

<b>Report of:</b>	<b>Head of Economic Prosperity</b>
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<b>Portfolio Leader:</b>	<b>Town Centre Regeneration</b>
<b>Key Decision:</b>	<b>No</b>
<b>Report Track:</b>	<b>Cabinet: 27/02/20</b>

**CABINET  
27 FEBRUARY 2020  
PERMISSION TO SPEND –  
ENVIRONMENTAL IMPROVEMENTS IN CANNOCK TOWN CENTRE**

**1 Purpose of Report**

- 1.1 To seek permission to spend money on Cannock Town Centre environmental improvements to as far as possible coincide with the opening of the McArthurGlen Designer Outlet West Midlands.

**2 Recommendation(s)**

- 2.1 Cabinet is asked to provide permission to spend £94,000 from an earmarked reserve for environmental improvements for Cannock Town Centre.
- 2.2 Cabinet to delegate authority to the Head of Economic Prosperity to implement the proposed works including procurement of contractors in consultation with the Town Centre Regeneration and Economic Development & Planning Portfolio Leaders.

**3 Key Issues and Reasons for Recommendations**

- 3.1 The new McArthurGlen Designer Outlet West Midlands is scheduled to open to members of the public in September 2020. There is a need to make sure the existing town centre looks as welcoming as it can, even if only a small proportion of the predicted growth of 3 – 4 million per annum visitors, to the Outlet, carry out a dual trip in to the town centre.
- 3.2 There is an agreed, one-off environmental improvements budget of £94,000 to spend in Cannock Town Centre and a need for Officers to obtain Cabinet authority to grant permission to spend on the various different areas of proposed environmental improvements, as follows (see Appendix 1 for detailed breakdown):

£1,500 – Updating display cabinets in and around the town centre with new updated maps and promotional material

£31,000 – Comprehensive painting scheme, primarily in the core town centre, to include welcome signs and all the street furniture.

£8,500 – New Graffiti Art scheme on roller shutter doors for Council owned empty units. (Examples of similar art work please see Appendix 2).

£53,000 – Improvements are required to exterior façade and appearance of the Prince of Wales Theatre given its dated aesthetic appearance.

#### **4 Relationship to Corporate Priorities**

4.1 This report supports the Council's Corporate Priorities as follows:

- (i) Creating strong and diverse town centres to attract additional customers and visitors.
- (ii) Creating a positive environment in which businesses in the District can thrive.

#### **5 Report Detail**

5.1 In order to identify the full extent of environmental improvements capable of being carried out in the town centre, site inspections have been conducted by Officers including; Parks and Open Spaces, Waste and Engineering, Corporate Property Services and Economic Development. This long list of improvements has now been prioritised and costed, and provided herewith.

5.2 There are three display boards in Cannock Town Centre that house maps of the area and give space for promotion of events. These boards are out of date with the covering of the display boards damaged and scratched. The heritage boards need to be made good in their appearance.

- The estimated cost to replace with up to date maps, repair the display boards and re varnishing of the additional Heritage trail boards would be £1,500.

5.3 There are several empty Council owned units that are located around the indoor market/multi storey car park. All have blue roller shutter doors with paint peeling off them and are generally an eye sore to visitors and shoppers.

Whilst the medium to long term ambition is to redevelop the multi storey car park area, it is recommended that the blue shutter doors around the base of the Multi Storey Car Park and the blue shutters leading off Church Street into the Prince of Wales market, have graffiti art painted on to them in keeping with the area, i.e. wildlife, flowers, shopping and historical events giving a more pleasing image for people to focus on whilst in the town centre.

- This art work would be completed by a local fully trained artist, who has previously carried work out on empty units in Rugeley, at an estimated cost of £8,500.

5.4 The pedestrian subway connection to the Town Centre, from the Beecroft Road surface car park is very shabby with paint peeling off the roof. The “Welcome to Cannock Town Centre” sign needs to be made prominent and repainted.

There are various Multi Storey Car Park signs around the town centre that need to be removed or painted over as the car park is no longer open.

Various railings around Littleton Square have previously been painted but are now peeling with a different paint underneath showing through.

All furniture around the town centre which include bollards, benches, and lamp posts, along with the railings by the Cenotaph, need to be repainted.

- For the painting of the subway, the signs, 57 bollards, boards and directional signage, 20 lamp posts, 17 benches, 3 sets of railings around the seating area, including street furniture would be approximately £31,000.

5.5 The Prince of Wales Theatre is a successful facility and key part of the Council’s vision to re-position the town centre as a leisure and culture hub, but the frontage is very dated and needs uplifting and modernising with a more prominent sign visible to visitors. At present there is little or no lighting around the exterior of the building. This could be improved upon making it more inviting for visitors.

The Council, as landlords of the Theatre, are responsible for the exterior appearance, with the tenant responsible for the interior.

- A recommendation is made for a vinyl wrap (or similar) to be placed around the front and two sides of the Prince of Wales with side signage. New uplighters would also need to be fitted around the base of the theatre all at an estimated cost of £53,000. An Architect will need to be appointed to draw up plans and planning permission will need to be applied for and obtained. Property Services would need to undertake a survey of the exterior of the building to make sure the structure is suitable for the vinyl wrap. If not feasible for any reason then an alternative option will be brought back to Members for further consideration.

5.6 The aim would be to complete the majority of the work to coincide with the opening of the McArthurGlen Designer Outlet West Midlands, giving a more pleasing outlook and impression for the anticipated influx of visitors to the area. However, the option as presented in paragraph 5.5 will take a longer period of time but will enhance the town centre environment and improve the image of the town centre.

