



LOUGHBOROUGH AREA COMMITTEE

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To: Councillors Bradshaw, Draycott, Hayes, Huddleston, Smidowicz, Tillotson, Campsall (Vice-Chair), Cooper, Forrest, Hachem, Hamilton (Chair), C. Harris, K. Harris, Jukes, Mercer, Miah, Morgan, Parsons, Parton and Smith (For attention)

All other members of the Council
(For information)

You are requested to attend the meeting of the Loughborough Area Committee to be held in Committee Room 2 - Council Offices on Tuesday, 18th September 2018 at 6.00 pm for the following business.

Chief Executive

Southfields
Loughborough

10th September 2018

AGENDA

1. APOLOGIES
2. MINUTES OF PREVIOUS MEETING 3 - 6
To approve the minutes of the previous meeting.
3. DISCLOSURES OF PECUNIARY AND PERSONAL INTERESTS

4. QUESTIONS UNDER COMMITTEE PROCEDURE 12.8

To deal with the following questions on notice, submitted under Committee Procedure 12.8:

4.1 PUBLIC TOILETS IN LOUGHBOROUGH TOWN CENTRE

Question submitted by John Barton, resident.

4.2 FLORAL HANGING BASKETS IN LOUGHBOROUGH TOWN CENTRE

Question submitted by John Barton, resident.

5. LOUGHBOROUGH BURIAL PROVISION

7 - 15

A report of the Head of Cleansing and Open Spaces about further site appraisals undertaken at Council owned land regarding the potential development of a new cemetery site as per the recommendations of Cabinet.

6. LOUGHBOROUGH MARKET REVIEW AND THE TENDER FOR THE FESTIVE LIGHTING

16 - 23

A report of the Head of Leisure and Culture providing information and updates on the Loughborough market review, including branding proposals and the tender for the Loughborough festive lighting.

7. LOUGHBOROUGH TOWN CENTRE MASTER PLAN 2018

24 - 32

A report of the Head of Planning and Regeneration appraising members of progress made in the delivery of the refreshed Loughborough Town Centre Masterplan.

8. FUTURE COMMITTEE DATES

For information, further meetings of the Committee in the 2018/19 Council year are scheduled as follows:

15th January 2019 - to consider the budget proposals regarding the Loughborough Special Expenses for the 2019/20 financial year.

19th March 2019

LOUGHBOROUGH AREA COMMITTEE 20TH JUNE 2018

PRESENT: Councillor Hamilton (Chair)
Councillor Campsall (Vice-chair)
Councillors Bradshaw, Draycott, Forrest, Hachem, Hamilton,
C. Harris, K. Harris, Hayes, Huddleston, Mercer, Miah,
Morgan, Parsons, Parton, Smidowicz, Smith and Tillotson

Strategic Director of Neighbourhoods and Community Wellbeing
Head of Cleansing and Open Spaces
Head of Finance and Property Services
Head of Leisure and Culture
Head of Strategic Support
Democratic Services Manager

APOLOGIES: Councillor Jukes.

The Strategic Director of Neighbourhoods and Community Wellbeing reminded members of the public and the Committee that the meeting was being recorded and that the recording would be made available on the Council's website. She also advised that, under the Openness of Local Government Bodies Regulations 2014, other people may film, record, tweet or blog from the meeting, and the use of any such images or sound recordings was not under the Council's control.

1. APPOINTMENT OF CHAIR

RESOLVED that Councillor Hamilton be appointed as Chair of the Committee for the 2018/19 Council year.

2. APPOINTMENT OF VICE-CHAIR

RESOLVED that Councillor Campsall be appointed as Vice-chair of the Committee for the 2018/19 Council year.

3. QUESTIONS UNDER COMMITTEE PROCEDURE 12.8

No questions had been submitted.

4. DISCLOSURES OF PECUNIARY AND PERSONAL INTERESTS

None.

5. ROLE AND OPERATION OF THE COMMITTEE

A report of the Head of Strategic Support, providing guidance on the role and operation of the Committee, was submitted (item 6 on the agenda filed with these minutes).

Councillor Morgan arrived at 6.15 pm

In considering this item the Head of Strategic Support advised that the Committee had an advisory and consultative role in relation to the following matters:

- Budgetary and financial issues which either solely or predominantly affect the Loughborough town area;
- Matters of policy and strategic direction which relate to or affect the Loughborough town area.

Members' raised concern that two meetings a year was insufficient and following discussion agreed that the Committee meet on a quarterly basis.

RESOLVED

1. That the report be noted.
2. That Committee meetings be set on a quarterly basis.

Reasons

1. To ensure that members of the Committee are aware of its role and operational procedures.
2. To consider budgetary, financial or matters of policy and strategic direction in a timely manner.

