

NAME OF COMMITTEE / BODY – City Centre Forum 28th February 2013

Title of paper:	City Centre Retail Strategy	
Director(s)/ Corporate Director(s):	John Yarham, Director of Economic Development David Bishop, Corporate Director, Development	Wards affected: City Centre Wards – Arboretum, Bridge, Radford and Park and St Anns.
Report author(s) and contact details:	Nicki Jenkins, Head of Economic Development, 0115 8764452, nicki.jenkins@nottinghamcity.gov.uk	
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Relevant Council Plan Strategic Priority: (you must mark X in the relevant boxes below)		
World Class Nottingham	x	
Work in Nottingham	x	
Safer Nottingham		
Neighbourhood Nottingham		
Family Nottingham		
Healthy Nottingham		
Leading Nottingham	x	
Summary of issues (including benefits to citizens/service users):		
<p>The Nottingham Growth Plan launched July 2012, identifies that a vibrant City Centre is a crucial element in transforming the city's economy. Thriving retail and leisure sectors generate both jobs and prosperity for city residents and play an important role in attracting and retaining talent in the area.</p> <p>The purpose of this paper and presentation is to provide an overview of the Nottingham City Centre Retail Strategy which aims to drive growth within the retail sector over the next 5 years.</p>		
Recommendation(s):		
1	That the City Centre Forum notes the content of this report.	

1. BACKGROUND

The Nottingham Growth Plan launched July 2012, identifies that a vibrant City Centre is a crucial element in transforming the city's economy. Thriving retail and leisure sectors generate both jobs and prosperity for city residents and play an important role in attracting and retaining talent in the area.

The city centre acts as the 'shop window' to the city for investors, visitors and new residents, therefore its continued strong economic performance is fundamental to the future economic growth of the city.

Creating an environment in which our retail and leisure sectors are able to flourish and grow will therefore be vital to the future prosperity of the Nottingham economy.

In January this year a Steering Group was formed comprising of Nottingham City Council, the Retail and Leisure BIDS and Invest in Nottingham Retail Forum, with the aim to develop a strategy to drive retail growth in the city centre and to better co-ordinate development activity.

Experian were commissioned to undertake a data and trends analysis of key macro and micro level data sets to provide a performance context for Nottingham's retail offer, this is with a specific focus on the city centre, set within the context of other Core Cities and local competitors as a benchmark. This analysis also includes catchment size, spend profile, demographics / shopping trends, market share and leakage, unit size and retail mix, car parking provision, retail yields etc.

This data analysis, alongside consultation with local stakeholders has been used to steer the development of a new strategy (which is due to be completed in September) to drive retail and leisure growth in the city and to reposition Nottingham back into the top 5 retail destinations outside of London.

In order to do this there are two main objectives that we need to deliver: i) to increase the number of shoppers from our catchment coming to the city on a regular basis and ii) increase the amount they spend.

The strategy now in final draft stage identifies three key priorities for achieving this;

- Strengthening Nottingham's retail and leisure offer in the City Centre, by growing the size and variety of both the comparison goods and independent sectors.
- Improving the Nottingham visitor experience, offering variety, quality and a joined up approach to leisure and retail.
- Improving the physical environment and infrastructure within the City Centre, so that it meets the future needs of retailers and provides an attractive and welcoming place to visit.

A more detailed overview of the strategy will be provided in a presentation.

2. REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

Given the role of the City Centre Forum, to review the implementation of the City Centre Strategy and Retail Review, it is appropriate and timely that the Forum receive this update at the inaugural meeting.

3. OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

None. The decision has been made by Council to establish the City Centre Forum with one of its roles being that of reviewing the implementation of the City Centre Strategy, therefore other options were not considered.

4. FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY/VAT)

There are no direct financial implications or value for money issues arising from this report at this stage.

5. RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS AND CRIME AND DISORDER ACT IMPLICATIONS)

There are no direct risk management implications in relation to the recommendation on this report at this stage.

6. EQUALITY IMPACT ASSESSMENT

Has the equality impact been assessed?

Not needed (report does not contain proposals or financial decisions)

No

Yes – Equality Impact Assessment attached

7. LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

The Report of the Leader to the City Council with reference to City Centre Governance, including appendices 1, 2 and 3, on the 10th September 2012.

8. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

None