

Executive Board City Centre Committee – 20th November 2012

Title of paper:	Nottingham City Centre Strategy	
Director(s)/ Corporate Director(s):	David Bishop	Wards affected: Arboretum, Bridge, Radford and Park, St Anns
Portfolio Holder(s)	Cllr McDonald	Date of Consultation with Portfolio Holder(s); 20 th September 2012
Report author(s) and contact details:	Nicki Jenkins Head of Economic Development nicki.jenkins@nottinghamcity.gov.uk	
Other colleagues who have provided input:		
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		
Summary of issues (including benefits to citizens/service users):		
<p>An effective city centre is made up of a complex system of activity, which depending upon how effectively it works together can make the difference between a city centre that is successful and drives the growth of the local economy or one that just fulfils the basic requirements of its users.</p> <p>While there are a number of activities underway there is no overarching vision or strategy for the City Centre, this report outlines the proposed way forward in the development of this overarching plan for Nottingham.</p>		
Recommendation(s):		
1	To agree to the development of an overarching city centre strategy, and agree that all of the composite strategies be launched together under that single city centre strategy.	
2	To agree the scope of the strategy proposed.	
3	<p>To commission lead officers for relevant Council strategies and individuals from lead organisations with responsibility for external policies and strategies relating to the city centre to:</p> <ul style="list-style-type: none"> a) undertake a mapping exercise to ensure that all of the relevant city centre strategies are coordinated; b) suggest amendments to them to the extent they are not; c) report back to the City Centre Committee by the end of February 2013 with progress on the issue. 	
4	To launch the city centre strategy by the end of March 2013.	

1. BACKGROUND

An effective city centre is made up of a complex system of activity, which depending upon how effectively it works together can make the difference between a city centre that is successful and drives the growth of the local economy or one that just fulfils the basic requirements of its users.

If we are to maximise the potential role the Nottingham City Centre has to play in transforming Nottingham's future economy then we need to make sure that all of its component parts are working to a common vision and that plans and strategies that relate to the city centre are all aligned.

New governance arrangements and internal management arrangements for the city centre have gone some way to bringing activity together, however the next step is to develop an overarching strategy which articulates the vision and maps activity against common objectives.

Over the past few months a number of pieces of work have been developed focusing on making improvements within the City Centre, these include the production of a city centre retail strategy, a city centre spatial strategy, an events strategy and amendments to the on street car parking regime. All of these are a move in the right direction and efforts have been made to ensure that they are all aligned, however there are still gaps in the joining up of our thinking/activity.

Models of city centre strategies from elsewhere cover a number of issues which include planning, regeneration, economic development, town centre management, tourism, transport, housing, leisure, public space and community safety.

Over the coming months there are additional opportunities such as the need to review the licensing policy and the refresh of the Local Area Planning Policy (sites), and indeed the enforcement strategy for the city centre. All of this means that now is an ideal time to ensure that all of our strategies and plans are complimentary.

In the last meeting of the committee in September it was agreed that a light touch overarching city centre strategy was needed, and it is therefore proposed that rather than duplicate any of this work that has already begun, we build upon this by identifying all of the activities that need to be included, that a mapping exercise of those areas that have been undertaken to date be carried out and brought together into a document which creates the overarching umbrella framework under which all these sit.

It is also proposed that this framework strategy will include the following –

- City Centre Retail Strategy
- City Centre Spatial Strategy
- Events and Markets
- Tourism
- Licensing
- Cleansing
- Leisure
- Community Safety
- Transport
- Marketing and Publicity

Next Steps

- 1) To hold two workshops (one internal and one external) to scope an overall vision for the city centre, to identify the key outstanding issues to be addressed and to map current activity.

2. REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

As outlined above there are a number of positive initiatives already underway which are aimed at ensuring that the City Centre remains successful and drives growth for the future.

While they are all interrelated and have been developed in consultation with each other, there is still no overarching vision for the City Centre and there are still some gaps that need to be addressed.

With this in mind it is proposed that an overarching strategy for the City Centre be developed with partners, which identifies a vision for how the City Centre looks and operates, encompasses those areas outlined above that work has already started on and identifies the remaining elements that will contribute towards maximising the growth of the City Centre, while making it a fun, inclusive and safe place to visit.

3. OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

One option would be to have no overarching strategy, however not doing so could mean that future decisions and the delivery of services within the City Centre may not be contributing to a common goal or vision, and could potentially duplicate or conflict going forward.

In addition this could mean that the potential for the growth of the city centre is not met, which will have a direct impact on our ability to support the transformation of the Nottingham economy.

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

An application has been made to Transformation Board for funds to establish a City Centre Co-ordinator to be based within the Economic Development team. It is envisaged that this individual would be responsible for the development of the City Centre strategy, supported by resources within the Economic Development budgets.

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

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

8. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT