

Appendix 17

Revenue Bid 2010/11 – 2012/13

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|--|---|--------------------------|--------------------------|
| 1. Head of Service: | Ruth Bamford Acting Head of Planning and Building Control | | |
| 2. Description of proposal: | To utilise the funding provided by Central Government to support the high streets and Town Centres during the recession. | | |
| 3. Is this bid for a one-off investment or ongoing commitment? | Series of actions to be taken over the next 12 months | | |
| 4. Details of bid. | | | |
| | 2010/11 £'000 | 2011/12 £'000 | 2012/13 £'000 |
| Improving offer of Town Centre to increase footfall, length of stay and attract more retailers | £52,631.58 | | |
| Total | £52,631.58 | | |
| 5. Which of the Council's Corporate Priorities does this bid relate to? | Enterprising Community | | |
| 6. Which of your Service Plan Key Deliverables does this project relate to? | PBC1 Improving Economic Development PBC2 Improving Town Centre Vitality and Viability | | |
| 7. How will this bid impact on service performance? | <ul style="list-style-type: none"> • Help to enable aspects of the Town Centre strategy to be delivered, namely to increase footfall, improve vitality and viability. • Enhance the Town Centre environment • Help us to meet an action in the strategy (22.1) to minimise the impact of empty shops on the image of the Town Centre. | | |
| 8. What are the Risks to the Organisation of approving, or not approving, this bid? | <ul style="list-style-type: none"> • Detrimental to the organisation as the funding has been announced by Local Government appearing in the local media • Improving the vitality of the Town Centre environment will be delayed unless action is taken • Department of Communities and Local Government may have spending deadlines linked to the funding provided • The current economic climate means that action is required now and cannot wait until next years budget bid | | |
| 9. If the bid does not meet the Priorities in paragraphs 3-4 above, please explain why the bid is being proposed. | | | |

10. How will the bid assist the Council in delivering its statutory obligations?

No statutory obligations

11. What will be the outcomes of the bid, and how will the difference that the investment makes be measured?

- Provision of specialist markets, entertainment and events will increase footfall, increase use of public space, increase length of stay and help to also attract new retailers or retain existing ones
- Improved signage and cosmetic enhancements will direct visitors to all areas of the Town Centre and increase awareness of amenities
- Production and distribution of promotional materials and other activities to attract residents and visitors to local shopping facilities
- To encourage new niche market stalls by offering new business start up grants for market traders

12. Could this service need be met through Shared Services?

The funding was given specifically to Redditch as it has been identified as being in the top half index of multiple deprivation.