6. LOUGHBOROUGH ANNUAL UPDATE REPORT 2018

A report of the Heads of Finance & Property, Leisure & Culture, and Cleansing & Open Spaces, providing information and updates on significant matters relating to the town of Loughborough, was submitted (item 7 on the agenda filed with these minutes).

The Heads of Finance & Property, Leisure & Culture, and Cleansing & Open Spaces assisted with consideration of the item and provided the following responses to issues raised:

- (i) Funding requests for tree thinning in parks can be put forward for consideration within available resources as part of the normal budgetary process.
- (ii) The underspends identified as a result of lower re-charges are dependent on works undertaken in a financial year.
- (iii) The majority of open spaces are in Loughborough and therefore they are charged as a special expense. The amount of landholdings outside of Loughborough are very small with the majority managed and/or funded by the relevant Town/Parish Council.
- (iv) Car parks in Loughborough are paid for from the Councils General Fund and not from Loughborough Special Expenses.
- (v) Market traders will be consulted on the development of a new layout for the market, including the food quarter within the market place.
- (vi) The market scheme aims to improve the layout, attractiveness of entrances, and encourage a wider diversity of traders which in turn will see a reduction in the number of vacant stalls.
- (vii) Marketing materials and methods to increase footfall of new demographics are always being reviewed including leaflets on stalls and use of social media.
- (viii) Brand identity for the market is being reviewed and developed with emphasis on the 'Charter Market'.
- (ix) Decisions to close the market at short notice are often as a result of bad weather forecasts as it is important to ensure the health and safety of the traders and members of the public.
- (x) A project is underway to replace the towns festive lights and improve the infrastructure to support an annual town centre dressing programme.
- (xi) In respect of the Carillon Tower restoration, whilst internal decoration cost were not included in the grant funding, the Council has committed funding so that internal decoration can take place whilst the property is vacant.
- (xii) In respect of cemetery provision, Southfields Park was not identified in previous reports to Cabinet and Scrutiny but did form the original shortlist of potential sites and was discounted at a very early stage.
- (xiii) A further report about cemetery provision to be considered by Cabinet in September/October 2018. The reasons for the delay in reporting back included the need to review potential sites, the complexity of the Tier 2 Environmental Assessment, capital and other costs of the sites, scale of infrastructure, accessibility and the requirement to undertake public consultation. Poor weather conditions also delayed matters because ground environmental assessments are weather dependent.
- (xiv) Pricing for burials has been reviewed and a new three tier pricing system has been implemented following views expressed by Members'.
- (xv) In Southfields Park the rugby posts are being removed and replaced with football posts.

- (xvi) In respect of Southfields Park, costing information about key deliverables as set out in paragraph 54 of the report to be emailed to ward members.
- (xvii) Safety improvements for individuals visiting Southfields Park is a matter being looked at in conjunction with the Police.
- (xviii) In respect of Sidings Park, anit-social behaviour needs to be reported to the Police or Community Safety Team at Charnwood Council. Allocation of CCTV is dependent on location/sight view but also the availability of partnership funding (Community Safety Partnership/Police and Crime Commissioner (PCC) funding).

RESOLVED

1. That the report be noted.

Reasons

1. To acknowledge the information received.

7. WORK PROGRAMME

The Head of Strategic Support advised that in view of the resolution to have four meetings a year that it was advisable for the Chairman to meet informally with officers to map out dates for future meetings and to develop a work programme based on the consultative role of the Committee, and policy matters referred from Cabinet.

RESOLVED

1. That the Chairman hold an informal meeting with officers to agree future dates and a work programme.

Reasons

To map out dates for future meetings and to develop a work programme based on the consultative role of the Committee, and policy matters referred from Cabinet.

NOTES:

1. No reference may be made to these minutes at the Council meeting on 3rd September 2018 unless notice to that effect is given to the Democratic Services Manager by five members of the Council by noon on the fifth working day following publication of these minutes
2. These minutes are subject to confirmation as a correct record at the next meeting of the Committee.

LOUGHBOROUGH AREA COMMITTEE – 18TH SEPTEMBER 2018

Report of the Head of Cleansing and Open Spaces

Part A

ITEM 5 LOUGHBOROUGH BURIAL PROVISION

Purpose of Report

To report on further site appraisals undertaken at Council owned land regarding the potential development of a new cemetery site as per recommendations from Cabinet.

Recommendations

That the views of the Committee be incorporated into the Loughborough burial provision public consultation which ends on 23rd September, 2018.

Reason

To ensure that members of the Committee are kept up to date on significant matters relating to the town of Loughborough, and a collective response from the Committee is submitted as part of the public consultation process.

