

Report of:	Head of Economic Prosperity
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Portfolio Leaders:	Economic Development and Planning / Town Centre Regeneration
Key Decision:	No
Report Track:	Cabinet: 08/11/18

CABINET
8 NOVEMBER 2018
CANNOCK TOWN CENTRE MANAGEMENT PARTNERSHIP

1 Purpose of Report

- 1.1 To update Members on how best to establish and take forward the new Cannock Town Centre Management Partnership (CTCP). The CTCP is necessary to represent the interests of the stakeholders in the town centre and provides a co-ordinated mechanism for engaging and retaining the vibrancy and vitality of the town centre.
- 1.2 This report provides detail on the proposed next steps and actions needed in order for all the necessary accountability and management structures to be in place for the CTCP to be operated appropriately and successfully.

2 Recommendations

- 2.1 That Cabinet authorise the facilitation of a new Unincorporated Association (UA) initially as a separate partnership entity in order to handle all affairs of the CTCP and its Members. The name of the UA will be determined by the CTCP when establishing governance and appropriate representation as detailed in Section 5.5 of the report at their inaugural meeting scheduled to take place in November 2018. The UA will need to decide its future structure.
- 2.2 That Cabinet authorise the Head of Economic Prosperity in consultation with the Head of Legal Service and Head of Finance to set up and enter in to all necessary agreements, in order for the CTCP to be established and operated appropriately.
- 2.3 That Cabinet approve the Portfolio Leader for Town Centre Regeneration to be the Council's only nominated representative to sit on the CTCP board once formally established and operating.

- 2.4 That Cabinet approve the use of existing Council staff time and financial Section 106 monies where appropriate and applicable (held by the Council) to operate and support the operation and activities of the CTCP. This support will be necessary until such time (circa 2 years) as the UA is properly established, working effectively and the Partnership becomes financially sustainable in its own right. The UA company structure may also need to be reviewed in light of the sustainability strategy.

3 Key Issues and Reasons for Recommendation

- 3.1 Research has been carried out by the newly appointed Town Centre Partnership Officer (TCPO) on a variety of Town Centre Partnerships (TCP) operating across the Country. This research includes considering best practice advice from the Association of Town Centre Managers and the Government guide for Town Centre Managers.
- 3.2 To aide desktop research carried out by the TCPO, informal consultation with the Council's contracted business start up adviser "Blue Orchid", has been undertaken. This advice has helped to recommend the best governance and management arrangements for operating the new TCP.
- 3.3 It is recommended that the most suitable operating model for the proposed new CTCP is to operate as a UA. Guidelines for management of a TCP, reinforces the importance of appropriate governance arrangements being in place from the outset of forming a TCP. This is useful for independence, transparency and accountability of activities carried out by the TCP.
- 3.4 The UA, recommended for the CTCP will operate as an informal partnership but must have a Constitution in place to aide management and governance arrangements. A draft Constitution is provided (Appendix 3). Please note the CTCP will be an agreement between a group of individuals who come together for a reason other than to make a profit. An informal structure helps share responsibilities amongst its Members but ultimately the Council will remain the legal accountable body for the CTCP. The UA and Constitution need to be shaped and adopted by the TCP and both are capable of adaptation if the Partnership decides these arrangements are not what they wish to operate under.
- 3.5 As part of any adopted Constitution the formation of a Partnership Board is essential to a TCP with ideally separate financial accounting arrangements in place for the management of the affairs of the CTCP and a UA.

Please note: CTCP may choose to change its legal structure to be 'Incorporated' in the fullness of time (when Directors are in place) to allow full independence from the Council for its operation and to directly receive grant funding from third parties as opposed to via the Council.

- 3.6 Good practice recommends the creation of separate accounts for financial affairs of a TCP. This is to enable any income from events, sponsorship and donations to be properly accounted for and will aide transparency. The Council along with

the Town Centre Partnership Officer (TCPO) will manage the budget on a day to day basis and Finance will need to provide quarterly accounts and end of year statements.

