



Report to Cabinet

Subject Draft Action Plan for Netherfield Town Centre

Date 4 August 2005

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1. Purpose of the Report

- § To present the findings of recent consultation with stakeholders and residents about Netherfield Town Centre.
- § To seek Cabinet approval of a draft Action Plan for Netherfield Town Centre, to be subject of further consultation with stakeholders.

2. Background

At its meeting held in December 2004, Cabinet agreed an outline Town Centres Strategy and a programme of further consultation, from which Action Plans could be developed for the four main shopping areas of Arnold, Netherfield, Carlton/Carlton Hill and Mapperley.

Cabinet agreed a draft Action Plan for Arnold Town Centre at its meeting held on 7 April 2005, following extensive consultation programme in the area. That Plan is now the subject of further consultation, with a view to agreement and starting delivery in the near future.

A comprehensive consultation programme has now been conducted in the Netherfield Town Centre area, including face-to-face consultation with retailers and other stakeholders; on-street survey interviews with shoppers/visitors. The issue was also discussed at the recent Netherfield Re-Visioning exercise.

As a result, a draft Action Plan (attached at Appendix A) for the area has been developed for initial member consideration.

3. Summary of issues raised

The consultation offers an overview of the current state of Netherfield Town Centre and of community and stakeholder priorities for improvement.

Full details are included in the proposed Action Plan, including tabulated results of the consultation exercise with shoppers.

4. Summary of Possible Action Points

The draft proposals set out in the Action Plan are derived from comments and suggestions made throughout the consultation.

They are listed in full in the draft Action Plan, themed around the four priority issues of

- Retail Diversity & Vitality
- Traffic, Transport & Accessibility
- Crime & Disorder
- Publicity & Promotions

5. Resource Implications

Actions proposed in the draft Action Plan will require financial and staffing resource to be delivered.

Within the Council, the actions may impact on various departments, including Cabinet Office, Direct Services, Legal and Democratic Services, Leisure and Planning & Environment.

Some actions may be deliverable from within existing resources or by “bending” existing programmes. There is, for example, a small existing budget for Town Centre activities.

Steps will also be taken to attract further external funding to support initiatives wherever possible.

Any further actions requiring additional financial support from the Borough Council will be progressed through the Council’s agreed resource development bidding processes.

There are also proposals that will require resource commitments (in cash or kind) from other agencies if they are to be progressed. These include Nottinghamshire County Council (Highways, Local Transport Team and Culture and Community), Nottinghamshire Police, local businesses and the local community.

It will be important for those agencies to commit to making funds and other support available if the Action Plan is to progress and these points will be raised in consultation, with further negotiations to follow as appropriate.

6. The Way Forward

It is proposed that the draft Action Plan is sent out to a range of key stakeholders, seeking views on the proposed actions and, where appropriate, commitment to support delivery of the actions.

Those stakeholders will include business sector consultees, local residents' groups, Netherfield Forum and local elected members. Views will also be sought from the Borough Council's Scrutiny Committees.

The draft Action Plan will also be made available for public consultation through the Council's website and through a display in and around the Town Centre over the coming weeks.

The consultation will take place during September and consideration will be given to any changes to the Action Plan, based on issues raised in consultation, in consultation with the Portfolio Holder for Development and Economic Regeneration.

A final Action Plan will then be submitted to the Portfolio Holder for decision, hopefully in Autumn. This would allow work to begin on delivery of the Action Plan later this year.

7. Progress in Other Areas

Consultation on Action Plans for Mapperley and Carlton Hill is due to start shortly, with a view to developing Action Plans for those areas later in the year.

8. Recommendation

Cabinet is recommended to agree the draft Action Plan for Netherfield Town Centre for consultation as outlined in this report.