



## SCRUTINY MANAGEMENT COMMISSION 4 MARCH 2008

Report of the Commission

### Petition Supporting Independent Retailers of Derby

#### RECOMMENDATION

- 1.1 To note the significant investment which Derby City Council has made to support independent retailers and other businesses to enable them to respond to the opportunities created by additional footfall in the City Centre.

#### SUPPORTING INFORMATION

- 2.1 The City Council is committed to maintaining a thriving retail and service sector outside of the Westfield Shopping Centre as well as within it. Far from abandoning local independent retailers the Council has been working with its partners to introduce a range of measures to support the whole City centre.  
The Council continues to work with partners to identify and deliver opportunities to support all City centre businesses and has established forums, like the Business Improvement initiative, City Centre Management and the “retail in the City”, meetings, to ensure that business representatives are fully involved in these plans.  
The Westfield development is a major asset to the City which is attracting significant numbers of new additional visitors to the City. It is our aim to ensure that these visitors experience the attractions of the whole City Centre and become customers of businesses throughout the area.
- 2.2 Already the Council has achieved a great deal as evidenced by the following actions.

#### **Funding**

- DCC support for development launch of a Business Improvement District for the Cathedral Quarter -
- Rate relief for Businesses in CQ and The Lanes areas -

## **Publicity**

- A multi-agency communications group was set up to take a proactive approach to media messages and plan publications and general promotional materials, working with Westfield to promote and advertise the whole of the city.
- Vinyls on Debenhams old sites to promote surrounding CQ and the Lanes - £30,000.
- Derby City Council and Derby Evening Telegraph 'Open for business' campaign which ran every night for 4 weeks and featured many local traders - £10,000.
- Marketing Derby's Open for Business CQ and the Lanes Christmas full-page adverts - £6,000.
- CCM's Specific New Year open for business advertisements - £1,000.
- CCM's Extensive Christmas Advertising campaign into sub-region across a variety of media channels - £45,615.
- Westfield and Marketing Derby's 'Derby City Essentials' 16 page magazine (7 pages on Westfield and 9 pages on the rest of the city offer). Magazine mailed to 200,000 households in key target areas around the city to raise the profile of the city as a whole. - £75,000.
- Market Research of shoppers in Westfield - £2,000.
- Free space hire site outside Westfield offered to retailers to promote Cathedral Quarter - £300.
- Cathedral Quarter and the Lanes banners produced and offered for use by retailers - £164.
- Contribution to production of Stand Branding leaflet - £300.
- Production of a cultural leaflet bringing together events taking place across the city over October and November - £3,000.

## **Events**

- Organisation of a Derby Festé on October 15<sup>th</sup> by the major cultural organisations responding to the opportunity of Westfield opening. 15,000 people attended in the CQ itself - £60,000.
- Big Screen in Market Place - £60,000.
- Ice rink located on the Market Place from late November to January, attracted 30,000 visitors - £15,000.
- Additional Christmas lights in Victoria St, Green Lane, Strand, Bold lane junction, Cheapside and Queen St - £7,000 (not all displays illuminated).
- Additional street trading and fairground rides in weeks leading up to Christmas - £6,360.
- Additional street entertainment leading up to Christmas and over

New Years Eve.

- Westfield, Derby City Council and City Centre Management working with the Civic Trust on the development of an evening economy strategy in readiness for the opening in Spring 2008 of the Westfield cinema and the new QUAD visual arts and media centre - £15,000.
- Major Question and Answer event held for businesses at Derby Dance Centre with City Council, Cityscape and Marketing Derby.
- Development of programme of events for the Market Place, including Royal Opera House relays, Scout Association centenary, expanded Remembrance Sunday - £1,500.

## **Signage**

- The Eagle Centre Market was re-named Eagle Market.
- An on-going programme of improved signage underway with immediate priorities, including “You are here” maps (£24,000) showing the Cathedral Quarter and ‘The Lanes’.
- Cathedral Quarter on brown signs and fingerposts.

## **Environmental**

- A list of priorities for improvements was implemented on general street care, including an environmental action team complete with scrubbing machine - £75,000.
- City Centre NEAT – 7 months charge of £29,000.
- Litter wardens – 7 months charge of £32,000.
- An intensive programme of cleansing was put in place for the opening, including graffiti, chewing gum and needle removal - Gum removal plant and operatives - £40,000.
- Additional litter bins in Strand, Sadler Gate and other areas of the city - £30,000.
- One off tidying of the River Gardens - £2,400.

## **Street refurbishment**

- Works to improve East Street completed - £2.1m..
- Removal of cycle stands at Green Lane.
- Street furniture repainted in Iron Gate, Sadler Gate and Cornmarket - £26,000.
- Hanging baskets for the main thoroughfare between Westfield and the Cathedral Quarter installed - £21,000 with on-going revenue commitments.

## **Highways and other areas refurbishment**

- Planned roadworks are now almost complete including at the Cockpit, the bridge over St Alkmund's Way and the inner ring road..
- A moratorium on works was also established from 10 September to prevent new roadworks until after Christmas.
- Cathedral Green to be completed by June 2008 - £3.8m.
- Quad to be completed by August 2008 - £10,800,000.
- St Alkmund's Way Bridge - £1.3m.

## **Transport**

- Additional bus routes and park and ride facilities have been agreed and funded at a cost over £130,000 for the year.
- A detailed traffic plan is in place for the Westfield opening with a command centre and single point of contact.
- The group is investigating rickshaws to maintain the link from Westfield to the Cathedral Quarter shopping area and add something different to the city centre.
- The group investigated a land train link between Westfield and Cathedral Quarter.
- Giant-sized dressing erected on Chapel Street car park to promote the Cathedral Quarter shopping area - £20,000.
- Free car parking in Chapel Street on Saturdays leading up to Christmas.
- Agreement to explore Pay and Display parking reimbursement scheme with retailers in Cathedral Quarter and the Lanes.
- Liaison regarding new train franchisee. New posters showing bus routes from the railway station to the city centre were installed around the station at a cost of £500.
- An updated version of the city bus network map leaflet was sent to all 100,000 households in the city in October at a cost of £95,000.

## **Community Safety**

- Award winning Pub watch.
- Best bar none scheme.
- Taxi Marshalls.

## **Management**

- City Centre within DCP Structure.

- CCMDerby to be taken back into the DCC.
- Formation of a new City Centre Executive and City Centre Partnership.
- Support of Cathedral Quarter company.

2.3 The Council will continue to work with its partners and local businesses to secure the vitality and viability of the whole City Centre

<b>For more information contact:</b> Jonathan Guest 01332 255036 e-mail <a href="mailto:jonathan.guest@derby.gov.uk">jonathan.guest@derby.gov.uk</a> <b>Background papers:</b> Appendix 1 – Implications <b>List of appendices:</b>
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<b>IMPLICATIONS</b>
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**Financial**

1. The Council has made a significant financial investment and will continue to support improvement proposal where appropriate.

**Legal**

2. None arising from this report.

**Personnel**

3. Officers from the Council and its partners are actively involved in this initiative. The Council funds directly a dedicated City Centre Management Team

**Equalities impact**

4. Equalities issues are considered within individual project proposals

**Corporate Objectives**

5. This report has the potential to link with the following Corporate Objectives,
  - Making us proud of our neighbourhoods
  - Creating a 21<sup>st</sup> Century City Centre
  - Leading Derby towards a better environment
  - Supporting everyone in learning and achieving
  - Helping us all to be healthy active and independent
  - Giving you excellent services and value for money