Policy Justification and Previous Decisions

A report to inform of developments regarding the provision of burials at Loughborough Cemetery and the recommendation to develop a new Cemetery site within the Town was presented to Cabinet on the 19th October, 2017. The Cabinet report had also been presented to Overview Scrutiny Group on the 16th October, 2017. Cabinet Minute 41 2017/18 refers.

Report Implications

The following implications have been identified for this report.

Financial Implications

There are none.

Risk Management

There are no specific risks associated with this decision.

Background Papers: None

Officers to contact:

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Part B

Loughborough Burial Provision

Background

1. A report to inform of developments regarding the provision of burials at Loughborough Cemetery and the recommendation to develop a new Cemetery site within the Town was presented to Cabinet on the 19th October, 2017. The Cabinet report had also been presented to Overview Scrutiny Group on the 16th October, 2017.
2. The Cabinet's decision on the matter, and the reasons for it, are set out in Cabinet Minute 41 2017/18, as detailed below:

*"41. FUTURE CEMETERY PROVISION FOR LOUGHBOROUGH
Considered a report of the Head of Cleansing and Open Spaces to consider developments with the provision of burials at Loughborough Cemetery, and a recommendation to develop a new cemetery site within the town (item 7 on the agenda filed with these minutes).*

Councillor Smidowicz, Chair of the Overview Scrutiny Group, presented a report detailing the Group's pre-decision scrutiny of the matter and recommendation (copy filed with these minutes).

The Head of Cleansing and Open Spaces assisted with consideration of the report.

RESOLVED

1. *that Allendale Road, Loughborough be approved as the preferred location of the site to be developed as a new cemetery, subject to final consultation to be undertaken by the Director of Neighbourhoods and Community Wellbeing, in conjunction with the Leader;*
2. *that the project be added to the Capital Programme proposals for 2018/19, subject to approval by full Council;*
3. *that the report of the Overview Scrutiny Group be noted.*

Reasons

1. *To reflect the outcome of the independent site assessments carried out to the five shortlisted sites and ensure the Council continues to provide a burial service to meet the needs of the residents of Loughborough.*
 2. *To ensure that sufficient resources are made available to deliver the project.*
 3. *To acknowledge the work undertaken by and the views of the Overview Scrutiny Group.”*
3. The Cabinet decision on the matter (Cabinet Minute 41 2017/18) was called-in under Scrutiny Committee Procedure 11.7: That the following recommendation and comments of the Scrutiny Management Board be considered before a final decision is taken:
4. A report of the Scrutiny Management Board presented to Cabinet on 10th November 2017 (Item 5A) made the following Recommendation following the call-in of the previous Cabinet decision:

“RESOLVED that the decision be sent back to the Cabinet with the following comments of the Board, for the Cabinet to take a final decision on the matter:

- (i) there was general consensus that the call of the decision had been premature as the public would be consulted in due course and no definitive answer had been reached as to the site of the new cemetery.*
- (ii) work needed to continue on appraising the 3 most viable sites in case one of those should prove a more suitable option.*
- (iii) the public needed to be consulted on the proposals before a decision was reached by the Cabinet.”*

Further Work on Site Options

5. Following the call-in decision, further work was carried out to appraise all sites included within the original Tier 1, to a Tier 2 assessment. These being:
- Allendale Road,
 - Shelthorpe Golf Course
 - Agricultural Lane, Hathern
 - Agricultural Land, Nanpantan Rd

Officers also made further initial assessments of additional sites in the Councils ownership to determine if any additional suitable land could be identified. The proposed cemetery extension site at Ling Road was excluded from further analysis as the site will provide future ashes plots only.

6. Tier 2 surveys have now been undertaken at all of the shortlisted sites. A Tier 2 site screening assessment involves a more detailed desk study and trail pit investigation and monitoring to identify any potential hazards. All sites have been assessed as being technically suitable for burial whilst considered high risk based on the number of annual predicted burial numbers.
7. The original shortlist of Council owned sites was reassessed to ensure that all potential sites have been appropriately considered.
8. Once all of the information had been gathered, the Project Board met to consider all of the options available. Taking all matters into account, it was decided to take three options forward for public consultation, these being;
 - Allendale Road, Loughborough
 - Shelthorpe Golf Course,
 - Agricultural Land, Nanpantan Rd
9. The option at Hathern was dropped for the following reasons:
 - Access difficulties. The site does not have a suitable access and this would need to be negotiated with a private land owner.
 - Poor transport links. The site is outside of Loughborough and has limited access by public transport.
 - The gradient of the site. The site is sloping which would make movement around the site difficult for people with restricted mobility.
 - High development costs. The site had the highest capital development costs.

