

PLACE COMMITTEE

6 MARCH 2019

REPORT OF DIRECTOR OF GROWTH AND REGENERATION

FUTURE HIGH STREET FUND

1.0 PURPOSE OF REPORT

- 1.1 To update the Committee on the work being done through the 'Town and Place Partnership' and seek approval to submit an expression of interest to the 'Future High Street Fund' by 22 March 2019

2.0 RECOMMENDATIONS

- 2.1 **To seek approval to submit an Expression of Interest to the Future High Street Fund.**
- 2.2 **In consultation with the Chair of Place Committee, the Director for Growth and Regeneration be authorised to agree the content of any Expression of Interest to the Future High Streets Fund.**

3.0 KEY ISSUES

3.1 Place branding and Destination Management Plan

Melton Borough Council has facilitated the formation of Town & Place Partnership (T&P) with a view to create a coherent and shared vision by working with all relevant partners and stakeholders for the wider Melton area. The town and Place partnership currently consists of the following stakeholders:

- Town estates
- Melton Mowbray Market (cattle market)
- Melton BID
- Melton Promotions
- Leicestershire County Council
- Visit Belvoir
- Brooksby Melton College
- Stephen Hallam -Pork Pie shop
- Matthew O'Callaghan – food festival organiser
- PERA
- Melton Chamber of Trade
- Melton Times

- 3.2 Through this partnership, the Council commissioned a Place Branding Strategy and Destination Management Plan which are in the final stages of completion. The development of Melton Story and an Action Plan to improve Melton as a destination for visitors, investors and residents are key outcomes of this commission that the Partnership will work to deliver. The Future High Street Fund announced by the Government is a key opportunity to bid for money to help deliver the vision and plan being developed by the T&P.

3.3 Future High Street Fund (FHS) and eligibility

The Future High street fund was opened in December 2018. The objective of the Fund is to 'renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability'.

Any identified need for investment will need to fall under the following themes:

- 1) Investment in physical infrastructure
- 2) Land assembly to support housing, workspace and public realm
- 3) Improvement to transport access
- 4) Supporting change of use
- 5) Supporting adaption of high street in response to changing technology

The eligibility criteria of the fund states that in a two tier local authority system applications will only be accepted from District and Borough councils. If a bid is to be submitted for Melton Borough it would have to be through Melton Borough Council.

3.4 Bidding process

The FHS is split into 2 phases. The first stage is the submission of an Expression of Interest (EoI) which will require MBC to;

- define the bid area we will be submitting for,
- identify the challenges faced by our town centre,
- demonstrate how our proposals will seek to meet these challenges through a transformative project,
- highlight how this is aligned with the wider strategic vision for the area,
- evidence partner and stakeholder support for our proposals.

3.5 The request for funding that MBC will be submitting at this stage will be for revenue funding to develop a feasibility study. In order to meet the criteria for funding, this study will look at land assembly, use of underutilised buildings, highways infrastructure and activities to create an offer based around our food heritage, developing better food experiences and creating additional value by enabling food innovation.

3.6 The purpose of this will be to develop a detailed plan as to how MBC and its partners can enable the creation of strong heritage and food based experience offer within the town centre and improve connectivity between the residential areas, the Cattle market and Brooksby Melton College and the High Street to increase footfall. The Melton bid will build upon the investment made by the Council and its partners in the recent years such as the College, Cattle Market, Parkside building and PERA Business Park and seek financial support to implement the vision created by the T&P.

3.7 If successful at the first stage, Melton will be required to commission these feasibility studies and develop business cases to inform a bid to phase two of the future high street fund. This bid will be required to identify how much capital funding will be require to enable any identified projects to proceed and how will this be match funded by other public and private sector partners.

3.8 The Future High Street Fund provide a unique opportunity for Melton Borough to capitalise on several work streams currently being undertaken by the council and its partners and bid for funding to develop a business case to develop a

transformative project(s) in the Melton town centre area. This bid will sit within the context of and compliment several other activities already taking place. These being

- 1) The masterplanning and development of the Cattle Market using £80k funding secured through the LLEP.
- 2) Demands and Needs assessments currently being carried out to assess the demand for residential, leisure, commercial and retail uses.
- 3) The development of MBC landholdings in Melton area.
- 4) The development of feasibility studies to look at the use of food based Manufacturing Zones to promote growth and attract inward investment located just outside the Town Centre area using £75k secured through the Midlands Engine.
- 5) A study looking into the feasibility of a Melton to Nottingham rail link using £30k funding secured from the LLEP.
- 6) Work being carried out by Brooksby Melton College (BMC) for development of food production, performing arts and catering courses.
- 7) Potential plans for maintenance and enhancement of land-holdings by the Town Estate.
- 8) Projects and activities within the BID business plan
- 9) And actions by all partners towards the enhancement of the town centre.

4.0 **POLICY AND CORPORATE IMPLICATIONS**

- 4.1 This project will help delivery towards achieving priorities as set out in the corporate delivery plan specifically:
PL2 Developing a thriving town centre and rural offer; recognised as a great place to invest, live and visit

5.0 **FINANCIAL AND OTHER RESOURCE IMPLICATIONS**

- 5.1 At this stage there is no requirement for match funding and this bid is seeking revenue funding to produce business cases for submission of future capital projects future stages of this fund. The amount of funding to be sought will be decided following further work being carried out to refine what these capital projects will entail.

6.0 **LEGAL IMPLICATIONS/POWERS**

- 6.1 MBC as the lead bidding authority will be solely responsible for the administration of any funding should the bid be successful.

7.0 **COMMUNITY SAFETY**

- 7.1 none

8.0 **EQUALITIES**

- 8.1 There are no equality implications as a result of submitting this application. Any future equality impacts would be picked up on a case by case basis during the development of the business cases should this application be successful

9.0 RISKS

9.1 .

L I K E L I H O O D	A	Very High				
	B	High				
	C	Significant	2			
	D	Low				
	E	Very Low	1			
	F	Almost Impossible				
			Negligible 1	Marginal 2	Critical 3	Catastrophic 4

IMPACT

Risk No	Risk Description
1	Lack of consensus between partners regarding the bid. This is a low risk due to the work already being undertaken through the Town and Place Partnership. Ongoing communication will be maintained with the partners to mitigate against this.
2	Redundant effort if the bid is not successful. The bid is being prepared with the in-house team and with support from partners. The first stage of bid is to secure funding to develop the details of the bid for the next stage. Even if the bid is not successful, the work carried out will be re-usable to source alternative delivery mechanism for the projects identified.

10.0 CLIMATE CHANGE

10.1 None

11.0 CONSULTATION

11.1 During the development of this bid, all Town & Place members who are active stakeholders for all town centre related matters, have been consulted on its content and given the opportunity to inform the project that are included and feedback on their thoughts. A briefing session is arranged for all councillors prior to the Full Council meeting on 27th February to update the members on this.

12.0 **WARDS AFFECTED**

12.1 Town centre wards would be most affected

Contact Officer Lee Byrne

Date: 22 Feb 2019

Appendices : *None*

Background Papers: None

Reference : X : Cttee,Council&SubCtees\Place Committee\201819\6-060319\7