
TOWN CENTRE BUSINESS PLAN 2008-2011

Responsible Cabinet Member - Councillor John Williams, Economy Portfolio

Responsible Director - Richard Alty, Assistant Chief Executive (Regeneration)

Purpose of Report

1. To present the new Town Centre Business/Action Plan for approval of actions that are the responsibility of the Council. (See Appendix 1).

Background

2. The Town Centre Board considered the proposed outline for the Business Plan and agreed the timescale for consultation and publication at its meeting in February 2008.
3. The Economy, Environment and Transport Group of Darlington Partnership considered the draft plan at its meeting on 28 February and the various comments and suggestions arising from discussion at that meeting have been incorporated.

Information and Analysis

4. The new Town Centre Business Plan has embraced the priorities identified for the Town Centre through the Enquiry Group process and, along with the new Action Plan, has been prepared with a view to delivering the priorities included in the new Sustainable Community Strategy, One Darlington: Perfectly Placed, relating to creating a 'Prosperous Darlington'. It has also incorporated the priority identified in the Council's Corporate Plan for creating an attractive and vibrant town centre.
5. The final draft of the Business Plan was approved by the Town Centre Board on 1 April 2008. It is now presented to the Council's Cabinet for approval of those actions that are the responsibility of the Council.
6. Various actions have been identified that require funding. Below is a table showing the actions and the funding source. (See Appendix 2).

MARKETING DARLINGTON	FUNDING SOURCE
Actions: 5, 7, 8, 9, 11	Funding relies on existing revenue budgets which are approved
Actions: 4, 6, 13	Funding relies on the Council's capital programme. Reports on the capital spend will be presented to a future cabinet meeting.
Actions: 12	Funding required from sponsorship/grants which is still being sourced

DEVELOPING DARLINGTON	
Action: 1 Continue Local Motion	Funding relies on existing revenue budgets which are approved and future bids for external funding.
Action: 2 Victorian Indoor Market Manage the 'change' during development	Funding required from sponsorship/grants which are still being sourced Funding relies on existing revenue budgets which are approved
PROMOTING DARLINGTON	
Action 9: Town Centre Events	Funding relies on existing revenue budgets which are approved

- The Town Centre Forum will be consulted on the Town Centre Business Plan on 21 April 2008 and any comments made will be reported verbally at the meeting.

Outcome of Consultation

- The document has consulted businesses through the Town Centre Forum, and input has been received via the Town Centre Board and the Economy, Environment and Transport Group. This consultation has helped support and develop the business plan.

Legal Implications

- This report has been considered by the Borough Solicitor for legal implications in accordance with the Council's approved procedures. There are no issues which the Borough Solicitor considers need to be brought to the specific attention of Members, other than those highlighted in the report.

Section 17 of the Crime and Disorder Act 1998

- The contents of this report have been considered in the context of the requirements placed on the Council by Section 17 of the Crime and Disorder Act 1998, namely, the duty on the Council to exercise its functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. Future planning of events and actions will take into account any such effects.

Council Policy Framework

- The issues contained within this report do not represent change to Council policy or the Council's policy framework.

Decision Deadline

- For the purpose of the 'call-in' procedure this does not represent an urgent matter.

Key Decisions

13. This is a key decision because it is significant in terms of its effects on the economy of the Town Centre which affects people from the whole Borough.

Recommendation

14. It is recommended that Members approve the actions in the Town Centre Business Plan 2008-2011 which are the responsibility of the Council, subject to funding being confirmed for these actions not relying solely on existing approved budgets.

Reasons

15. The recommendation is supported by the following reason: to continue to foster an attractive and vibrant town centre, in line with 'One Darlington: Perfectly Placed', and with the Council's Corporate Plan.

Richard Alty
Assistant Chief Executive (Regeneration)

Background Papers

Town Centre Business Plan 2003-2007

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