Public Consultation

10. A public consultation exercise was launched in August and will run to the 23rd September 2018. The aim is to ensure a meaningful consultation is carried out with residents on the future of Loughborough Cemetery which can form part of the decision-making process. The consultation has been promoted through all of the local media channels. In addition, a letter has been sent to residents in close proximity of all of the short-listed sites to make them aware of the consultation and how they can respond.
11. A drop-in session took place on 3rd September at Loughborough Town Hall to provide residents with the option to ask questions or seek clarification with officers.

12. 570 responses had been received at the end of August. The consultation is live until the 23rd September and can be accessed via the link: https://www.charnwood.gov.uk/pages/loughborough_cemetery_provision_consultation. For completeness a copy of the consultation form is attached.

Forward Plan

13. A report will be considered by Cabinet on 18th October 2018 that will recommend a site to be taken forward as a new cemetery. Work will then commence on securing the appropriate permissions for the site including planning and approval from the Environment Agency.



Charnwood Borough Council – Loughborough Burial Provision Consultation

Charnwood Borough Council is looking at options to increase burial provision in Loughborough as the existing cemetery is expected to reach capacity within four years.

The Council has investigated a number of possibilities and identified three viable options which will provide burial space for many years to come.

The three options are:

1. Allendale Road
2. Part of Shelthorpe Golf Course, Poplar Road
3. Nanpantan Agricultural Land

Other options have been considered and investigated but discounted for a number of reasons. More information is available on the Charnwood Borough Council website – www.charnwood.gov.uk/cemetery_consultation.

The consultation closes at midnight on September 23, 2018.

Questions:

Option 1 - Allendale Road - Do you agree or disagree that this is the best of the three options?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

Do you have any further comments about option one? (continue on separate pieces of paper if required)

Option 2 - Part of Shelthorpe Golf Course - Do you agree or disagree that this is the best of the three options?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

Do you have any further comments about option two? (continue on separate pieces of paper if required)

Option 3 - Nanpantan - Do you agree or disagree that this is the best of the three options?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

Do you have any further comments about option three? (continue on separate pieces of paper if required)

Do you have any further comments about the plan to create a new cemetery in Loughborough?

Your details

Name.....
Address.....
.....
Town/Village.....
Postcode.....

Return to Cemetery Consultation, Cleansing and Open Spaces, Charnwood Borough Council, Southfield Road, Loughborough, LE11 2TX by September 23, 2018

Data Protection

For information about how and why we may process your personal data, your data protection rights or how to contact our data protection officer, please view our Privacy Notice <https://www.charnwood.gov.uk/pages/privacynotice>

LOUGHBOROUGH AREA COMMITTEE - 18TH SEPTEMBER 2018

Report of the Head of Leisure & Culture

Part A

ITEM 6 LOUGHBOROUGH MARKET REVIEW AND TENDER FOR LOUGHBOROUGH FESTIVE LIGHTING

Purpose of Report

To provide information and updates on the Loughborough market review, including branding proposals and the tender for the Loughborough festive lighting.

Recommendations

That the Committee notes the report.

Reason

To ensure that Members of the Committee are kept up to date on significant matters relating to the town of Loughborough.

Policy Justification and Previous Decisions

This is an update report on the progress with the Market Review and Loughborough Festive lights which were discussed at the Loughborough Area Committee on 20th June 2018. Minute No. 6 2018/19 refers.

Report Implications

The following implications have been identified for this report.

Financial Implications

There are none.

Risk Management

There are no specific risks associated with this decision.

Background Papers: None

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Part B

Loughborough Market Review – Branding proposals and progress

Purpose of report

1. This report provides an update on the Loughborough Market Review presented to the Loughborough Area Committee on the 20th June 2018. The report focuses on the branding proposals for the market and progress to date.

The 'Scheme'

2. The scheme aims to deliver a “Vision for Loughborough Market” by improving the layout, infrastructure and marketing of the Market to increase footfall and encourage a wider diversity of traders to invest in Loughborough to ensure its future sustainability. At the same time it sets out to dramatically improve the town centre experience for shoppers and businesses, especially those surrounding the Market Place.

Reminder - Why it is necessary

3. The retail landscape continues to change at lightning speed and retailers and traders that rely on ‘product only’ in terms of their offer will become increasingly vulnerable to greater online convenience;
 - It is expected that uniqueness and experience will become increasingly important to retail and trading success
 - The core age group of regular market customers and traders continues to rise
 - Millennials, soon to be the largest shopping demographic, are not wedded to town centres or markets
 - Changing the market to appeal to a new audience is essential for the long term viability of the market
 - Improved access will help to keep the traditional market shopper continued access to the market
 - Improving customer experience in the Market Place and improving the visibility and access to retailers that surround the market is essential to the market and towns’ future sustainability.

First steps - Consultation with the Traders

4. Consultation with the Traders and the development of a market focus group to guide the process and agree on priorities:
 - A general open meeting for all traders has been held and 4 meetings of the market focus group have now taken place with monthly meetings planned for the duration of the project.
 - Monthly newsletters have kept all traders up to date of the topics of discussion and the actions agreed.

