

<b>Subject:</b>	Haslingden Task Force Projects Update	<b>Status:</b>	For Publication
<b>Report to:</b>	Council	<b>Date:</b>	6 <sup>th</sup> July 2016
<b>Report of:</b>	Director of Business	<b>Portfolio Holder:</b>	Leader of the Council
<b>Key Decision:</b>	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	<b>General Exception</b>	<input type="checkbox"/> <b>Special Urgency</b> <input type="checkbox"/>
<b>Equality Impact Assessment:</b>	Required:	Yes	Attached: Yes
<b>Biodiversity Impact Assessment</b>	Required:	No	Attached: No
<b>Contact Officer:</b>	Alison Wilkins	<b>Telephone:</b>	01706 252593
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<b>1.</b>	<b>RECOMMENDATION(S)</b>
1.1	That Council confirms the allocation of a maximum of £50,000 from the £100,000 Haslingden Task Force budget to the Haslingden Shop Front Improvement Scheme with a maximum grant of £2000.00 per individual business.
1.2	That Council notes the progress on the Haslingden Task Force priority projects.
1.3	That all future minor amendments to the Haslingden Task Force projects be delegated to the Director of Business in consultation with the Portfolio Holder.

## 2. PURPOSE OF REPORT

- 2.1 To seek Council confirmation of the allocation of funding to the Shop Front Improvement Scheme and to update Council on the Haslingden Task Force priority projects.

£100,000.00 funding for Haslingden Task Force has been previously agreed and ring fenced for regeneration projects. To ensure accountability, the terms of reference for Haslingden Task Force state that any proposed programme of work will be subject to the approval of Rossendale Borough Council's Cabinet. The responsibility for allocation of funds associated with the project or programme of work will be Rossendale Borough Council's and also subject to the approval of Cabinet.

## 3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **Regenerating Rossendale:** This priority focuses on regeneration in its broadest sense, so it means supporting communities that get on well together, attracting sustainable investment, promoting Rossendale, as well as working as an enabler to promote the physical regeneration of Rossendale.
  - **Responsive Value for Money Services:** This priority is about the Council working collaboratively, being a provider, procurer and a commissioner of services that are efficient and that meet the needs of local people.
  - **Clean Green Rossendale:** This priority focuses on clean streets and town centres and well managed open spaces, whilst recognising that the Council has to work with communities and as a partner to deliver this ambition.

## 4. RISK ASSESSMENT IMPLICATIONS

- 4.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:
- 4.2 Not setting a maximum overall budget for the Haslingden Shop Front Improvement Scheme and not limiting individual grants could result in an overspend on the shop front improvement

works. Requesting Expression of Interest Forms as an initial step without committing the council to a level of works has enabled the scope of required works to be gauged before committing any funding.

- 4.3 The Council's reputation could be damaged if the scheme is unable to deliver any or significant shopfront improvement works. Setting a maximum grant of £2000.00 per business representing 50% of the works to be undertaken ensures that as many businesses as possible can benefit from the scheme whilst also providing sufficient grant to enable significant works to be undertaken to improve the appearance of shop fronts in the town centre.

## **5. BACKGROUND AND OPTIONS**

- 5.1 Haslingden Task Force was set up in 2014 to support the regeneration of Haslingden Town Centre. Membership of the Task Force includes representative ward councillors, local community groups and businesses. The sum of £100,000 has been ring fenced to the project, either as a stand-alone fund, or to lever in a larger amount of external funding.

Eight meetings of the Task Force have taken place. Out of the meetings the following actions have been put forward as current priorities for the regeneration of the town centre:

- Shop Front Improvement Scheme
- Town centre branding, promotion and website
- Chewing gum removal / deep pavement cleanse

- 5.2 Under the terms of reference for Haslingden Task Force, responsibility for any proposed project or programme of work and associated allocation of funds is Rossendale Borough Council's and also subject to the approval of Cabinet. A Project Initiation Document was prepared for Management Team in October 2015, detailing the three projects. A Regeneration Update report detailing the Task Force projects went to Cabinet in March 2016.

- 5.3 A Scheme of Delegation was signed in April 2016 approving the allocation of funding from the £100,000 ring fenced to Haslingden Task Force to the following projects to support the regeneration of Haslingden town centre:

- Town centre branding, promotion and website - £8000.00
- Pavement deep clean and chewing gum removal - £2700.00

### **5.4 Haslingden Shop Front Improvement Scheme**

New businesses in the town centre have helped to stimulate the regeneration of the town centre by improving the appearance of their premises and setting a standard for shop fronts. However, this has served to highlight those shops which are dated, require investment and are detracting from the appearance of the high streets.

