

**EXECUTIVE BOARD CITY CENTRE COMMITTEE – 9 JULY 2013**

<b>Subject:</b>	<b>Nottingham City Centre Strategy</b>		
<b>Corporate Director(s)/ Director(s):</b>	David Bishop Corporate Director for Development <a href="mailto:David.bishop@nottinghamcity.gov.uk">David.bishop@nottinghamcity.gov.uk</a>		
<b>Portfolio Holder(s):</b>	Nick McDonald Executive Member for Jobs & Growth <a href="mailto:Nick.mcdonald@nottinghamcity.gov.uk">Nick.mcdonald@nottinghamcity.gov.uk</a>		
<b>Report author and contact details:</b>	Nicki Jenkins Head of Economic Programmes and Skills <a href="mailto:Nicki.jenkins@nottinghamcity.gov.uk">Nicki.jenkins@nottinghamcity.gov.uk</a>		
<b>Key Decision</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	
Significant in terms of its effects on communities living or working in an area consisting of two or more wards in the City	<input type="checkbox"/> Yes	No <input type="checkbox"/>	
<b>Subject to call-in</b> Yes	<b>Total value of the decision:</b> Nil		
<b>Relevant Council Plan Strategic Priority:</b>	<b>Wards affected:</b>		
World Class Nottingham	<input checked="" type="checkbox"/>	Arboretum, Bridge, Radford and Park, St Anns	
Work in Nottingham	<input checked="" type="checkbox"/>		
Safer Nottingham	<input type="checkbox"/>		
Neighbourhood Nottingham	<input type="checkbox"/>	<b>Date of consultation with Portfolio Holder(s):</b>	
Family Nottingham	<input type="checkbox"/>	<b>12<sup>th</sup> June 2013</b>	
Healthy Nottingham	<input type="checkbox"/>		
Leading Nottingham	<input type="checkbox"/>		
<b>Summary of issues (including benefits to citizens/service users):</b>			
This report aims to provide an update on progress on the development of the City Centre strategy and the work streams identified to take this forward.			
<b>Recommendations:</b>			
<b>1</b> To note the progress to date on the development of an overarching City Centre Strategy.			
<b>2</b> To agree that the process through which decisions which relate to the City Centre are made incorporates Executive Board City Centre Committee prior to the final sign off being made.			

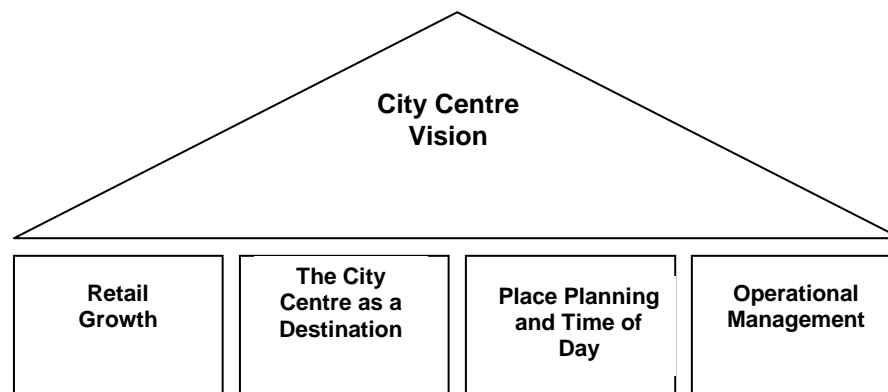
**1 BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)**

**(a) City Centre Strategy Update**

- (i) As a number of strands of work (i.e. City Centre Retail Strategy and City Centre Place Plan) relating to the development of the City Centre were already underway, the agreed approach to the development of the City Centre Strategy was to continue with the existing strategies, while working to develop an overarching vision and plan for the City Centre which draws everything together.
- (ii) A workshop involving key officers involved in delivering services within the City Centre was held during February, during which key areas of focus/issues were identified to ensure better co-ordination going forward. Since then a joint Leadership Team between Development and Communities Departments has enabled further

discussion to take place and the key elements and tensions in a city centre strategy clarified further.