- 3.7 Cabinet in February 2012 approved the development of a protocol and process for use and expenditure of Section 106 monies (S106) in Town Centres held by the Council. It is anticipated that once formed the CTCP will be utilising these funds to support activities of the new partnership. The current S106 balance immediately accessible for supporting Cannock town centre activities is £16285. Further S106 funding is payable by the developers of the McArthurGlen Designer Outlet Village Cannock (MGDO) in two instalments i.e £50k12 months from the commencement of development and a further payment of £50k 12 months later. Cabinet in January 2018 approved permission to spend for Section 106 monies linked to the planning obligations of the MGDO.
- 3.8 The CTCP will need to apply for use of S106 funds via the approved protocol and application process agreed by Cabinet in February 2012. This process safeguards use of the monies and the Council can check compliance in accordance with the original intended purpose as defined in the S106.
- 3.9 Transition from the existing Cannock Traders Association (CTA) arrangement to the NEW CTCP will be essential to avoid confusion of branding and to stimulate enthusiasm, participation and involvement with more traders in the town centre. The CTA's role has diminished over time and currently operates with just two members. Transition will include cessation of any further financial payments to the CTA anticipated from January 2019. The Council has previously funded public liability insurance, first aid coverage at events and one off modest financial contributions to support events taking place in the town centre (excluding Christmas lights where the Council took the decision in December 2016 to no longer support).
- 3.10 The CTCP must be established as soon as practicable given construction of the MGDO has now commenced on site. The Council aspires to encourage linked trips by visitors to the MGDO into the Town Centre. A shuttle bus will operate to give a physical connection to the two destinations along with joint promotional activities for the two destinations in the future. MGDO is due to open in Spring 2020.
- 3.11 Consultations with stakeholders including businesses in Cannock Town Centre demonstrate support for setting up the new CTCP. The timing and appetite for underpinning the identity and role of Cannock Town Centre remains a key priority of the Council.
- 3.12 Facilitating sustainability of the CTCP is going to be critical in the long term. Therefore, options for the future may need to consider the introduction of an annual subscription fee to be a CTCP member (fees linked to size and type of business). However, before considering such a response the CTCP must establish a proven track record of delivery. The success of the CTCP will determine how likely Members are to pay a subscription charge for being part of the Partnership in the future. There is a need to give further consideration to

other income generating activities that may include exploring a Business Improvement District (BID) for Cannock Town Centre.

- 3.13 The TCPO role is a Council appointed post, funded on a two year fixed term basis. Reporting responsibility and supervision is through the Councils' Economic Development Manager. It is recognised that the TCPO will directly be resourcing delivery of activities of the new CTCP in a supportive manner.
- 3.14 The new CTCP will bring together Businesses, Traders and potentially the MGDO to build a thriving community which attracts visitors to the Town Centre. Some challenging personalities are active in the Town Centre and managing these individuals, their interests and creating an inclusive and transparent basis of working will be very important to gaining the support of all in the new CTCP.

4 Relationship to Corporate Priorities

4.1 This report supports the Council's corporate priorities as follows:

(i) Building prosperity for the area by:

- Creating a strong and diverse town centre to attract additional customers and visitors.
- Creating a positive environment in which businesses in the District can thrive.
- Establishing MGDO as a major visitor attraction and maximising the benefits it will bring to the whole District.

(ii) Promotes the Community by:

- Promoting attractive and healthy environments.

5 Report Detail

- 5.1 Cabinet approved in 25 January 2018 a permission to spend report in relation to the use of Section 106 monies linked to MGDO and planning obligations. Cabinet approved funding for the position of a TCPO for 2 years to assist in delivering improvements in Cannock Town Centre. The Council has now appointed a TCPO for a fixed two year period and the post holder started in the post, June 2018.
- 5.2 Research has been carried out by the TCPO in arriving at the proposed CTCP structure and governance arrangements contained in this report. Several different types of structure have been examined (Appendix 1) in making the recommendation for establishment of a UA. Looking at all potential options and liaising with different Councils around the Country, it appears that there are several different choices for Town Centre Partnerships.
- 5.3 The Stafford Town Centre Partnership (STCP) is Council led and is funded by subscription fees charged to all Members, dependant on size and various other

criteria. The new CTCP will not look to charge a fee to join for the Partnership in its first few years of operating but this will be reviewed in 12 months time as part of arriving at an sustainability strategy for the future. In view of this key difference the CTCP cannot be set up by merely applying the same procedures as STCP. The intention is CTCP will in time be bidding and entering into grant agreements direct as a way of financing their activities and as such may need to be a separate legal entity to operate in this way.

