

**EXECUTIVE BOARD – CITY CENTRE COMMITTEE 10<sup>TH</sup> DECEMBER 2013**

|  |   |  |  |
|--|---|--|--|
| <b>Subject:</b>  | Retail Strategy Baseline and Monitoring   |  |  |
| <b>Corporate Director(s)/ Director(s):</b>   | David Bishop<br>Corporate Director for Development<br><a href="mailto:David.bishop@nottinghamcity.gov.uk">David.bishop@nottinghamcity.gov.uk</a>        |  |  |
| <b>Portfolio Holder(s):</b>  | Nick McDonald<br>Executive Member for Jobs & Growth<br><a href="mailto:Nick.mcdonald@nottinghamcity.gov.uk">Nick.mcdonald@nottinghamcity.gov.uk</a>     |  |  |
| <b>Report author and contact details:</b>  | Nicki Jenkins<br>Head of Economic Programmes and Skills<br><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   |  |  |
| <b>Reasons:</b> Expenditure <input type="checkbox"/> Income <input type="checkbox"/> Savings <input type="checkbox"/> of £1,000,000 or more taking account of the overall impact of the decision |   |  | Revenue <input type="checkbox"/> Capital <input type="checkbox"/>      |
| Significant in terms of its effects on communities living or working in an area consisting of two or more wards in the City  |   |  | <input checked="" type="checkbox"/> Yes    No <input type="checkbox"/> |
| <b>Subject to call-in</b> <input type="checkbox"/> Yes    No <input checked="" type="checkbox"/>   | <b>Total value of the decision:</b>   |  |  |
| <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"/>  |  |  |
| Family Nottingham  | <input type="checkbox"/>  |  |  |
| Healthy Nottingham   | <input type="checkbox"/>  |  |  |
| Leading Nottingham   | <input type="checkbox"/>  | <b>Date of consultation with Portfolio Holder(s):</b><br>4 <sup>th</sup> November 2013 |  |
| <b>Summary of issues (including benefits to citizens/service users):</b>   |   |  |  |
| This report provides a summary of the Baseline for the City Centre Retail Strategy, in order to monitor progress on the implementation of the strategy targets.                                  |   |  |  |
| <b>Recommendation(s):</b>  |   |  |  |
| 1 To agree the Baseline indicators to be measured for the City Centre Retail Strategy.   |   |  |  |
| 2 To agree that six-monthly progress reports are brought to the Executive Board City Centre Committee.   |   |  |  |

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

The Nottingham City Centre Retail Strategy was prepared in 2012 with the vision: “To create a dynamic and successful retail and leisure sector which re-positions and keeps Nottingham within the top five retail destinations nationally”. The Retail Strategy is available online at the following location:

<http://www.investinnottingham.com/websitefiles/Retail%20Strategy%20Nottingham.pdf>

The overall vision of the Retail Strategy is: “To create a dynamic and successful retail and leisure sector which re-positions and keeps Nottingham within the top five retail destinations nationally”. The strategy has three main priorities:

- Strengthen Nottingham's retail and leisure offer in the city centre
- Improve the Nottingham visitor experience
- Develop the physical environment and infrastructure in the city centre to meet retailers' future needs.

Under each of the 3 priorities, there are 5 targets for action, against which there are identified measures, actions, lead partners and milestones. The attached document sets out details of each of the 15 individual targets.

In order to monitor the progress of the Retail Strategy, the City Council will regularly monitor identified measures and indicators appropriate to each target. The purpose of this report is to establish and agree a baseline for the measures. These will provide the baseline picture for Nottingham, and where applicable, for the identified comparator cities of Glasgow, Manchester, Birmingham, Newcastle, Leeds and Liverpool. These cities are currently ahead of Nottingham in the retail rankings and if we want to ensure that we are monitoring our progress in improving our position in the rankings understanding the position of other cities is and our comparison to them is essential.

Much of the data and measures referred to in the spreadsheet is already collected on a regular basis within the City Council, such as the biannual vacancy survey, or will be available from partner organisations, such as Experience Nottinghamshire. However, there are some instances where we may need to purchase some data (particularly the comparison data) from outside agencies. The costs of this will be covered from within existing Economic Development budgets.

It is proposed that regular reports will be brought to future Executive Board City Centre Committee at six-monthly intervals, to report on progress against the baseline.

## **2 REASONS FOR RECOMMENDATIONS**

To ensure the programme management of the Retail Strategy and a consistent format for reporting on progress to future Executive Board City Centre Committees/

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

Not to have an agreed baseline would mean that progress cannot be consistently monitored.

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

Most of the work to monitor the baseline will be undertaken by existing staff within Nottingham City Council and its partners. However there may be some instances where additional data needs to be purchased. This will be covered from within existing Economic Development budgets.

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

Not to have an agreed baseline means that progress on the strategy cannot be monitored and therefore performance against our priority to improve our retail effectively managed. Consequently it could result in us not achieving our aim to become a top 5 retail destination.

**6 SOCIAL VALUE CONSIDERATIONS**

None

**7 REGARD TO THE NHS CONSTITUTION**

Not applicable

**8 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)
- (b) No
- (c) Yes – Equality Impact Assessment attached

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

Nottingham City Centre Retail Strategy

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

Nottingham City Centre Retail Strategy

**11 OTHER COLLEAGUES WHO HAVE PROVIDED INPUT**

Not applicable