- 5.5 The aim of the scheme is to give all shops in the town centre the opportunity to improve the appearance of their premises to contribute to the regeneration of Haslingden and encourage more visitors to the town. The project needs to ensure the best use of a proportion of the £100,000 budget, to ensure a big impact with many shops benefitting from the scheme, and an overall improved street scene, rather than a small number of premises seeing extensive changes.

- 5.6 Under the scheme business owners can apply for a grant to improve their shop front. It is proposed that each grant of funding will be up to 50% of the cost of the works, limited to a maximum of £2000, and the business owner will be expected to pay the balance. Works to be carried out to shop front and at ground level only and to include new windows, doors,

repainting, exterior cleaning, repainting / repairing / improving of shutters (but not new shutters or other external security), canopies, signage, repair of brickwork, re-pointing and lighting.

- 5.7 The scheme is being managed by Council staff in Regeneration with support from Planning and Property Services. Grant funding under the scheme will only be provided where improvements comply with the Council's Shop Front Design Guide and, where necessary, planning permission and building regulations consent has been granted. A drop in advice session involving officers from Regeneration, Planning and Building Control was held on 11 May to provide advice and support to businesses who have submitted Expressions of Interest under the scheme.
- 5.8 It is a one off project with business owners responsible for maintenance and any future works. 30 businesses have submitted an Expression of Interest form for the scheme, however, it is anticipated that average spend per property will be below £2000. It is proposed that a maximum of £50,000 from the Haslingden Task Force funding be allocated to the Shop Front Improvement Scheme.
- 5.9 All Expression of Interest forms submitted have been assessed against the criteria and the requirements of the Shopfront Design Guide. Detailed guidance has been provided to each business advising which works are included in the scheme and indicating where planning permission is required. Applicants are required to complete a Proposal Form providing full details of the work to be undertaken and including quotes for the work.
- 5.10 Once all necessary information has been received, including confirmation of planning permission where required, confirmation of the grant will be sent. The grant will be paid on satisfactory completion of the work. The proposed grant will be up to 50% of the total cost of the works, including any fees for planning permission and building regulations consent, up to a maximum grant of £2000.00. See flow chart at Appendix 1 for details of the grant process.
- 5.11 **Town centre branding, promotion and website**  
The Task Force members have identified that promoting the town centre positively, with a clear identity, is a key priority for the regeneration of the town centre. The aim of a branding exercise is to have a clear, positive, identifiable image for the town centre, which links in with the newly developed Promoting Rossendale branding.
- 5.12 The Task Force is working with Osprey Design, who produced the Visit Rossendale website and 24 Hours in Rossendale Guide, on a town sub-branding, website and town trail guide for Haslingden. The branding and website for Haslingden will link into the Visit Rossendale branding and website and will be complementary to them. See Appendix 2 draft sub-branding using the strapline Haslingden- Small Town Big Heart.
- 5.13 **Chewing gum removal / pavement deep cleanse**  
Task Force members identified that a clean and well kept town centre is important to support the regeneration of the town. As part of this Task Force members and other members of the community took part in community clean up events in March 2015 and March 2016. The chewing gum removal / deep pavement cleanse enhances the street scene and supports the appearance of the town centre, already supported by new businesses and hanging baskets delivered by the Council as part of the Haslingden Task Force.
- 5.14 **Additional projects**  
A number of projects requiring minimum or no additional expenditure from the Task Force have been completed or are underway, including improvements to on street car parking in the

town centre, better car park signage, Haslingden in Bloom hanging basket and planters scheme. LCC have also been approached regarding improvements to the public realm in Haslingden.

An initial equality impact assessment is attached to this report in Appendix 3. An overview is noted in section 8 of this report.

**COMMENTS FROM STATUTORY OFFICERS:**

**6. SECTION 151 OFFICER**

6.1 Financial implications are noted in the report.

**7. MONITORING OFFICER**

7.1 All relevant comments are contained in the body of the report.

**8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT**

8.1 The three projects described in this report support the following Corporate Priorities: Regenerating Rossendale; A Clean & Green Rossendale; Value for Money Services. Haslingden Task Force has discussed and agreed the priorities for the town over the course of its several meetings. Consultation with traders in the town centre has been undertaken and officers have attended several meetings of Haslingden Traders Association. Newsletters and questionnaires have been widely circulated to ensure wider views have been taken into consideration.