- 5.4 The type of company structure that best suits the CTCP would be an UA. This is largely because a UA is straightforward to set up e.g. no costs for registering and does leave open the option for gaining future grants or funding direct by the TCP once a constitution is in place. Ultimately, the UA and constitution needs to be approved once the CTCP meets formally along with formation of a Partnership Board. These approvals are programmed to take place at the first CTCP meeting scheduled to take place in November 2018.
- 5.5 The DRAFT Constitution (Appendix 3) reflects good practice advice on the ideal composition of a TCP Board. Ideally, the Board should comprise of circa 10 members and should operate on the basis of a balanced representation between the private and public sector, market traders and larger businesses. There must be appointments for specific roles including; Chairman, Vice Chairman, Finance Monitoring Officer, Secretary then a further five partnership members (ideally businesses/traders so as to avoid any issues of perceived top heavy Public Sector representation). It is recommended that the Council's Portfolio Leader for Town Centre Regeneration is the only Council Board representative on the CTCP at this stage that will have a vote along with the other Board members.
- 5.6 A nomination process for appointments to key roles in the CTCP will be adopted by the TCPO and this will extend to managing any conflict of interests held by Board and/or Partnership Members. It is important that the CTCP is a forum that is considered unbiased and should not be influenced or dominated by any single individual, especially if individuals have significant land or financial interests in the Town Centre.

Prior to the inaugural CTCP meeting nominations for the Board and the appointment process for the key roles will be defined by the TCPO and sent to all.

- 5.7 There will be a agreement in place, called an "Asset Lock", whereby if the CTCP was disbanded for any reason then any funds remaining in their finance account would be returned to the Council (if Section 106 monies) or if donated or raised from fund raising activities given back to the Community. This assumes there is no suitable association continuing to operate in the town centre.
- 5.8 The Council's finance department and the TCPO will look after the accounts for the CTCP. No separate bank account has to be created by the CTCP. A Finance monitoring officer from the CTCP will be nominated and appointed at the inaugural meeting in November 2018. The TCPO will monitor the accounts and will liaise with a board member (to be appointed by CTCP) to aide financial monitoring (not essential but desirable by the CTCP) and the Councils' finance department on a regular basis to maintain accurate figures on cash flow. End of

year accounts will need to be completed, with an anticipated end of year to be 31 March and resources from Finance will be needed to carry out this task.

- 5.9 It should be recognised that an existing informal association already operates in Cannock Town Centre called “Cannock Traders Association (CTA)” and this Association has operated 11 years+ in the town centre. The CTA is chaired by a resident of the District and a key member of the local community. Events have been run historically by the CTA in the town centre including a Summer Carnival and Christmas Extravaganza.
- 5.10 Unfortunately membership of the CTA has dramatically diminished over recent years. The CTA is now operating with only a few members. The new CTCP will try to work positively should the CTA make the decision to continue to operate independently. Consultation feedback with traders in the Town Centre on why they do not participate in the CTA supports the creation of a NEW partnership in order to move the town centre forward. The Council understands the Chair of the CTA is proposing to continue to operate for the foreseeable future but the CTA has been kept informed on the intentions of the Council to form a new Partnership. The Council is endeavouring to co-ordinate activities during the transitional period with CTA but post establishment of the new CTCP any support will have to be refocussed solely on the new CTCP.
- 5.11 There is a risk of confusion in the town if the CTA continues to exist and therefore a branding for the new CTCP will need to be clearly established as quickly as possible in parallel to raising the profile of the CTCP. Independence of CTCP from the Council is also important to potential new members, if to be truly driven by the private sector and local businesses. This is why we are proposing to limit the representation on any CTCP board established to one Council Member.
- 5.12 The challenge faced by the new CTCP is how to inspire and enthuse new Members in order for them to work positively and together for the good of their town centre. It is essential to have a clear objective based on securing additional footfall into the town centre and enhancing the visitor/shopper experience. A TCP, will give a collective voice to the town centre and will try to represent the interests of all not the few. All TCP members must be able to discuss any issues or make suggestions aimed at bringing about a positive impact in their town centre.
- 5.13 Any monies requested by the CTCP and approved by the Council will be paid directly to the supplier; no monies will be directly paid to the CTCP or any separate bank account.
- 5.14 It should be noted that Cannock Town Centre does not currently have a Parish Precept or a Parish Council to represent their interests. Therefore, there is no annually set or allocated budget compared to other town centres including e.g. Hednesford and Rugeley Town Centre. This financial constraint means in the short term the CTCP is reliant on the Councils current S106 funding support and or fund raising activities.

5.15 There have been concerns raised on the potential negative loss of trade from the town centre when MGDO opens. The Council does not support this position but does feel the creation of a new TCP to help to maximise the benefits that MGDO will create will be important. Positioning, the town centre favourably to new visitors coming into Cannock is an opportunity the Council is keen to maximise.

