

AGENDA ITEM 11

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS

29 MAY 2013

REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

SAINSBURY'S TOWN CENTRE MANAGEMENT SECTION 106 CONTRIBUTION

1.0 PURPOSE OF REPORT

- 1.1 To update members on the proposed town centre improvement schemes which will be funded through the revenue income contribution of £70,000 from the Section 106 monies received from the Sainsbury's development for the Town Centre management Scheme.

2.0 RECOMMENDATIONS

- 2.1 **That members of the Rural, Economic and Environmental Affairs Committee approve the proposed town centre improvement schemes, highlighted in sections 3.5-3.8.**

3.0 KEY ISSUES / BACKGROUND

- 3.1 As part of the s106 negotiation process and other related matters, the following monies were secured from Sainsbury's:

- Bus Shelter Enhancement Scheme £38,350 (for Nottingham Road) (LCC)
- Pedestrian Crossing Scheme £40,000 (For Nottingham Road) (LCC)
- Town Centre Linkage Scheme £70,000 (Highway projects) (LCC)
- Benefit of town centre management £70,000, this was reported to members of PFA at their meeting of 17 April 2012 (Budget Implications of capital receipts)
- Town Centre Management Scheme £70,000 to include-
 - Touch screen VIP in the food store
 - Loyalty card scheme promoting town centre business
 - Town centre signage
 - Enhance town centre car parking

This report seeks member's approval on the £70,000 that was secured as part of Section 106 monies to support Town Centre Management Scheme. Members are asked to note and approve the schemes identified in sections 3.5-3.8.

- 3.2 To inform officers of potential improvement schemes, Melton Borough Council purchased the Experian Town Centre Futures Report in 2012 to address the future challenges that Melton Town centre may face. The report highlighted that Melton Borough Council should focus upon the town's "local uniqueness", through shop local marketing campaigns, community support and improving the town centre environment.
- 3.3 Edge of town retail centres and supermarkets can provide a threat to the High Street, reducing footfall into the town centre and local spend. It is essential that Melton Town centre addresses any potential threat and maximises opportunities with robust initiatives and improvement schemes, using the funding provided by the Sainsbury's development. Indeed the vision is to

draw some of that footfall into the town centre as a substantial amount of food retail sales in the borough are lost to other centres.

3.4 Melton Borough Council has identified a robust town centre enhancement package which includes the following improvement schemes:

- Town Centre Signage Improvement Scheme
- Loyalty Card Scheme
- Town Centre 'Rural Capital of Food' Scheme
- Melton in Bloom Campaign
- Business Support Scheme

3.5 **Town Centre Signage Improvement Scheme**

Melton town centre currently has signage within the town to assist visitors on tourist information, directions and services available. These are comprised of:

- Visitor Information Points (VIP's)
- 'Welcome to Melton Mowbray' Gateway Signs
- Finger Posts

Visitor Information Points (VIP's)

Melton currently has VIP's in four key locations:

- Melton Market Place (freestanding)
- Ye Olde Pork Pie Shoppe (freestanding)
- Samworth Centre (wall mounted)
- Twinlakes (free standing)

These VIP's provide electronic up to date information on places to visit, places to stay, places to eat, drink & shop and things to do in and around Melton.

The recommendation is to install a wall mounted VIP at the Sainsbury's development to encourage shoppers to use the town centre for additional services, facilities and produce. This would be enhanced with an in store leaflet information stand which would hold the Melton Mowbray Visitor Guide, the Events Guide and the new proposed guides highlighted in the Town Centre 'Rural Capital of Food' Scheme.

'Welcome to Melton Mowbray' Gateway Signs

Melton currently has 6 'Welcome to Melton Mowbray' gateway signs which are free standing 'heritage' signs showing a map of the town centre plus images of local attractions. These are located at:

- St Mary's Way Car Park
- Chapel Street Car Park
- Nottingham Road Car Park
- Wilton Road Car Park
- Scalford Road Car Park
- Mill Street Car Park

The recommendation is to renew the current information by re-designing the maps and refurbishing the current frames but also enhancing the scheme by providing three additional signs at the following proposed locations:

- Sainsbury's Car Park
- Railway Station Car Park
- Burton Street Car Park

These signs will encourage and signpost visitors to the town centre and to the major attractions, facilities and services the town has to offer. Where certain signs are only refurbishment then these costs will be met from existing budgets, the money from the s106 will fund new additional signs.

Finger Posts

The town currently has comprehensive finger posts which signpost visitors and users to key areas and facilities within the town centre.

The recommendation is to install new finger posts at Sainsbury's and Norman Way signposting customers to the town centre and to town centre facilities.

3.6 Loyalty Card Scheme

To develop, promote and maintain a new comprehensive high profile loyalty card scheme to support the town's 'Think Melton Shop Melton' campaign. The campaign will encourage local residents to shop local within the town centre, increasing footfall and retail spend.

The card, which is free of charge, will entitle customers to a range of discounts and special offers at participating businesses. Offers vary from business to business, with each setting their own discount or special deal and changing them from time to time. Each member of their household can have their own card which can be used in as many participating businesses as they like, as often as they like.

The Scheme will be able to gather information on shopping trends, postcode analysis and develop a substantial database of users for marketing and promotion.

3.7 Melton in Bloom Scheme

Melton in Bloom plays an active and dedicated role in enhancing the vitality and visual appearance of the town centre. They have won a Silver Gilt award for the town in the "East Midlands in Bloom" competition for three consecutive years and are striving this year for Gold. Last year's judging report suggested that "an increased impact from additional seasonal floral features in the town centre and at important road junctions would make Melton a formidable competitor".

