

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – 11 OCTOBER 2016

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	To provide Cabinet with an update on the progress of the Coalville Project.
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>Human Rights</p> <p>Transformational Government</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> <p>None</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 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 on 26 July 2016
Recommendations	<p>THAT CABINET:</p> <ol style="list-style-type: none"> 1. ENDORSES THE PROGRESS MADE BY THE COALVILLE PROJECT 2. AGREES THE DIRECTION OF TRAVEL FOR THE COALVILLE PROJECT

1.0 BACKGROUND

- 1.1 Cabinet last received a report on the Coalville Project on 26 July 2016.
- 1.2 On that date Cabinet decided to allocate £300,000 to an extension of the Coalville shop front improvement grant scheme (to Belvoir Road and Marlborough Square) and £523,000 towards the cost of design work and making improvements to Marlborough Square.
- 1.3 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 SHOP FRONT IMPROVEMENT SCHEME

- 2.1 A good deal of momentum has been achieved since the completion of the first new frontage in March 2016. As at the end of August 2016:
- £78,000 of applications received and still being developed (4 addresses)
 - £78,913 of approved grants, waiting for work to start (5 addresses)
 - £24,853 of work in progress (2 addresses)
 - £24,957 grants for work completed (6 addresses)
- 2.2 This totals to £207,000 out of the £225,000 allocated by Cabinet in 2015.
- 2.3 In July 2016, Cabinet allocated a further £300,000 for extension of the scheme to Belvoir Road and Marlborough Square. Officers are in discussion with the owners of properties on the south side of Marlborough Square, to which £100,000 of the total is targeted for a six month period.

- 2.4 A business engagement group has been established for business and property owners on Marlborough Square. Officers are seeking views on potential changes to the square (in July 2016 Cabinet allocated £523,000 towards the cost of design and implementation of the agreed scheme), with the aim of completing works by Autumn 2017.
- 2.5 Planning permission has been granted for a new frontage on the Emporium nightclub (67 Belvoir Road). The changes will enable a new bar to be opened by the building owner, during November 2016. A grant towards of the cost of the frontage improvements has been agreed.
- 2.6 Officers are in discussion with the owner of the old Arriva bus depot (Ashby Road) about improvements to the frontage, to support the opening of a new business in the premises.

3.0 MEMORIAL SQUARE

- 3.1 A multi-disciplinary team of internal / external stakeholders has met in order to redress current anti social behaviour and traffic issues on Memorial Square. The next phase of work is aiming to make improvements to repair and protect Memorial Tower – and then make the square more useful for commemorative and other events. Officers and external stakeholders are aiming to raise external funds to help with costs e.g. War Memorial Trust and Bardon Aggregates community fund.

4.0 BELVOIR CENTRE UNIT

- 4.1 The Belvoir Centre landlord has consented to the council becoming tenant in one of the currently empty units. Officers are developing a plan for use of this unit, with the aim of increasing footfall in Belvoir Road and the Belvoir Centre, promotion of council services and providing a base for the Coalville Heroes community engagement activities.

5.0 COMMUNICATION

- 5.1 Officers continue to monitor coverage of Coalville in the press / other media, including social media. The trend over recent months is positive. BBC Radio Leicester have conducted live interviews on shop fronts, the application to host the Tower of London poppies and Marlborough Square improvements and broadcast for a whole day from Coalville Market on 20 September. The communications team worked with producers to ensure wide ranging coverage of the work led by the council. This included interviews with the Leader (to give an overview of the project), Stuart Warburton from the Coalville Heritage Society (to speak about the work to bring heritage to the streets and the HLF funding bid), Deana Wildgoose (to speak about the Coalville Heroes project) and Alan Holmes (to speak as recipient of several shop front grants).
- 5.2 Syndicate Communications' work on a visual identity is almost complete. Feedback from stakeholders has been positive.



- 5.3 The first use of the Choose Coalville visual identity is on the virtual shop window decals installed during September on 2a Hotel Street. The decals create the impression that the shop is occupied, improving its look from the street for passers by, also reducing the impression of a significant number of shop vacancies. The images were created in collaboration with Coalville Heritage Society, using pictures from their archive, with the aim of bringing heritage information to the streets and into people's everyday lives. (Appendix A)
- 5.4 Officers have produced a Coalville town map (Appendix B) ahead of making the town centre information available online. The ChooseCoalville.co.uk website (Appendix C) was launched during September 2016 – this will not be a council-owned website. Partners, officers, Members and local stakeholders will be invited to use the Coalville visual identity on all relevant media and materials and contribute to the development of the website, all with the aim of attracting local people and visitors to visit and spend money in the town centre, and encourage participation in the many events and activities that are on offer.
- 5.5 Officers are continuing to develop the design for coverings of the hoardings along the boundary of the Ford site on Hotel Street. Working collaboratively with Coalville Heritage Society, the design will illustrate the timeline of Coalville's history, focusing on important people, events and industry. It is intended to have the hoardings covers in place ahead of Coalville's Christmas celebrations (subject to the planning permission required) and to incorporate the Choose Coalville identity (Hoardings timeline concept - Appendix D).

6.0 EVENTS

- 6.1 Some summer events were blighted by the weather (Proms in the Park (11 June), Picnic in the Park (12 June), Coalville by the Sea (19 August)), but still had more than 3,000 visitors and lots of positive communication and feedback.
- 6.2 The Belvoir Centre landlord has agreed that Coalville Town Team can host the food and drink event there on 3 December. It is now agreed that one event is organised for this date, to include the council's usual Christmas lights switch on and associated Christmas activities and the food and drink offer, all marketed as "Christmas in Coalville".
- 6.3 Officers from Community Services, Cultural Services, Communications and Business Focus are working with members of the Coalville Town Team on arrangements for this event and all complementary Christmas-themed activities, with the aim of maximising town centre visitor numbers throughout the whole Christmas period. Officers are working with the Coalville Town Team to bring this event under the 'Choose Coalville' identity. A specific advertising campaign has been developed, including a poster covering all Christmas-related activities and the council's free Saturday parking.

7.0 COALVILLE COLOUR RUN

- 7.1 The Coalville Colour Run, organised by Living Without Abuse (a charity operating in Coalville) with the support of council officers and many volunteers, is the first fun run in recent times in Coalville, happening on 18 September 2016. More than 460 entrants registered, versus a target of 200. The idea for the event came via the Coalville stakeholder groups, and has generated a lot of support and joint working with local businesses (Photos of the Coalville Colour Run – Appendix E).

8.0 BALLET / CENTURY THEATRE

- 8.1 The council is supporting Century Theatre to bring the Vienna Festival Ballet to Coalville on 12 March 2017, to perform Cinderella. A comprehensive programme of engagement with young people and dance schools is being planned in collaboration with theatre staff, and the council support is enabling additional events such as comedy and music performances for local people.

9.0 COALVILLE HEROES / COMMUNITY ENGAGEMENT

- 9.1 The Coalville Heroes contract with Deana Wildgoose and Julia Burkin has been running for four months.
- 9.2 Officers remain confident that the contracted outputs and outcomes will be delivered – and are pleased with the range and scale of activities so far. So far, Deana and Julia have engaged with 1,280 people, including 260 primary age students and 180 older Coalville students via the National Citizenship Service.
- 9.3 On 20 September 2016, Cabinet considered the Coalville Market Strategy and endorsed the Action Plan, which included measures to improve the viability of the market. Some stalls are to be removed to enable the space to be used more flexibly. Coalville Heroes' activities are intending to attract people to visit and spend money at the market.. A video, promoting the market stalls, has been created.

10.0 HERITAGE PROJECTS

- 10.1 Officers continue to work collaboratively with Coalville Heritage Society (CHS) on a number of projects, some of which are mentioned above. In particular it has been agreed that the council and CHS will agree the brief for a Coalville area heritage strategy which will set the context for the application to Heritage Lottery Fund for Our Heritage funding.
- 10.2 Officers are continuing to develop a proposal to recognise the Coalville community's contribution to the World Wars, with a focus on the First Fifty soldiers and poppies, with a view to running events and activities for local people during 2017.

11.0 STAKEHOLDER ENGAGEMENT

- 11.1 Each of the stakeholder groups established to support the development and delivery of the Coalville Project met again at end September / early October. The meetings provided the council with an opportunity to highlight progress and current plans, discuss the development and use of the Choose Coalville visual identity, and seek views on the

potential development of a 'Coalville ambassadors' programme and introduction of a 'Coalville card'.

12.0 GOVERNANCE

12.1 Following the conclusion of phase 1 of the Coalville Project and Cabinet's 'gateway' decisions about which projects should progress into the second phase of activity, new governance arrangements have been put into place.

12.2 The Coalville Project programme board is chaired by the Chief Executive, due to her continuing pivotal role in the project; the programme board is supported by a programme manager (the Interim Head of Economic Development), and workstream leaders (Interim Director Resources, Head of Community Services, Interim Head of Economic Development); programme assurance is provided by the Head of Legal and Democratic Services. The programme board provides regular updates to the Corporate Leadership Team and to Cabinet.

13.0 FINANCIAL IMPLICATIONS

13.1 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.