Current discussions

5. The following topics are currently being discussed with the market traders :

Layout of the market

- Taking advantage of the expansion into A6 pedestrianisation
- Development of a Street Food Area
- Development of an Entertainment Area
- Construction of Gateways into the market
- Improved access
- Street dressing
- Access to power/services

Marketing: Develop a brand identity for the retail market incorporating:

- Logo
- Colour palate
- Digital Marketing assets
- Physical printed assets
- Signage and banners
- Clarify the offer/usp and trading hours on all platforms

Progress to date – Market Layout

6. Taking advantage of the expansion into A6 pedestrianisation

Work has now commenced by Leicestershire County Council on improvements to the public realm to help reinforce the pedestrianisation of this area and further deter through traffic. The original area of block paving is currently being extended and the entry from Swan Street is being reduced to a single carriage way to allow the signage to be placed centrally to make it clear that the area is pedestrianised with access to St Gorges Yard. This intervention will help with the safe extension of the market to the A6 area.

7. Development of Street Food Area

Traders expressed a wish to develop a food quarter ideally on Market Street and in the Biggin Street vicinity. The original proposal was to situate the food area in the centre of the market. It was agreed that this idea may cause issues with access and create a bottle neck. Therefore the trader's suggestion is being explored and a company has been commissioned to determine what town centre power will be available to support a food area in these locations.

Food traders have already started to contact the Markets Office and some new Food traders are now in operation in response to announcements on social media. A full marketing campaign will be developed once the branding has been finalised. The Thursday market is currently running at 100% capacity but the Saturday market has still got a considerable number of pitches available.

8. Entertainment Space

The traders have confirmed that they would wish to see an entertainment space in the vicinity of the food areas. Discussions are also underway with other key stakeholders e.g. the University who are keen to be engaged in the delivery of entertainment in the town centre with a focus on market days.

9. Construction of Gateways into the town centre.

A site visit has been organised to undertake a survey of potential locations for new catenary fixings, taking into account necessary height restrictions and legal arrangements. The Catenaries will be used to carry street dressing including market branding or fixtures that will help to announce the market area.

10. Improved access

An audit of the market layout against rented space is currently programmed. This will be the first step in improving the access and layout of the market. The market stalls have been mapped and any changes to the layout will be discussed in the first instance with the market traders.

Changes to the layout will take into account the impact the market has had in the past on the retail units surrounding the market. More emphasis will be placed on providing stalls down the centre of the market and spaces will be created along the edge of the market where possible to make the shops more visible.

Two central lanes will be maintained and improved throughout the market as this will allow the best configuration for access from the public and traders perspective.

11. Street Dressing

Street dressing with market promotional material is considered very important to the future success of the market and will enable the market traders to promote goods and services linked to particular festivals and events or offers. The street dressing also ties in to the development of a market logo that will be used in a number of different formats.

12. Access to power

Following a review of the town's power made available to the market via electrical cabinets we are currently running at full capacity in terms of sockets and ampage Therefore a survey has been commissioned to determine any new power that may be available to support.

Progress to date – Developing a brand identity for the retail market Logo

13. Logo and colour palate

After creating a brief for local designers, the Trader Working Group has now chosen a new logo for the Markets. The Group was presented with a few options but after consideration, the logo chosen was considered to best reflect the key qualities of the Markets. (See appendix 1 new logo and branding).

The next steps will be to use the logo across various promotional items and advertising displays which will be phased in over the next 12 months as we replace stall sheets, poster sites, website pages and social media and merchandise. It will also be adopted in the development of new gateways and lighting scheme projects.

14. Digital marketing assets and other trading platforms

The logo has been designed and art work will be developed to ensure that it can be used on a number of digital platforms and we will be working closely with the BID to continue to promote the market and increase digital marketing.

15. Physical assets and signage and banners

The Market Stalls themselves provide an excellent vehicle to promote the market and as the branding continues to be developed different areas can be created through the use of printed side and back sheets and overhead banners e.g. street food; new traders, art and crafts, youth market, traditional etc.

16. Summary and next steps

Good progress continues to be made and a timetable is in place to deliver the next steps and key milestones identified to date. Traders and business representatives will continue to be consulted throughout the process to ensure that the improvements are in line with the needs of the traders while taking on board the views of local businesses operating in the vicinity of the market place.

Tender for Loughborough Festive Lighting

17. Purpose of the report

This report provides an update on the procurement of the festive lighting for Loughborough Town Centre. Presented to the Loughborough Area Committee on the 20th June 2018.