The projects are not expected to impact positively or negatively on any specific equality groups.

**9. CONCLUSION**

9.1 It is proposed that up to £50,000, from the agreed Haslingden Task Force budget of £100,000, be allocated to the Haslingden Shop Front Improvement Scheme. The aim of the Shop Front Improvement Scheme is to give all shops in the town centre the opportunity to improve the appearance of their premises with a view to supporting the growth of local businesses, improving the local environment, promoting the image of the local area and encouraging visitors to the town. The proposed maximum grant of £2000.00 per business representing 50% of the works to be undertaken ensures that as many businesses as possible can benefit from the scheme whilst also providing sufficient grant to enable significant works to be undertaken to improve the appearance of shop fronts in the town centre.

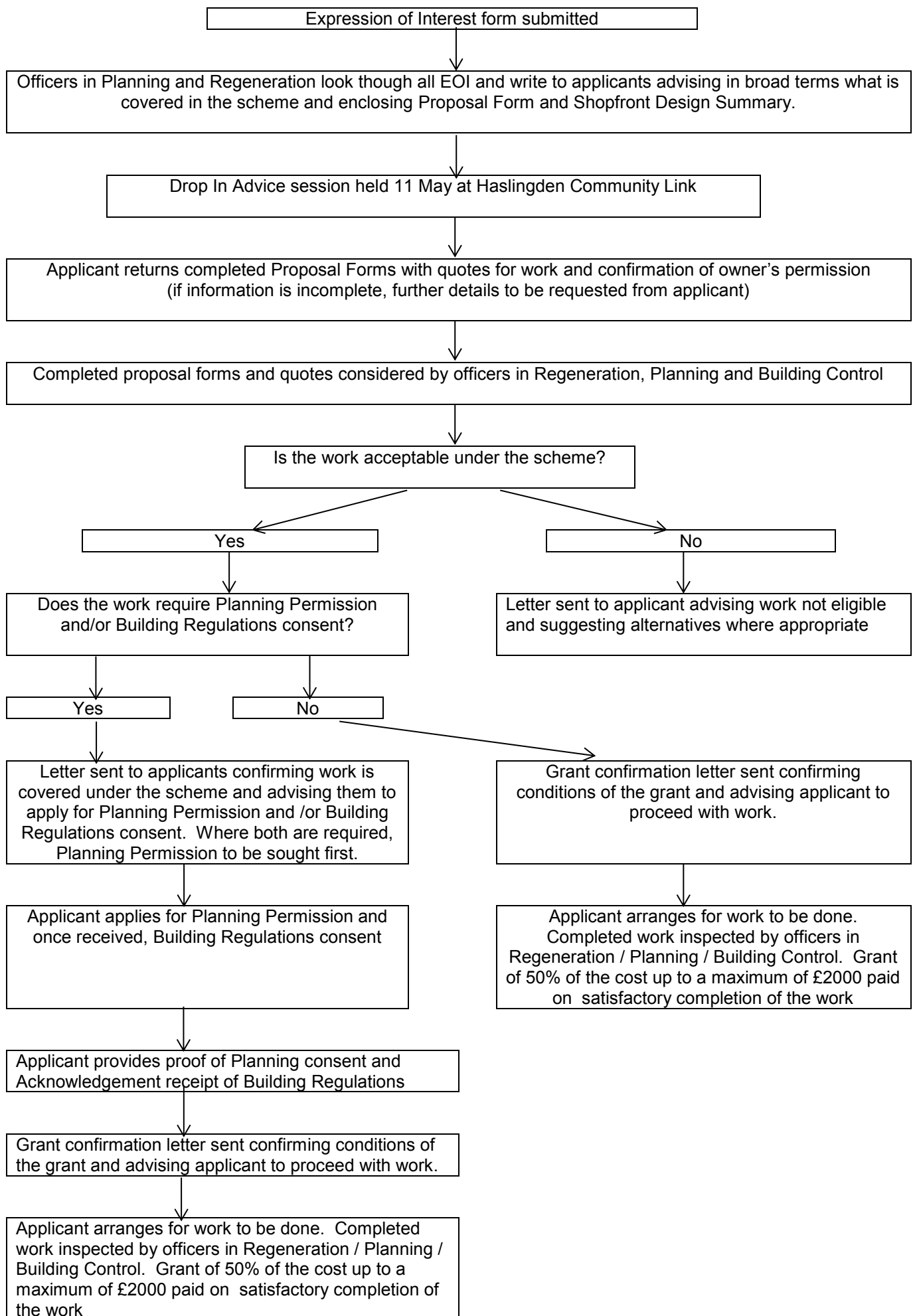
9.2 The sub-branding, website and town trail guide, which are being developed in partnership with the Task Force and key local groups, such as Love Haslingden and Haslingden Traders Association further supports the regeneration of the town by establishing a distinct identity and encouraging visitors. The pavement deep clean supports these initiatives by improving the overall cleanliness and appearance of the town centre.

