

What we said we'd achieve in 2014/15

Priority Outcome: Prosperity – Economic Resilience



Town Centres

Quarter 1

How are we doing so far?

We said we would: Improve town centres through regeneration and management

By:

<p>To maintain a dialogue with the stakeholders in the District's three Town Centres, including the Traders Associations, as a means of supporting specific initiatives in each centre.</p> <p>There is regular dialogue with all three of the District's Traders Associations. Issues raised by the Traders Associations are also a standing item on the agenda for meetings of the Town Centre Regeneration Policy Development Committee with representatives invited to attend meetings on two occasions during the Municipal Year.</p>	
<p>To undertake a detailed analysis of the use of the Rugeley Road car park to inform a review of management arrangements.</p> <p>In June 2014, URS Infrastructure & Environment were appointed to undertake a detailed survey of the Rugeley Road car park in Hednesford to establish the demand for parking spaces and the length of stay. The information will be used to inform future management arrangements for the car park. The detailed survey work was undertaken in mid June and the consultants report is due to be completed by the end of July 2014.</p>	

As Performance Measures:

To achieve a reduction in the number of vacant ground-floor retail units in the District's principal town centre shopping streets.

Key Performance Measures

Service Aim: Improved Town Centres through regeneration and management

Town Centre	Total Units	Vacant Units	Vacancy Rate (%)
March 2014			
Cannock	126	13	10.32
Rugeley	125	8	6.4
Hednesford	93	9	9.68
Combined	344	30	8.72
June 2014			
Cannock	126	13	10.32
Rugeley	126	5	3.97
Hednesford	93	9	9.68
Combined	345	27	7.83

Notes:

1. Cannock's principal streets include Market Hall Street (inclusive of The Forum, Cannock Shopping Centre and outside Market Hall ground floor units); Church Street; Market Place (up to Newhall Street); and the front part of High Green Court.
2. Rugeley's principal streets include Market Street (up to and including Morrisons); Market Square; part of Anson Street; Lower Brook Street; Brook Square (including units up to and including the Market Hall); Brewery Street; Upper Brook Street; and Horsefair (up to St Paul's Road).
3. Hednesford's principal streets are Market Street (only the front two units of The Lightworks are included and Anglesey Lodge is excluded); Rugeley Road (up to Victoria Street); and the new developments off Victoria Street.



To facilitate the reoccupation of vacant town centre floorspace through the Town Centre Business Rates Discount Scheme (TCBRDS) by securing 5 further approvals during 2014 – 15, subject to funding restrictions.

Achieved. At the end of Q1, 5 additional businesses had secured assistance through the TCBDRS via the occupation of vacant floorspace within the District's three town centres. The total number of businesses assisted now stands at 24. To date, twelve schemes have been approved in Cannock Town Centre, eleven in Rugeley Town Centre and one in Hednesford Town Centre.