- (iii) It is clear that there are complex issues to be resolved, for example the appropriate interface between an early evening retail/cinema/family entertainment and a later night drinking/dancing environment. The degree of improvement of the office environment and the retail transformation. The scales of ambition for change and the impact of the Creative Quarter. Further joint working between the departments has been initiated accordingly.
- (iv) However the latest structure of the emerging City Centre Strategy which best captures the work and thinking that is underway is contained in the diagram below.



- (b) **City Centre Vision** – there is common agreement that there is a need to clarify and articulate the overarching ambition for the City Centre to ensure everyone is working to a common goal, and that activities are co-ordinated to ensure value for money and maximum impact, both internally and externally.
  - (i) A meeting/workshop with the Leader, Executive Councillor and Directors is planned to take place in July to better define the overarching vision. This is crucial given that the Leader has taken Strategic Regeneration within his portfolio, and he is developing ambitious plans for physical City Centre regeneration, driven through the newly established Strategic Regeneration Board.
  - (ii) The Executive Board City Centre Committee will continue to be responsible for ensuring the co-ordination of wider issues relating to the city centre in line with the work of the Strategic Regeneration Board. Consequently the process through which decisions are taken by individual portfolio holders needs to be strengthened to ensure potential impacts on other areas are identified and addressed.
- (c) **Retail Growth** - the retail strategy has now been finalised by all parties and is in the final stages of design approval and is anticipated to be published in mid June. Now the strategy has been produced the governance and delivery arrangements have been reviewed, and while the existing steering group set up to develop the strategy has come to an end, a new Retail Growth Forum has been established, which is organised by Economic Development and chaired by the Portfolio Holder for Jobs and Growth. This group includes, commercial property agents, managers of both Broadmarsh and Victoria Shopping Centres, the Nottingham BID and the Invest in Nottingham Club.
  - (i) The remit of this group will be to oversee the delivery of the retail strategy, and has enabled the rationalisation of a number of group including the Vacant Shops Task Group, the Invest in Nottingham Club Retail Forum and the Retail Steering Group.

- (d) **The City Centre as a Destination** – includes elements such as street activation, events, markets, the leisure and tourism offer and how this joins up with the retail offer. A joint working group across the two departments has been established with a view to developing this strand of work further.
- (e) **Place Planning** - the City Centre Place Plan which outlines a physical vision for the city centre and the potential for how it may be segmented in the future is still under consideration. A new cross departmental working group has been established that will look in more detail at the zoning proposals for the city centre and how this can be delivered through an alignment of policies and plans that relate to the management of both day and night economies such as planning, licensing and policing.

## **2 REASONS FOR RECOMMENDATIONS**

- (i) 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.
- (ii) While they are all interrelated and have been developed in consultation with each other, work is still needed to better articulate the vision for the City Centre. This paper outlines progress to date and the future work to be initiated.

## **3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS**

- (i) 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.

## **4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY/VAT)**

- (i) The development of an overarching City Centre Strategy aims to coordinate initiatives in the City Centre to ensure value for money is achieved.

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

- (i) Failure to have a co-ordinated strategy could mean that services delivered within the city centre have the potential to conflict thereby having a negative effect on the environment, crime and disorder or growth of the retail sector. The production of an overarching plan aims to reduce this risk.

## **6 SOCIAL VALUE CONSIDERATIONS**

Not applicable

## **7 EQUALITY IMPACT ASSESSMENT (EIA)**

Has the equality impact been assessed?

- (a) not needed (report does not contain proposals for new or changing policies, services or functions, financial decisions or decisions about implementation of policies development outside the Council)



**8 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION**

City Centre Place Plan  
Nottingham City Centre Retail Strategy

**9 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT**

None.

**10 OTHER COLLEAGUES WHO HAVE PROVIDED INPUT**

None.