**Background Papers**

Document	Place of Inspection
Regeneration Projects Update Cabinet Report March 2016	<a href="http://www.rossendale.gov.uk">www.rossendale.gov.uk</a>
Appendix 1 Flowchart Haslingden Shop Front Improvement Scheme Process	Attached
Appendix 2 Draft Sub-Branding	Attached
Appendix 3 Equality Impact Assessment	Attached

## Appendix 1

## Haslingden Shop Front Improvement Scheme Process





Sub-branding







## INITIAL EQUALITY IMPACT ASSESSMENT

<b>Name of Policy, Decision, Strategy, Service or Function, Other: (please indicate)</b>	Haslingden Task Force Projects Update	
<b>Lead Officer Name(s):</b>	Alison Wilkins	
<b>Job Title &amp; Location:</b>	Regeneration Project Manager, Futures Park	
<b>Department/Service Area:</b>	Health, Housing and Regeneration	
<b>Telephone &amp; E-mail Contact:</b>	01706 252593 / <a href="mailto:alisonwilkins@rossendalebc.gov.uk">alisonwilkins@rossendalebc.gov.uk</a>	
<b>Date Assessment:</b>	<b>Commenced:</b> 06/06/2016	<b>Completed:</b> 06/06/2016

We carry out Equality Impact Assessments (EIAs) to analyse the effects of our decisions, policies or practices. The EIA should be undertaken/started at the beginning of the policy development process – before any decisions are made.

## 1. Overview

<b>The main aims/objectives of this policy<sup>1</sup> are:</b>
To seek Council confirmation of the allocation of funding to the Shop Front Improvement Scheme and to update Council on the Haslingden Task Force priority projects.

(Refer to **EIA Guidance** for details)

Is the policy or decision under review (please tick)

New/proposed

Modified/adapted

Existing

Date of Review<sup>2</sup>:

**[To be Completed by Lead Officer]**

<sup>1</sup> Policy refers to any policy, strategy, project, procedure, function, decision or delivery of service.

<sup>2</sup> This date will be set on an annual basis as default for review unless otherwise specified by you.

<b>Responsible Section/Team</b>		<b>Version</b>	
<b>Responsible Author</b>		<b>Due for review</b>	
<b>Date last amended</b>		<b>Page 1 of 2</b>	

## 2. Equality Impact

Equality		Positive Impact (It could benefit)	Negative Impact (It could disadvantage)	Reason and any mitigating actions already in place (to reduce any adverse /negative impacts or reasons why it will be of positive benefit or contribution)	No Impact
Age	Older people	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
	Younger people and children	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Disability	Physical/learning/mental health	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Gender Reassignment	Transsexual people	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Pregnancy and Maternity		<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Race (Ethnicity or Nationality)	Asian or Asian British people	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
	Black or black British people	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
	Irish people	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
	White British	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
	Chinese people	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
	Gypsies & Travellers	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
	Other minority communities not listed above (please state)	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Belief or Religion		<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Gender	Women	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
	Men	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Sexual Orientation	Lesbian women, gay men and bisexual people	<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Marriage and Civil Partnership (employment only)		<input type="checkbox"/>	<input type="checkbox"/>	N/A	√ <input type="checkbox"/>
Contribution to equality of opportunity		<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Contribution to fostering good relations between different groups (people getting on well together – valuing one another, respect and understanding)		<input type="checkbox"/>	<input type="checkbox"/>		√ <input type="checkbox"/>
Human Rights <a href="http://intranet/site/scripts/documents_info.php?categoryID=86&amp;documentID=251">http://intranet/site/scripts/documents_info.php?categoryID=86&amp;documentID=251</a>		<input type="checkbox"/>	<input type="checkbox"/>	All Council decisions will be undertaken in compliance with the Human Rights Act 1998.	√ <input type="checkbox"/>

Responsible Section/Team		Version	
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