18. Policy Context and Background

The Council's Corporate Plan 2016 – 2020 was approved by the Council on the 29th February 2016 (minute 84.1 refer). Under the theme of Creating a Strong and Lasting Economy it maintains a commitment to the environment, celebrating its significance to both our heritage and future economy. One of the key tasks is to: Promote the Borough to increase tourism and support initiatives to help our towns and villages thrive. The festive lighting scheme is a key selling point for Loughborough and replacement is critical to that aim.

19. The Scheme

To replace the Festive lights with a new lighting scheme that will utilise the existing infrastructure to support the new lights.

The tender was split into 6 lots:-

1. Market Place, Market street and Cattle Market
2. Town Hall Passage
3. Devonshire Square
4. Bedford Square and Wards End
5. Town Hall projection
6. Biggin Street, Church gate and Warner's Lane

20. The tender process and results

Invitations to tender were announced on the 10th July 2018 with submissions received on the 7th August 2018.

Five tenders for Festive Lighting were received and evaluated between the 8th and 10th August 2018.

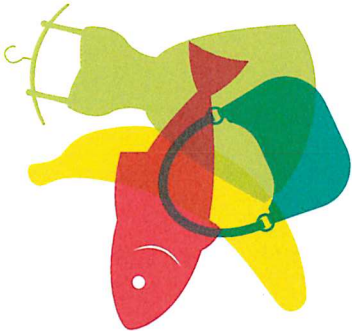
Tenders were evaluated on 40% price and 60% quality following the Councils procurement process.

The successful tendered will be announced shortly as part of the procurement process. The successful tenderer was considered to be attractive, met the tender brief and will create a wow factor for the town when switched on in November. (Images to be presented at the committee meeting)

21. Summary and next steps

Now that the Council has a fully costed scheme that came in within the allocated budget, the Council are able to start work on the annual street dressing scheme. Currently the Council works closely with the BID to maximise resources in the dressing of the town.

The street dressing scheme will be seasonal so in the winter lights will be used to dress the town moving to a combination of banners and bunting in the late Spring Summer and autumn.



**LOUGHBOROUGH
MARKETS**

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LOUGHBOROUGH AREA COMMITTEE – 18TH SEPTEMBER 2018

Report of the Strategic Director Housing, Planning and Regeneration, and Regulatory Services

Part A

ITEM 7 LOUGHBOROUGH TOWN CENTRE MASTERPLAN 2018

Purpose of Report

To appraise members of progress made in the delivery of the refreshed Loughborough Town Centre Masterplan.

Recommendations

That the report be noted.

Reasons

To ensure that members of the Committee are kept fully informed of interventions to support the long term vitality and viability of Loughborough Town Centre.

Policy Justification and Previous Decisions

The Corporate Plan 2016 – 2020, is committed to the creation of a strong and lasting economy in Charnwood. In support of that overarching commitment the plan aims to support initiatives which will help our towns and villages to thrive and specifically calls for the preparation of a new and revitalised town centre masterplan for Loughborough.

The masterplan was finalised in March 2018 and reported to Cabinet on 12 April 2018 (Cabinet Minute 120: 17/18 refers). Cabinet resolved:

1. that the refreshed Loughborough Town Centre Masterplan, be approved;
2. that a stakeholder reference group be assembled comprising representatives of town centre businesses, transport undertakings, user groups, specialist interest groups and public sector partners;
3. that the report of the Overview Scrutiny Group be noted.

The Loughborough Town Centre Masterplan (2018) was subsequently published on the Council's website at:

https://www.charnwood.gov.uk/pages/loughborough_town_centre_masterplan_2017

Implementation Timetable including Future Decisions and Scrutiny

The masterplan incorporates a strategic action plan (Appendix B) cataloguing the recommended range of interventions categorised as early wins, and short, medium or long term projects. The action plan also identifies potential costs as low, medium or high together with the most likely delivery partnership.

The implementation of the master plan will be guided by the timetable set out in the strategic action plan although such is the complexity of some interventions that delivery will be dependent upon the availability of funding and engagement of relevant public and private sector partners.

Report Implications

The following implications have been identified for this report.

Financial Implications

There are no direct financial implications arising from this report.

Risk Management

There are no specific risks associated with this report.

Background Papers: Loughborough Town Centre Masterplan – Final Report – March 2018

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Head of Planning and Regeneration
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Part B

Background

1. Consultants Urban Initiatives Studio Ltd, partnered by commercial property agents Montagu Evans, were commissioned to prepare the new masterplan for Loughborough Town Centre. The work of the consultancy team was supported by a stakeholder group representing local businesses, community interest groups, service providers and transport undertakings who were engaged through a series of workshops. A draft masterplan was subject to stakeholder and public consultation over a six week period to inform the preparation of the final draft which was approved by Cabinet in April 2018.
2. The refreshed masterplan presents a new vision for the town supported by three objectives:

Loughborough Town centre will be a successful and vibrant place with a strong identity that stems from its role as a market town and home to Loughborough University. It will be an attractive destination with a diverse retail offer, a mix of housing and a wide range of employment opportunities.

