

THE ROLE OF CCMDERBY

CCMDerby operated from September 2005 to April 2008 under service level agreement with the Chamber of Trade. Prior to this there had been no city centre manager for approximately 2 and half years.

In April 2008, the City Centre Manager and the two enquiry officers were transferred over to the direct employment of the DCC under TUPE.

During 2007, a partnership group known as Westfield Opening Taskforce Group (WOTG) formed to address issues relating to the Westfield Opening. The formation of this group worked well and highlighted the benefits of senior officers and councillors discussing key strategic and operational issues, identifying actions and initiatives (utilising funding from Westfield S106.), and removing, where necessary, barriers to achieving a positive and welcoming city.

This group continued after the Westfield Opening and was reformed into the CCMGroup and CCMExec.

The purpose of the CCMGroup

To set a partnership vision and strategy linked to the DCP 2020 Vision, for a prosperous, successful commercial centre as the economic heart of Derby and then oversee its delivery in a timely, cost-effective and creative manner. This vision will capture the following key elements:

- A gradual but steady expansion of its range of services, facilities and activities for all who choose to use it, by day and night, and seven days a week
- Good accessibility
- A safe and secure environment
- A clean, attractive and appealing Centre

See attached plan

The role of the City Centre Management Group (CCMG)

- Agree a vision and strategy for the City Centre
 - Agree priorities and a programme/timetable of action
 - Allocate resources to achieve the strategy and oversee CCMG budgets
- CCMGroup members include private sector representation (incl Cathedral Quarter Company) and the Leader of the Council, Senior Council officers, Cityscape, Marketing Derby DCP and Westfield. It is chaired by the Chief Executive of the DCC

The role of the City Centre Management Executive (CCMExec)

- Develop a management structure to deliver the strategy
- Make recommendations to the Board on aspects of strategy and implementation, including performance
- Develop a strategy and an action plan that maintains/increases the momentum of delivery of City Centre improvements

CCMExec members are predominately DCC officers, plus representatives from Cityscape, Marketing Derby, DCP Westfield and the Cathedral Quarter company.

Board Advisors

The Board will invite advisors from relevant organisations and external consultants to attend Board meetings as and when appropriate and to undertake work of a specialised nature when necessary.

City Centre Management Team (CCMDerby)

The City Centre Management Team is a dedicated staffing resource which will, under the direction of the City Centre Manager:

- Plan deliver and review all City Centre Management activity in the implementation of the agreed Action Plan in conjunction with partners

In particular CCMDerby's role is that of Partnership involvement and Retailer liaison.

The CCMDerby Team is in a unique position in that they have an overview of the issues that cross all sectors / departments. At an operational level they are able to appreciate and advise on how a change in one sector can have an impact on other sectors.

Specific roles include

- Retailer liaison and information (including regular retailers meetings, and newsletters)
- Other stakeholders in the city range from buskers and big issue sellers, to the contractors and support workers , Landlords and developers.
- Link in with Pub Watch and Storewatch and the Police
- The retail sales monitor (access to sales information coupled with footfall monitoring data,)
- Space hire sites across the city (ranging from the Ice rink, Ladyboys, Caribbean Carnival, to commercial, community and charity groups)
- Street café licensing,
- Support business marketing initiatives.

Current Key initiatives

- Development of a Business Strategy and Action Plan
- Development of an Evening Economy Strategy through the Civic Trust
- CACI/Roger Tym retail strategy and customer profiling
- Christmas marketing campaigns
- Reappraising Council guidelines in the light of the changing city to support new business investment
- The introduction of rickshaws
- Car parking reimbursement schemes

Business Improvement District

Following a successful BID vote in November 2007, The Cathedral Quarter Company appointed Ian Ferguson of pfbb Limited as Contract Manager. The BID Board, chaired by James Blick oversees the CQMG and audits and monitors progress

The formation of the Cathedral Quarter Management Group, chaired by Martin Langsdale, manages the implementation of the Cathedral Quarter ('CQ') Business Plan and ensures that the development of action plans address the objectives of CQ Business Plan within the agreed budgets.

Its aim is to achieve the vision of 'establishing the Cathedral Quarter as a destination which offers specialist quality retail, a diverse range of quality leisure and cultural activity and established respected professional services in an attractive historical setting'.

The five key objectives of the BID are to :

- increase awareness
- improve access
- encourage longer stays
- strengthen safety and security
- increase inward investment

Recent achievements include

- www.derbycathedralquarter.co.uk website
- Planters in the Strand and Strand Arcade
- Appointment of Cathedral Quarter Ranger
- Identification of preferred agent to support business investment
- Bus back advertising
- Production of a shopping directory and leaflet
- Painting of street furniture

Potential expansion of the BID

CCMDerby and Ian Ferguson have been approached by businesses in The Lanes with a view to developing a business improvement district to cover Green Lane, St Peters Churchyard, Babington Lane. The businesses are putting a proposal together to discuss initially with the Cathedral Quarter Board, (to see if there can be collaboration with regard to some administration and set up) and will then put a business proposal to the CCMGroup. £50,000 of S106 monies has been ringfenced for supporting the businesses to take this further.

Key footfall trends

One of the most valuable indicators of performance is that of footfall across the city. Footfall data is collected from cameras in the street across the city centre and from Westfield.

CCMDerby Contract the services of pfbb Limited to analyse retail sales and footfall data. The following information is deemed sensitive and is not for general distribution

Footfall for the city centre has seen shifts in flow since the opening of Westfield in October last year. Spectacular increases to Westfield in the early weeks after opening have settled down to regular significant increases over the same periods last year. But street cameras showed a drop in footfall outside Westfield although these have picked up since the Spring.

The opening of Primark has encouraged an increased flow of people into the Cathedral Quarter from the south, creating a new opportunity for people to explore more of the area. This will be enhanced

by the opening of Tesco's at the bottom of St Peter's St. Recent research from CACI suggests that there is the potential for an additional £250 m worth of spend in the city centre this year.

This general strengthening of footfall in Derby against a poor economic situation at a national level has been seen as a very positive and encouraging trend for the city.

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