5.16 The Economic Development Service in June 2018 carried out a stakeholder consultation exercise (Appendix 2) with all known Businesses and traders with an interest in the Town Centre regarding its aspirations for forming a TCP. The response was encouraging with 97% of responses in favour of setting up a CTCP and very few negative comments being received. Further meetings with individual businesses have been carried out by the TCPO with a positive response being notable.

A minority comment (one individual) in relation to the length of time taken to establish the TCP has been noted. However, it has been important to the Council for the new TCPO to be in post and resource this research work being undertaken, prior to any formal establishment of the TCP. Consultation has been undertaken in an inclusive way so as to represent all the stakeholders of the town centre.

5.17 There is a need to build positive and regular communications (whether face to face or in writing) on Town Centre related issues between the CTCP and Members. Regular meetings or online forums along with holding an Annual General Meeting (to coincide with year end accounting) will be the way the CTCP looks to operate.

5.18 CTCP will work with its Members on a promotional strategy and marketing plan aimed at promotion of Cannock Town Centre as a focus for economic and social activity. A dedicated section on the Councils website may be used to promote the activities of the CTCP if considered by the Board to be appropriate. CTCP would look to publish a newsletter that will be circulated to all its members (electronically) with an interest in CTCP.

5.19 At the inaugural meeting of the CTCP (scheduled for November 2018) quarterly meeting dates for the rest of the year will be set along with discussion topics to focus on challenges faced by the town and to give a focus on delivery activity. Any CTCP member can request a meeting if required and appropriate notice is given. The TCPO will coordinate and minute meetings until such time as a Secretary is formally appointed.

5.20 A sustainability strategy is needed to support the TCP in the long term. This may include membership fees or the formation of a BID (if there is proven support from businesses to explore this).

5.21 A BID operates on the basis of business rate customers paying a levy, on average, between 1% and 4% of their rateable value and in addition to their business rates bill, and is subject to a ballot by businesses in a defined geographical area. These monies are collected by the Council and held separately to any other monies. The funds will only be used in the area where

the BID is implemented. The maximum term for a BID is five years after which time this can be extended following a further ballot. These monies can generate large income streams easily (e.g. 100 businesses at £100 p.a. would equate to £10,000 p.a.) and these monies can be re-invested to improve the local environment and can extend to town centres.

- 5.22 Members may recall (Cabinet report 19 July 2007) the Council did create a local BID for the Hawks Green Business Park. The BID was blighted by administrative issues and the income (from the levy charged to businesses) proved to be insufficient to sustain itself. The CTCP will require a re-examination of the benefits a BID can bring and it is noted that a significant number of Councils with TCPs have used this mechanism to help sustain investment in their TCP long term. If the CTCP decide to investigate this route they will need to conduct a consultation exercise including a feasibility study and a ballot before embarking on formally establishing a BID for the town centre, especially given the Council's past negative experience of BIDs.
- 5.23 The CTCP moving forward into 2019 will be looking to be much more proactive in promoting Cannock Town Centre by putting on more events, such as Craft Fairs, Artisan Markets, Food and Drink Festival, Farmers Markets, which will bring in more visitors and increase the footfall and trade to existing Businesses. Ongoing, it is anticipated that these events will get bigger, greater in number and better as the CTCP gets properly established.
- 5.24 The Council is planning its first event to help kick start and drive forward the CTCP formation. Therefore, on the 1 December 2018, to coincide with Small Business Saturday (a national campaign around promoting independent traders, new business start ups and local trading in local centres) the Council will be hosting two outdoor markets. The markets will be operated by E R Sketts, the Council's existing contracted service provider and the Council will also be looking to include a small local arts/craft/produce market that will accommodate local businesses looking to promote their homemade products. There will not be any additional financial cost to the Council in hosting the markets and Chase Chamber of Commerce, are funding the promotional side for the event which will include leaflets and posters. All necessary consents for running the markets will be in place along with risk assessments and insurance cover.
- 5.25 Over the last few months the TCPO has spent a lot of time in the Town Centre talking with different businesses and feels there is a real buzz and pride in Cannock and everyone is excited about moving this forward and especially working with the MGDO. Businesses feel the TCP will boost Cannock Town Centre and put a real focus on the District as a place to visit great experience and hopefully stay in the future.

6 Implications

6.1 Financial

It is proposed that the CTCP will act as a organisation "hosted" by the Council ie using the Council's financial systems but kept separate from the Council's own

resources. Council staff time to support the CTCP will be met within existing resources.

Allocation of S106 receipts to support Town Centre Initiatives will be subject to the normal Council authorisation procedures.