The town will be easy to access with a well-connected network of vehicular and pedestrian routes. Activity in the town will be supported by a range of events and innovative marketing, business and promotional strategies that will make Loughborough a great place to be.

Objective 1: Movement and Arrival:

To strengthen connections across the town centre to create a more legible network of streets and spaces linking key destinations and promoting active travel.

Objective 2: Character, Identity, Uses and Offer

To enhance the townscape by ensuring that new development responds to the distinctive pattern of uses and character across the town and to protect and enhance the town's offer.

Objective 3: Town Centre Experience, Events and Promotion

To support physical interventions with a series of short term interventions to promote the town's brand, attract visitors and enliven the town centre.

3. Based on this vision and objectives the recommendations of the masterplan may be seen as falling into four overlapping components:
 - **Public realm improvements** around and within the pedestrianised core providing safer and more attractive links to the principal town centre “gateways;”

- **Changes to the movement network** including improved cycle and footpath connectivity to destinations outside the town centre to encourage active travel, the exploration of potential improvements to the road network and the enablement of additional parking provision funded through commercial development;
- **Definition of Character Areas** to recognise the architectural and streetscape features along with the particular land use combinations which lend differing parts of the town centre differing characteristics and qualities suggesting distinctive solutions to accommodating new development with identified **opportunity sites for development** including:
 - Baxter Gate and Aumberry Gap,
 - Devonshire Square,
 - Sainsbury's site, and,
 - The former LUSAD building (The Generator)
- **Small [non-physical] interventions** to enhance the town centre experience for visitors embracing events, promotions and business support initiatives.

Reference Group (Refreshed Loughborough Town Team)

4. As evidenced by the 2007 exercise a masterplan can be a powerful tool for encouraging investment and driving change, but equally it cannot be inflexible or prescriptive. It is a presentation of the possible rather a blueprint for the probable. In times of austerity and constraint on public finances the challenges are even greater. The need for collaborative working in partnership with a wide range of public and private sector organisations and agencies together with an awareness of market conditions and trends will be critical to the success of potential interventions.
5. In that context it is informative to refer to the aims of the masterplan which are summarised in the executive summary. Those aims are defined as being to:
 - Build partnerships;
 - Provide direction and define limits [for policies];
 - Demonstrate confidence in the future of the centre;
 - Raise awareness of development opportunities;
 - Deliver a coherent strategy to underpin bidding for public funding;
 - Engage and attract private sector investment;
 - Provide an evidence base to assist in the preparation of Local Plan policies; and

- Assist in the assessment of planning applications.
6. Having regard to these aims and to the need to facilitate an active partnership of leading stakeholders with a strong focus on business success the Cabinet authority to assemble a stakeholder reference group was discharged under the procedure for the confirmation of delegated decisions on 20 July 2018 (DD123 18/19 refers). A copy of the approved terms of reference and schedule of membership is attached at Appendix A.
 7. The inaugural meeting of the stakeholder reference group, the refreshed Loughborough Town Team, is scheduled for 24th September 2018. That meeting will appoint a chair and afford an opportunity to acquaint members with the primary outcomes of the masterplan leading to a review of the strategic action plan to confirm priority work streams and interventions informed by resource availability and capacity among partner organisations.

Current Projects

8. A number of work streams and projects associated with the delivery of elements of the masterplan are currently in progress:
 - The **Generator project** has been supported in principle with meetings involving the strategic director and leader of the Council offering advice and guidance to assist in the furtherance of the scheme.
 - The promoters of development on the **Aumberry Gap site** (part of the Baxter Gate development opportunity site), following the refusal of a student housing led scheme for reasons of massing and design, continue to be engaged in an effort to secure a more acceptable development solution more in keeping with the guidance for the preferred option set out in the masterplan.
 - The new owners of the **Devonshire Square** property and representatives of **Sainsbury's** have been engaged to explore their ambitions and expectations for the future operation of their holdings.
 - Stakeholders have been consulted on potential improvements to the **Bedford Square Gateway** and the Council has allocated £390,000 within the Capital Plan 2018/21, with the expectation of securing match funding through the Leicester and Leicester Enterprise Partnership (LEPP). Discussions with potential funding and delivery partners are in progress.
 - The co-ordination and promotion of **major events** is managed through an inter-departmental group drawing upon representatives from the Cultural and Leisure Services (including Markets and Fairs) and the Planning and Regeneration Teams.
 - Governance structures for the Council's engagement in the **Love Loughborough BID** are already established and joint

action in the management of events and promotions is delivered through an operational working group involving external partners including the County Council.

