownership of the specific ideas generated in the last round of meetings;
 - organisation of a Coalville Colour Run on 18 September 2016 to be delivered by Living Without Abuse, a Leicestershire charity, who supports people in the District;
 - more events planned for the town centre to increase footfall and spend;
 - productive meetings with Coalville Town Team and Belvoir Centre;
 - agreement of support to Century Theatre to host an international ballet performance in spring 2017, plus new local comedy and music events;
 - Deana Wildgoose and Julia Burkin have begun delivery of their Coalville Heroes programme.
- 8.2 News that Coalville was not successful in its bid to host the Weeping Windows installation of the Tower of London poppies has been received with renewed enthusiasm for an alternative commemoration event, or events, in 2017. Officers are continuing to engage with local stakeholders, including Coalville Heritage Society, Royal British Legion, Grenadier Guards and Hermitage FM, and gather ideas. The Leader and Chief Executive met with Coalville Heritage Society on 19 July, to agree on future working relationships, specifically in support of a joint bid for Heritage Lottery Fund money to help deliver shared aspirations to protect and share the town’s heritage and celebrate the town’s past, present and future.

9.0 FINANCIAL IMPLICATIONS

- 9.1 Prior sections of this report outline the financial implications of the proposed decisions. Implementation of those decisions will be accommodated within existing Officer time and budgets or arrangements that are already in place following Cabinet approval.

Proposed boundary of Coalville frontages grants scheme