6.2 Legal

Incorporated into the report – Further consideration of the procurement of specialist company law advice is being pursued by Legal to be confident on the best structure for the CTCP and its proposed future activities.

6.3 Human Resources

A Town Centre Partnership Officer has been employed by the Council for 24 months (started June 2018) which has been funded by the S106 money from the MGDO.

As the financial accounts for the CTCP will be held and prepared by the Finance Department of the Council, existing staff time will be needed to operate this service for the CTCP. If an external source was appointed to carry out financial reporting etc there would be additional costs incurred by the TCP. These costs could include the cost of Banking, Accountancy and Solicitors and are unaffordable at this present time. The TCP will need to look at long term sustainability options for the CTCP and this could review existing arrangements going forward.

The TCP will be making appointments to key positions in accordance with the proposed DRAFT Constitution (Appendix 3)

6.4 Section 17 (Crime Prevention)

Staffordshire Police work with the Town Centre which involves Store Watch and Pub Watch. Regular meetings are held between the Police and the Town Centre Businesses with the introduction of CCTV and radios. An invitation to the Police has been extended to be part of the CTCP.

6.5 Human Rights Act

N/A

6.6 Data Protection

All data held by The Partnership would be fully compliant with GDPR.

6.7 Risk Management

Lack of interest in forming a TCP – After considerable research, consultations with Businesses and meetings it is highly unlikely that there would be no interest shown in setting up CTCP. The activities of the new CTCP will determine the success of the Partnership.

Long term financial sustainability – This is a key priority for the CTCP once operating. Future income generation may include fund raising, donations and from hosting events. An annual fee could be introduced which would enable the Partnership to continue to operate. Voluntary contributions would be difficult to secure and largely will be determined by the successful implementation of the CTCP.

Managing Stakeholders interests – All Partnership members should conduct themselves in a professional manner and any issues should be resolved in any meeting held. A majority vote could be made in order to exclude a member or members from the Partnership. The constitution will look to manage the appointment and role of the CTCP members.

Confusion of different town centre partnerships- Potential for CTA, the Council and the new CTCP to all be working in the town centre exits. The CTCP will need to address branding and profile issues to avoid any damage to reputation and confusion. The intention is for the CTA to no longer operate but at present this is unconfirmed.

6.8 Equality & Diversity

The CTCP will adhere to the Equality Act 2010.

6.9 Best Value

Cabinet in February 2012 approved the use of Section 106 funds subject to adoption of a protocol and procedures for managing the use and expenditure of Section 106 monies. The protocol and procedures are based on the Council’s normal financial regulations and accessible from the Cannock Chase Council’s website.

7 Appendices to the Report

Appendix 1: Option appraisal - Structure for the TCP

Appendix 2: Copy of consultation letter for formation of Partnership

Appendix 3: Draft Cannock Town Centre Partnership Constitution

Previous Consideration

Local Business Improvement District (BID) (Not for Publication)	Cabinet	19/07/07
The Use of S106 monies in Town Centres	Cabinet	02/02/15
Feedback from the Public Consultation on the Financial Recovery Plan and Approval of Savings Options	Cabinet	15/12/16
Application for Permission to Spend – Mill Green	Cabinet	25/01/18

Background Papers

Association of Town Centre Management (ATCM) survey of good practice guide
Communities and Local Government Guide October 2008

ITEM NO. 11.

Appendix 1

Advantages and Disadvantages of different business structures for the Town Centre Partnership

COMPANY	TYPE OF COMPANY	ADVANTAGE	DISADVANTAGE
Community Interest Company (CIC)	The CIC is a type of Company introduced by the United Kingdom Government in 2005 under the Companies (Audit, Investigations and Community Enterprise) Act 2004, designed for social enterprises that want to use their profits and assets for the public good.	<p>Respected type of company through various industries.</p> <p>The CIC would be formed legally binding for the Partnership</p> <p>Funding grants (in some cases, not all is easier to apply for funding)</p> <p>It is a more structured company</p> <p>https://www.gov.uk/government/publications/community-interest-companies-benefits-of-a-cic</p>	<p>Cost to set up is £35.00</p> <p>The Partnership would need to be registered at Companies House with the chosen Partnership name.</p> <p>A CIC must also submit form CIC36, signed by all the prospective directors, describing the proposed social purpose of the Company and providing various other details. In order for the CIC to be established, this has to be reviewed and approved by the CIC Regulator</p> <p>Bank accounts would need to be opened.</p> <p>A CIC needs at least two directors</p> <p>The lead entity needs to take responsibility and liability for everything in the eyes of the law.</p> <p>Annual accounts needs to be made by an Accountant at an approximate cost of £20 per hour plus costs and a further fee of between £200 and £250 for the annual accounts.</p> <p>A CIC does not receive the same tax breaks as a charity</p>

