

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
TOWN CENTRE WORKING GROUP	FINANCE AND DEMOCRACY COMMITTEE	25 JANUARY 2021	13

COVID 19 LOCAL AUTHORITY GRANTS TO TOWN CENTRES

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY OF INFORMATION

In response to the significant challenges facing the local economy, in particular the high streets and town centres as a result of the COVID 19 lockdown and social distancing measures, the council awarded a grant of £5,000 to each town centre business group. Each partnership was advised that the grant was intended to fund initiatives that support recovery in the town centre and asked to report back to this committee with details of the schemes they have supported.

The need to respect the various restrictions on travel and trading introduced since the summer have delayed the implementation of several of the initiatives put forward by the business groups.

SOURCE OF INFORMATION

The information has been provided by the three town centre business groups: Kirkham Business Partnership, Lytham Business Partnership and St Annes Enterprise Partnership (STEP).

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

In awarding the grants, the committee requested that details of the schemes that have been supported be reported back to this committee.

FURTHER INFORMATION

Contact: Mark Evans, Head of Planning & Housing. e: mark.evans@fyle.gov.uk t:01253 658460

Attachment 1 – Grant notification letter

Dear [Business Group Contact]

The importance of maintaining the long-term vitality and viability of the three main town centres of the borough has long been recognised by Fylde Council. Earlier this year, I was asked to create a Town Centres Working Group, with the intention of examining the issues faced by our town centres and what can be done to improve their prosperity. The long term goals of the working group remain, but our immediate focus must clearly turn to assisting the recovery from the impacts of the Coronavirus lockdown.

As restrictions on trading are eased and businesses begin to reopen, the council has been considering how it can help promote trading within the centres. Fylde Council is working with Lancashire County Council to investigate how it might safely reallocate road space to facilitate the social distancing required to reassure the public that our town centres are a safe environment in which to shop and relax.

The groups that represent the businesses in each of our town centres will play an important part in the recovery and to assist their activities Fylde Council has made available a grant of £5,000 for each business group. The grant must be used to promote the prosperity of the relevant town centre, for example through promotion of the centre or parts of it through improved signage, the holding of events (subject to observing any restrictions or guidance) or to increase the awareness and membership of your group. We do not wish to inhibit innovative use of these funds by limiting their use, however, you should bear in mind that Lancashire, Fylde and the relevant town councils are also carrying out works to support the town centres. To ensure there is no unnecessary duplication of effort, Fylde Council will need to agree any proposals you have to use the funding before it is spent.

Please would you advise the council of your banking details (name of account, account number and sort code) by emailing our Head of Planning and Housing at mark.evans@fylde.gov.uk so we can arrange transfer the funds to your organisation. Mark will also be the contact point for agreeing the projects that you propose to take forward with these funds.

I look forward to working with your group in the coming weeks and months to promote the town centres that you represent.

Regards

Cllr Richard Redcliffe
Deputy Mayor
Chair, Town Centres Working Group

Attachment 2 – Feedback request (by e-mail 23 October 2020)

Good Afternoon

As part of a review of activities carried out to support local businesses during the coronavirus pandemic, I have been asked by Fylde Council's Town Centres Working Group to provide an update on how the £5,000 grant awarded to yourselves has been or is proposed to be utilised.

The group is not looking for a detailed financial breakdown, just an indication of the project on which the monies have been or are proposed to be spent and an assessment of how the project is considered to have benefited your town centre.

If you could provide the information by completing the simple table below, that would be appreciated.

If you have identified more than one project, please use a different line for each proposal.

Name of Project	Brief Details of project	Completed/proposed	Total Cost	Assessment of benefit to town centre

Attachment 3 – Summary of proposed/actual spend

Kirkham Business Partnership

Name of Project	Brief Details of project	Completed to date	Total spend	Assessment of benefit to town centre
<p>'Love Kirkham' Loyalty Card Scheme</p>	<p>A loyalty card that is "stamped" every time a customer spends £5 or more at a Kirkham Shop/Business. The full card is entered into a monthly draw, drawn live on Facebook and social media, to win vouchers that can be spent at participating Kirkham businesses.</p>	<p>Design and printing Customer Loyalty Cards Designing and printing promotional leaflets Designing the logo and artwork for Love Kirkham Marketing love kirkham Monies set aside for each prize draw which will run to the end of 2021 Banners for promoting the scheme</p>	<p>£5000</p>	<p>The Feedback from the Community has been really positive and well over 100 completed cards have already been returned. The first draw was made on Monday 14th December 2020.</p> <p>The group considers that the objectives of the scheme: <i>To bring footfall to the high Street, give customers a sense of belonging and community and also "reward" residents for supporting Kirkham High Street, through a scheme that will last longer and create more Customer Loyalty and Support, have been met.</i></p>

Lytham Business Partnership

Name of Project	Brief Details of the project	Completed/proposed	Total Cost	Assessment of benefit to the town centre
Town Map	Design & production of a 'quirky' town map, showing the town layout, some of the main 'attractions', and places to park The map could (in future) be printed on mugs, coasters, canvas shopping bags etc	Have tendered to 3 graphic Designers	Up to £1000	'Branding' of Lytham
Video	Produce a video to show not just individual businesses but Lytham's appeal to all ages	Had initial discussion but need to go out to tender	Up to £1250	Highlight that Lytham appeals to many demographics and to promote the many attractions of Lytham
Website	There is an existing website Lytham Life and Style with a business Directory all business to be added to the directory	Ongoing	Up to £1250	Details of the majority of the High Street businesses all in one place
Social Media	Seek professional guidance on management and delivery of social media	When video produced and website populated engage with a SM expert to spread message through Paid targeted ads	Up to £500	Further expands the reach of the website and video
Craft Market	Artisan Craft Market	Establish a (seasonal) monthly artisan craft market (Spring 2021)	Up to £1000	Give locals & visitors a reason to venture into town

The partnership have engaged 3 graphic designers to submit proposals for the town map for consideration.

Production of the promotional video has been placed on hold pending lifting of current coronavirus travel restrictions.

Again, restrictions during the November 2020 lockdown, the Tier 4 restrictions on trading and the current national lockdown have hampered plans to hold any craft markets.

As a result, expenditure to date has been negligible.

St Annes Enterprise Partnership

Name of Project	Brief Details of project	Completed/proposed	Total Cost	Assessment of benefit to town centre
Open for Business Event	A weekend of music and entertainment held in St Annes Town Centre n 25 and 26 July 2020.	Hire or marquees Event Insurance Event Marshall Social Distancing Boards Entertainment and Equipment Voucher sheets Signage	£2957.15	The event was well attended and created a vibrant atmosphere in the town centre across the weekend. A number of visitors advised that they had decided to visit St Annes town centre a result of the entertainment on offer. Whilst it was not possible to carry out an empirical assessment of the benefits, attendance and footfall was visibly higher than previous weekends and the event encouraged people to venture out into the town centre.

Additional invoices for 'thank you' cards, hand sanitizer stand, cones/ signage, raffle gift and traffic management.

Any remaining funds are proposed to be put towards a similar event this summer