- Loughborough BID levy payers are eligible to access **business support** through a specially tailored package delivered with financial aid provided through the Council's Growth Support Fund. That fund has also supported a programme to assist businesses in the use of social media channels as a means of encouraging business placement and on line sales together with the Enterprise inCharnwood business skills programme, delivered in partnership with Co-operative and Social Enterprise (CASE).
- Preparation of a new **local plan** is progressing and the emerging policies concerning the definition of the town centre envelope, primary retail frontages and identified development opportunities will be informed by the evidence and recommendations set out in the masterplan.

Appendix A: Terms of Reference

Loughborough Master Plan (2018) Reference Group: Terms of Reference

Title: Loughborough Town Team

Membership See Schedule 1

Purpose

1. To act as a representative consultative forum on matters of relevance to the regeneration, development and management of Loughborough Town Centre (as defined by the eight character areas identified in the Master Plan).
2. To act as a reference group to consider and comment on the delivery of the Loughborough Town Centre Master Plan and related relevant delivery documents.
3. To work with the Council and its partners to assist in implementing the Town Centre Master Plan, development briefs and other relevant documents or reports.
4. To act as a 'Critical Friend' by delivering constructive criticism and praise.

Objectives

1. To foster strong community and business leadership in partnership with the Borough Council,
2. To sustain and enhance Loughborough Town Centre as a vital and viable centre with the capacity to attract investment and increase footfall.
3. To ensure that the Town Centre remains accessible by all modes and provides a safe, comfortable and attractive place to live, work and visit,
4. To encourage the development and growth of businesses, supporting services and amenities for the benefit of the community and visitors
5. To identify and promote investment opportunities and encourage economic development

Remit:

1. The team will act as a reference group to comment and advise upon the implementation of the Town Centre Master Plan.
2. The team will be consulted on all major planning applications that affect the town centre area.
3. The team will be kept informed of current developments, plans and proposals bearing upon the Town Centre and will consider these in the light of the aspirations and vision as laid out in the Master Plan
4. Members of the team will be required to register declarations of interest where matters under consideration give rise to personal or financial interests which could prejudice that member's ability to act in an entirely impartial and non-prejudicial manner. In such circumstances the

member will be expected to withdraw from the meeting and remove themselves from the room for the duration of the debate.

5. The team is not a decision making body but will proceed by way of discussion and consensus where possible.
6. The team will be a consultative body where individual members can bring matters on which they would like to inform the team or seek views from the team. This will include matters relating to policy or proposals of any of the team members of relevance to the Town Centre on which the other members may be expected to have an interest or a view.
7. The team will provide a forum for information and advice to be shared and exchanged.
8. The team will offer advice to parent bodies of team members of which account may be taken as appropriate by those bodies in discharging their own functions and responsibilities.

Administration

1. Meetings will be held at least quarterly, but also when the need arises in relation to pressing matters of interest which need discussion by the Team.
2. The Team shall comprise nominated representatives of each organisation, with a nominated substitute to attend in the absence of the main representative.
3. Meetings will be held at accessible venues in Loughborough.
4. A secretary will be appointed by the Town Team who will be responsible for the production and distribution of minutes and agendas.
5. The team may call upon the Head of Planning & Regeneration to assist with agendas and to ensure that members are fully informed in good time before meetings.
6. Meetings of the team will be chaired by a member elected from within the team.
7. Officers of the Borough Council will attend the meetings in a support and advisory role as required.
8. Other organisations/representatives will be invited to attend for specific matters as necessary.
9. A sub-committee of up to 7 members (5 as a quorum) will meet as required to consider specific planning applications or proposals in relation to their impact on the town centre and compliance with the Master Plan. The advice or consensus from this sub-committee will be reported to the following full meeting. The opinions will be passed with comments to the relevant body.

July 2018

Schedule 1 – Town Team Membership

- Charnwood Borough Council – Cabinet Lead Member for Planning and Inward Investment & Tourism Strategy
- Charnwood Borough Council – Cabinet Lead Member for Loughborough
- Leicestershire County Council – (Highway Authority)
- Leicestershire County Council – (Economic Growth)
- Leicester and Leicestershire Enterprise Partnership (LLEP)
- Leicestershire Police Authority
- Love Loughborough BID (Chair)
- Love Loughborough BID (Manager)
- Loughborough Chamber of Trade and Commerce
- Federation of Small Businesses
- Market Traders Federation
- Arriva Midlands
- Kinchbus

Plus 6 BID Levy payers (to be nominated)

Additional partners may be co-opted into membership with the approval of the chair where there is a need to refresh the team or access particular expertise or experience.

Officers of Charnwood Borough Council will attend as required in an advisory capacity.