COMPANY	TYPE OF COMPANY	ADVANTAGE	DISADVANTAGE
<p>Unincorporated Association (UA)</p>	<p>A UA is an association set up through an agreement between a group of people who come together for a reason other than to make a profit (for example, a voluntary group)</p> <p>Individual members are personally responsible for any debts and contractual obligations.</p>	<p>There are no costs attached to an UA as no accounts need to be filed, saving Accountant and Lawyer costs.</p> <p>You do not need to register an UA and it does not cost anything to set up</p> <p>Do not need to register at Companies House</p> <p>Simple, quick and easy to set up</p> <p>Funding available in some cases, this is dependant on the organisation who are offering the funding.</p> <p>Most associations with a Constitution can apply for grants and funding depending on the criteria of the organisation offering the grant/funding</p> <p>https://www.gov.uk/unincorporated-associations</p>	<p>No limited liability (This would not apply to the Partnership as no individual would have invested in the Association)</p> <p>Members may be liable for any debts (This would not be a problem as the Partnership would not create any debts or applying for any borrowing)</p> <p>The Partnership could not enter into or make any formal contracts</p> <p>A UA does not have any legal entity ie legal rights to make claims against suppliers or businesses not providing the services that where stated.</p>

COMPANY	TYPE OF COMPANY	ADVANTAGE	DISADVANTAGE
Charity Account (CA)	A CA is run and sustained by volunteers and donations from the Community and Wider Communities	<p>The public trust a registered charity</p> <p>There is some funding available to Charities</p> <p>https://www.gov.uk/vat-charities/what-qualifies-for-relief</p> <p>https://www.gov.uk/setting-up-charity</p>	<p>If registering as a charity there would be a need to register with the Charity Commission at a minimum cost of £35.00</p> <p>Accounts would need to be opened independently by the Partnership with a minimum of three signatories</p> <p>Accountant would need to be appointed as Charity accounts need more detail due to the nature of the funds donated in relation to tax.</p> <p>Charities pay VAT on all standard rated goods and services they buy from VAT registered businesses</p> <p>https://www.gov.uk/vat-charities/what-qualifies-for-relief</p>

COMPANY	TYPE OF COMPANY	ADVANTAGE	DISADVANTAGE
Charitable Incorporated Organisation (CIO)	A CIO is a new form of legal identity designed for non profit organisations in the UK	<p>A CIO has legal entity</p> <p>There is a limited liability so that members will not have to contribute in the event of any financial loss</p> <p>No need to register at Companies House</p> <p>As a charity you can get certain tax reliefs. To benefit you must be recognised by HM Revenue and Customs.</p> <p>Greater privacy for members since the register of members is not open to the public</p> <p>https://www.gov.uk/government/publications/charitable-incorporated-organisations</p>	<p>Needs to register with the Charity Commission</p> <p>https://www.gov.uk/government/organisations/charity-commission</p> <p>Registration of a new CIO takes 40 days</p> <p>Accounts needs to be sent to the Charity commission annual (at present there is no fee for this service)</p> <p>Lawyer would need to complete a legal binding constitution for the Charity</p>

Appendix 2

Business Owner
244 Walsall Road
Bridgtown
Cannock
Staffordshire
WS11 3HJ

Dear Sir or Madam,

RE: NEW Town Centre Partnership for Cannock Town Centre – CALLING ALL RETAILERS!

Cannock Chase Council and Cannock Traders Association are currently investigating whether there is sufficient interest from local businesses to set up a NEW not for profit Town Centre Partnership. This Partnership will seek to represent the interests of all traders and stakeholders in Cannock Town Centre.

We will look to merge the current Cannock Traders Association into any new Partnership formed.

The Partnership would endeavor to:

- Make Cannock Town Centre an attractive place to eat, drink, shop and visit.
- Ensure Cannock Town Centre is safe, clean and attractive.
- Encourage collaborative working between all businesses and organisations to have a single voice and maximise benefits for Cannock Town Centre.
- Hold regular promotional events in Cannock Town Centre to increase footfall.
- Secure income streams in order to benefit the promotion of the Town Centre to both existing and new visitors.
- Maximise the benefits and encourage linked trips between Cannock Town Centre and Mill Green Designer Outlet Village,
- Help maintain and increase the trading/footfall levels within the Town Centre to ensure it continues to be competitive as a retail destination.