**6 Implications****6.1 Financial**

The proposal is not yet included within the Capital Programme. Should Cabinet wish to progress with the scheme, the Capital Programme will be amended to reflect the project approved by Cabinet. A reserve of £94,000 earmarked for environmental improvements is available to fund the project. A breakdown of the anticipated costs is included within the body of the report and demonstrates deliverability of the proposed plans and options within the resources available. Should further work highlight any budget pressures, an additional report will be brought back to Cabinet for consideration.

**6.2 Legal**

Any legal implications are set out in the report.

**6.3 Human Resources**

All work will be undertaken by professional contractors and works overseen by property services/economic development officers from within existing resources.

**6.4 Section 17 (Crime Prevention)**

None

**6.5 Human Rights Act**

None

**6.6 Data Protection**

None

**6.7 Risk Management**

Technical – need to be confident that improvements proposed for the Prince of Wales Theatre re: cladding/vinyl wrap can be carried out on existing building.

Cost escalation – prices based upon professional quotations and would look to fix prices for any works to be carried out.

Programme – could take longer than anticipated however sufficient lead in time should reduce this risk to a manageable level.

**6.8 Equality & Diversity**

None

**6.9 Best Value**

The project is to be delivered in accordance with the Council's financial regulations, including obtaining competitive quotations as appropriate.

**7 Appendices to the Report**

Appendix 1: Funding breakdown

Appendix 2: Examples of roller shutter doors

**Previous Consideration**

General Fund Budget and Capital Programme  
2017-18 to 2020-21

Cabinet

25 January 2018

**Background Papers**

None.

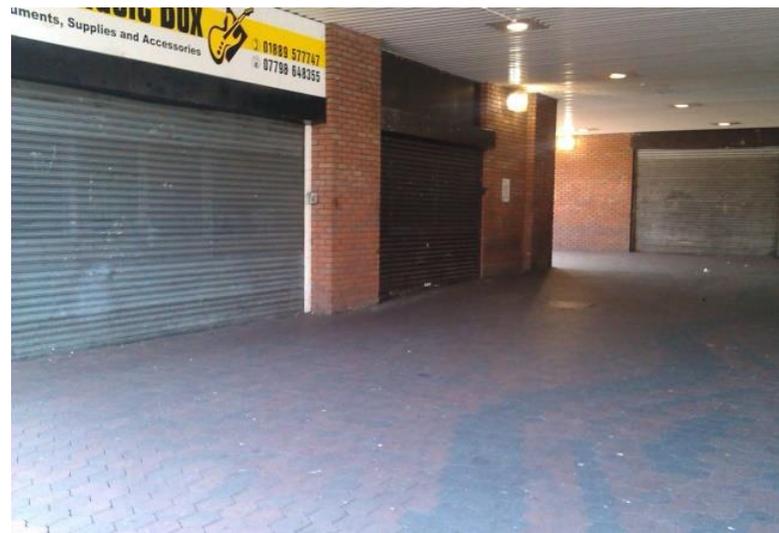
**ITEM NO. 10.**

Appendix 1

Cannock Town Centre – Condition Review		£94,000
Item / Location	Suggested Works	Estimated Cost
Display cabinet at top of steps (Beecroft Road) which holds map of the town centre plus the heritage trail boards (2)	The map board needs painting and the plastic covering is dirty and scratched. The map is out of date, along with the other 2 boards around the town. Heritage boards need sanding and varnishing.	£1,500
<p>The side of the subway with sign saying 'Welcome to Cannock Town Centre' (from the car park and then when returning to the car park).</p> <p>Subway roof (Beecroft Road). Signs regarding MSCP above old entrances. Black glass/metal canopy around outdoor shops, from Market Hall to Greggs. Railings around seating area, the 2 lamp posts in Littleton Square.</p>	<p>Paint a better colour and highlight the wording 'Welcome to Cannock Town Centre', matching the same on the entrance when leaving the shopping centre. Subway roof is very dirty with cobwebs. Signs to the MSCP from the shopping centre need to be removed or painted over. Railings and posts from Market Hall to Greggs have the old blue paint coming through and the existing black and gold coming off. A re-paint job is needed. The cost to paint all the street furniture, including all items below will need an approximate budget of £31,000. To paint both sides of the subway £645 (removal and reinstate signage). Subway ceiling £355.00 (both of these are estimates).</p> <ul style="list-style-type: none"> <li>• 57 Bollards;</li> <li>• 3 Signage Boards;</li> <li>• 2 Directional Signage;</li> <li>• 20 Lamp posts (Painted to a height of 4 metres from the ground up only);</li> <li>• 17 Benches;</li> <li>• 3 sets of railings to seating area, Cenotaph and both bandstands (not to include the rainwater goods, fascia and glazed areas)</li> </ul>	£31,000
Empty shop / old MSCP roller shutter doors.	The blue roller shutter doors to empty units, the old entrances to the MSCP and shutters to the market area off Church Street to have graffiti art on them, in keeping with the area, i.e. flowers, wildlife, shopping etc.	£8,500
Prince of Wales – building dull and needs prominent sign and visual appearance. Removal of Christmas lights from around the POW.	A lighter coloured vinyl wrap around the building with the 'Prince of Wales Theatre' down the side, with side signage. Lights need to be removed and replaced with some uplighters, colour changing lights around the base of the POW.	£53,000

Appendix 2

Rugeley town centre before



Rugeley town centre after

