

AGENDA MANAGEMENT SHEET

Name of Committee Warwick Area Committee

Date of Committee 13th September 2005

Report Title Restructure of the Kenilworth Town Centre Management Initiative

Summary This report provides an update on proposals to restructure the Kenilworth Town Centre Management initiative. It requests that Members support the restructure and nominate a Warwickshire County Council (WCC) representative for the Partnership Board.

For further information please contact Jackie Hart
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Would the recommended decision be contrary to the Budget and Policy Framework? Yes/No

Background Papers None

CONSULTATION ALREADY UNDERTAKEN:- *Details to be specified*

Other Committees

Local Member(s) Councillor A J L Cockburn
(With brief comments, if appropriate) Councillor D J Shilton
Councillor J R Whitehouse – In reply to Councillor Whitehouses’s comments:- 1. Partnership’s purpose included in report. 2. The Kenilworth Business Development Manager confirms that the Board will only vary its terms of reference with the agreement of stakeholders and with the support of Local Authority Partners.

Other Elected Members Councillor Mrs S E Boad – for information

Cabinet Member
(Reports to The Cabinet, to be cleared with appropriate Cabinet Member)

- Chief Executive
- Legal K Scales – comments incorporated
- Finance
- Other Chief Officers
- District Councils
- Health Authority
- Police
- Other Bodies/Individuals

FINAL DECISION **YES/NO** *(If 'No' complete Suggested Next Steps)*

SUGGESTED NEXT STEPS :

Details to be specified

- Further consideration by this Committee
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation

Warwick Area Committee - 13th September 2005

Restructure of the Kenilworth Town Centre Management Initiative

Report of the Director of Planning, Transport and Economic Strategy

Recommendation

That Members:-

1. Support the proposals to restructure the Kenilworth Town Centre Management Initiative.
2. Nominate a Warwickshire County Council (WCC) representative to sit on the Partnership Board and for that representative to be able to send a substitute where he/she is unable to attend.

1. Introduction

- 1.1 The Kenilworth Town Centre Management Initiative Steering Group has operated within the Committee structure of Kenilworth Town Council, with input from other stakeholders, since 1998. The current structure is now being reviewed with the aim of broadening out the partnership to ensure greater involvement from the community and the private sector. It is anticipated that this will allow the partnership to become more sustainable and financially viable in the long term. The County Council is currently represented by officers on the Steering Group.

2. The Partnership

- 2.1 The Partnership's vision and focus will be very much about the Town Centre and business. In a report to Warwick District Council's Executive on 25th July 2005 The Partnership's objectives are:-
 - (i) Develop and oversee the delivery of a town centre action and business plan;
 - (ii) Develop a membership scheme for the initiative;
 - (iii) Improve Kenilworth Town Centre's competitive position;
 - (iv) Promote the town's unique identity and increase the awareness of what Kenilworth has to offer to both locals and visitors;
 - (v) Help create and maintain a safe and quality environment;

- (vi) Help develop the role of cultural tourism and the leisure market as a major economic driver for all businesses across the town:
- (vii) Establish and monitor key performance indicators for the town centre – increasing footfall* in the town centre is key to this;
- (viii) Seek new investment and potential investors at local, regional, national and international levels.

* The number of people entering a shop or shopping centre.

3. Proposed Structure

- 3.1 The structure of the new Kenilworth Town Centre Partnership will comprise a Partnership Board and a series of Working Groups. This mirrors the way that other Town Centre Management Partnerships operate in Nuneaton and Bedworth, Stratford and Leamington. The proposed membership of the Partnership is contained in the 'Kenilworth Town Centre Partnership Terms of Reference' (**Appendix A**). It is proposed that the County Council has one representative who will be a County Councillor. A further objective of the review is to develop a Town Centre Management Membership Scheme in preparation towards Business Improvement District Status (BIDS).
- 3.2 There is now a dedicated Town Centre Manager for Kenilworth who will look after the new Partnership (previously this was a shared post with Warwick). WCC will be contributing £3,000 towards this post and other partners will also be making a financial contribution. This will ensure greater commitment to the initiative.

4. Conclusions

- 4.1 This report has outlined proposals for restructuring Town Centre Management in Kenilworth. It is recommended that Members support the proposals and nominate one Member to represent the County Council on the Partnership Board.
- 4.2 Officer support from WCC will be provided by the Regeneration Projects Kenilworth Champion post, Jackie Hart.

JOHN DEEGAN
Director of Planning, Transport and Economic Strategy
Shire Hall
Warwick

24th August 2005

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Restructure of the Kenilworth Town Centre Management Initiative

**Kenilworth Town Centre Partnership
Terms of Reference**

Kenilworth Town Centre Partnership Board

- The body responsible for the strategy and implementation of the Town Centre Partnership Initiative, is a Board made up of representatives of the X Partnership organisations.
- Attendance at Board Meetings will be limited to Partnership member organisations and/or Working Group Chairmen.
- Each organisation shall have the right to nominate its representative(s) and to send substitutes to meetings of the Board.
- The Board's role is to ensure that all the constituent Partnership organisations are fully committed and contributing to the success of the Partnership.
- The Board members have a responsibility to ensure that a two way flow of information into and out from the Partnership, exists with their own organisations.
- The Board will receive recommendations from Partnership Working Groups, to whom decision making can be devolved where appropriate.
- The Board will appoint a Chairman and 2 Vice-Chairman (one public, one private sector) to serve for a minimum 2 year office.
- The Board will meet at least 6 times per year during its first year.
- The Board and The Partnership has the right to vary its terms of reference.

Kenilworth Town Centre Partnership Working Groups

- Attendance at Working Group meetings will be based on the relevance of an individual/organisation's expertise to the Partnership projects.
- Working Group meetings will be held when necessary, around 6 times per year.

- Each Working Group will appoint a Chairman and Vice-Chairman to serve for a minimum 2 year office.
- The current Working Groups are: Security, Access & Environment, Marketing, & X.

Kenilworth Town Centre Business Development Manager

- The day to day operation of the Kenilworth Town Centre Partnership is the responsibility of the Town Centre Business Development Manager, Joseph Baconnet, who reports to the Board, and is employed by Warwick District Council.

Partnership Organisations

Warwick District Council
Kenilworth Town Council
Warwickshire County Council
Kenilworth Chamber of Trade
Kenilworth Castle
Warwickshire Police
Leisure Sector representative
Residents representative
Business Sector representation
Property owners - Discovery Representative
Possible Associate Board Members/Observers
University of Warwick
Stoneleigh Park

Partnership Chairs and Vice Chairs

Board

Chairman
Vice Chairman

Retail Radio & Security Working Group

Chairman
Vice Chairman

Access Working Group

Chairman
Vice Chairman

Marketing and Promotions Working Group

Chairman
Vice Chairman

Civic Pride/Streetscape Working Group

Chairman

Vice Chairman

Environment Working Group?

Chairman

Vice Chairman

Events Working Group

Chairman

Vice Chairman

Food, Leisure and Accommodation Group

Chairman

Vice Chairman

Larger Retailers Group

Chairman

Vice Chairman