Cannock Chase Council will provide a dedicated Cannock Town Centre Partnership Officer for an initial two year period to help establish and build upon any Partnership created. The Partnership will be a business led organisation dedicated to improving Cannock Town Centre. Monies to fund the new post have been secured as part of meeting the planning obligations for the Mill Green Designer Outlet Village. The developers of Mill Green are looking to build a positive working relationship with Cannock Town Centre businesses, starting by contributing to the cost of the Christmas Lights in 2017.

The first stage of forming any Partnership requires the creation of a Board to represent the various interests of the businesses.

As a retailer/somebody who has a vested interest in Cannock Town Centre, we would like to know whether you would be interested in becoming either a Partnership or Board Member in the new Partnership.

We would like to know your views, and in particular **do you agree this is the right direction to take in terms of Town Centre Management for the traders?**

There is three different ways to get in touch.

1. Please contact me on 01543 464272 or email econdev@cannockchasedc.gov.uk.
2. Pop in and see us on Thursday 21st June 2018, 2pm-4pm at Broome Meadow Bakes (Cannock Shopping Centre), where we would be happy to discuss further.
3. Return the form attached and post back via the prepaid envelope provided within this letter.

Ultimately the decision on how the Council wishes to proceed will be taken following its normal Council procedures.

How the Partnership goes forward will be greatly influenced by the responses the Council receives from this exercise. Therefore, we encourage all businesses in the Town Centre to have their say on the future of Cannock Town Centre.

Yours faithfully

A handwritten signature in black ink, appearing to read 'D.A. Harris', enclosed within a hand-drawn oval scribble.

Debbie Harris
Economic Development Manager

PLEASE DETACH AND RETURN TO ECONOMIC DEVELOPMENT VIA THE PREPAID ENVELOPE PROVIDED.

Business name: _____

Business address: _____

Contact name: _____

Phone number: _____

Email address: _____

I am a: *(please tick as appropriate)*

<input type="checkbox"/>	Business Owner	<input type="checkbox"/>	Land Owner	<input type="checkbox"/>	Other (please state below)
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Please tick below as appropriate.

<input type="checkbox"/>	I would like to meet with you at Broome Meadow Bakes on Thursday 21 st June 2018.
<input type="checkbox"/>	I would not like to meet with you at Broome Meadow Bakes on Thursday 21 st June 2018.

<input type="checkbox"/>	I think that merging the Cannock Traders Association into a Town Centre Partnership is a sensible idea and I would be interested in receiving further information.
<input type="checkbox"/>	I do not think that there is any need for changing the current Traders Association, it is fine as is.

<input type="checkbox"/>	I am interested in being a general member of the Town Centre Partnership
<input type="checkbox"/>	I am interested in becoming an initial board member of the Town Centre Partnership.
<input type="checkbox"/>	I am not interested and do not want further information.

Additional Comments

We are collecting this data so that we can keep you up to date with the progress of setting up a Town Centre Partnership. If / once this is established we will then hold your data to keep all businesses, including yourselves up to date with the ongoing work of the Partnership. We will also pass the information you submit to the Town Centre Partnership once it is established. We will keep your data for the length of the Partnership + 6 years, or until you request to be removed from our records. Cannock Chase Council are the data controller. Our contact details for the purposes of data protection are infomanager@cannockchasedc.gov.uk or call the Information Manager on 01543 462621. For more information relating to how we keep and process your data please visit www.cannockchasedc.gov.uk/dataprotection

DRAFT**CANNOCK TOWN CENTRE PARTNERSHIP****CONSTITUTION****1. Name**

The name of the group shall be Cannock Town Centre Partnership (To be confirmed once Board is in place)

2. Aims

The aims of Cannock Town Centre Partnership will be:

- To bring together businesses and stakeholders in the town centre to create a vibrant place for visitors and shoppers.
- To support and exchange services between members in town centre to help each other thrive and create a thriving town centre
- To bring together the local community by hosting events and festivals to boost the economy and footfall to the centre.
- To establish links and co operate with other organisations with similar aims.
- To ensure that all members are involved in and given an opportunity to make representations as to any decisions regarding Cannock Town Centre.

3. Membership

Membership is open to anyone who:

- Works or lives in Cannock Town Centre
- Is a business owner or tenant in the Town Centre
- supports the aims of Cannock Town Centre Partnership

Ceasing to be a member

Members may resign at any time in writing to the secretary.