The scheme will therefore seek to expand the floral displays in the town centre, by linking in the floral displays in Egerton Lodge and the Memorial Gardens, to create a "floral walk" from the Wilton Road/High Street junction to the top of High Street.

The recommendation is to install 8 single octagonal planters on High Street, which will then be planted in keeping with this year's theme of "Edible Britain". The planters will be maintained by Melton Borough Council as part of the current watering schedule.

The scheme will greatly enhance the physical appearance of the town centre and its current retail basket and planting scheme. The scheme, in its location will also enhance and improve an important gateway into the town centre, for locals and visitors alike.

3.8 **Business Support Scheme**

To develop and provide a Business Support Scheme, offering marketing and promotional support for the town centre independent businesses. The scheme will support businesses, particularly the independent retailers, as part of the town's "Think Melton Shop Melton" campaign and will encourage visitors to shop locally within the town centre, increasing footfall and retail spend on the High Street.

The scheme will include:

- Town Centre Rural Capital of Food and Drink scheme.
 - Promote the town's unique selling point of the 'Rural Capital of Food' branding.
- Marketing Grants
To support independent retailers with business promotion, marketing campaigns and business marketing material
- Website Grants
To support and raise the profile of businesses and the town centre, with links to town centre Business Directory, Loyalty Card and Town Guide App
- Training and workshops
To support local employee training, retention and recruitment e.g. Sales & Marketing, Customer Care, Social Media, Optimising Websites
- Marketing & Advertising Campaigns
Targeted retail sector based marketing campaigns to promote the town centre offer, to promote its businesses and to increase footfall/spend.
Food & Drink businesses to support evening economy campaigns and town centre cafe culture.
Local producers/delicatessens to promote and support the town's USP and "Rural Capital of Food & Drink"
Leisure & entertainment businesses to raise leisure/cultural profile in the town centre & promote evening economy

The scheme will not only enhance the business and town centre profile, but also encourage businesses to remain competitive and to grow, supporting both daytime and evening economies.

3.9 In summary, the future of a town centre's success will depend on the ability to offer and deliver facilities, services and experiences over and above what can be found within this development.

3.10 Next Steps

- 3.11 To ensure all signage improvements are installed before the opening of the Sainsbury's store.
- 3.12 To ensure the Loyalty Card scheme is operational before the store opening.
- 3.13 To ensure the Melton in Bloom improvements are installed before the judging in June 2013.
- 3.14 To work with the Melton BID and Melton Promotions to deliver the specific marketing and promotional campaigns themed around 'Think Melton Shop Melton' and the 'Rural Capital of Food' brand.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 There are clear links to priorities within the corporate plan:

- Support people and businesses through the economic downturn
- Meet the Economic needs of Borough
- Maximise the potential of Melton Mowbray Town centre

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 Melton Borough Council will support the projects within existing budgets for any future financial implications.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 No direct legal implications have been identified.

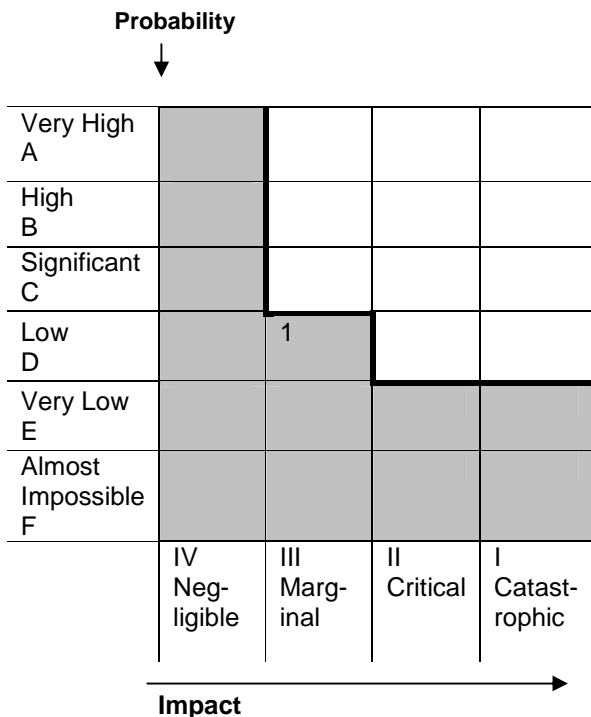
7.0 COMMUNITY SAFETY

7.1 There are no direct community safety implications arising from this report.

8.0 EQUALITIES

8.1 No equality impact assessment implications at this stage, should the next steps result in further actions then where applicable they will

9.0 RISKS



Risk No.	Description
1	S106 monies are not used in line with town centre improvements

10.0 CLIMATE CHANGE

10.1 There are no climate change implications arising from this report.

11.0 CONSULTATION

11.1 Consultation was undertaken with Sainsbury’s through independent retailer’s meetings in 2009/2010. Consultation has also been undertaken with BID Board members & Melton Borough Council.

12.0 WARDS AFFECTED

12.1 Melton Egerton, Melton Dorian, Melton Warwick and Melton Craven are the wards directly affected.

Contact Officer: Lisa Brown/Shelagh Core- Town Centre Managers

Date: 9 May 2013

Appendices None

Background Papers:

Reference: X: C'tees, Council & Sub-C'tees/REEA/2013-14/29-05-13/Sainsbury's Town
Centre Management S106 Contribution