Any offensive behaviour, including racist, sexist or inflammatory remarks, will not be permitted. Anyone behaving in an offensive way or breaking the equal opportunities policy may be asked not to attend further meetings or to resign from the group if an apology is not given or the behaviour is repeated. The individual concerned shall have the right to be heard by the management committee, accompanied by a friend, before a final decision is made.

4. Equal Opportunities

Membership shall be open, irrespective of political party, nationality, religious opinion, age, race, sex or colour.

5. Officers and committee

The business of the group will be carried out by a Committee elected at the Annual General Meeting. The Committee will meet as necessary and not less than four times a year.

The Committee will consist of 10 members, and be composed of 4 officers, 5 committee members and 1 council official.

The officers' roles are as follows:

- Chair, who shall chair both general and committee meetings
- Vice Chair, who shall help support the general and conduct meetings in the Chair's absence
- Secretary, who shall be responsible for the taking of minutes and the distribution of all papers
- Finance Monitoring Officer, who shall help with monitoring the accounts of the partnership.

The Council official will be the Portfolio Leader for Town Centre Regeneration.

In the event of an officer standing down during the year a replacement will be elected by the next General Meeting of members.

Any committee member not attending a meeting without apology for three months will be contacted by the committee and asked if they wish to resign.

The Committee meetings will be open to any member of Wild about Brighton Youth Group wishing to attend, who may speak but not vote.

6. Meetings

6.1. Annual General Meetings

An Annual General Meeting (AGM) will be held within fifteen months of the previous AGM.

All members will be notified in writing at least 3 weeks before the date of the meeting, giving the venue, date and time.

Nominations for the committee may be made to the Secretary before the meeting, or at the meeting.

The quorum for the AGM will be 10% of the membership or 10 members, whichever is the greater number.

At the AGM:-

- The Committee will present a report of the Cannock Town Centre Partnership over theyear.
- The Committee will present the accounts of the Town Centre Partnership for the previous year.
- The officers and Committee for the next year will be elected.
- Any proposals given to the Secretary at least 7 days in advance of the meeting will be discussed.

6.2 Special General Meetings

The Secretary will call a Special General Meeting at the request of the majority of the committee or at least eight other members giving a written request to the Chair or Secretary stating the reason for their request.

The meeting will take place within twenty-one days of the request.

All members will be given two weeks notice of such a meeting, giving the venue, date, time and agenda, and notice may be by telephone, email or post.

The quorum for the Special General Meeting will be 10% of the membership or 10 members, whichever is the greater number.

6.3 General Meetings

General Meetings are open to all members and will be held at least once every 3 months or more often if necessary.

All members will be given two weeks' notice of such a meeting, giving the venue, date, time and agenda, and notice may be by telephone, email or post.

The quorum for a General Meeting shall be 10% of the membership or 5 members, whichever is the greater number.

6.4 Committee Meetings

Committee meetings may be called by the Chair or Secretary. Committee members must receive notice of meetings at least 7 days before the meeting.

The quorum for Committee meetings is three Committee members.

7. Rules of Procedure for meetings

All questions that arise at any meeting will be discussed openly and the meeting will seek to find general agreement that everyone present can agree to.

If a consensus cannot be reached a vote will be taken and a decision will be made by a simple majority of members present. If the number of votes cast on each side is equal, the chair of the meeting shall have an additional casting vote.

8. Finances

An account will be maintained on behalf of the Town Centre Partnership and will be hosted by the Council.

Records of income and expenditure will be maintained by the Finance Officer, the Council and the Town Centre Partnership Officer with a financial statement given at each meeting.

All money raised by or on behalf of Cannock Town Centre Partnership is only to be used to further the aims of the group, as specified in item 2 of this constitution.

9. Amendments to the Constitution

Amendments to the constitution may only be made at the Annual General Meeting or a Special General Meeting.

Any proposal to amend the constitution must be given to the Secretary in writing. The proposal must then be circulated with the notice of meeting.

Any proposal to amend the constitution will require a two thirds majority of those present and entitled to vote.

10. Dissolution

If a meeting, by simple majority, decides that it is necessary to close down the group it may call a Special General Meeting to do so. The sole business of this meeting will be to dissolve the group.

If it is agreed to dissolve the group, all remaining money and other assets, once outstanding debts have been paid, will be donated to a local charitable organisation. The organisation will be agreed at the meeting which agrees the dissolution.

This constitution was agreed at the Inaugural General Meeting of the Cannock Town Centre Partnership on:-

Date/...../.....

Name and position in group

Signed

Name and position in group

Signed