

# Public Document Pack

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Our reference:  
Your reference:  
Date: Monday 23 December 2019



Rushcliffe Community  
Contact Centre  
Rectory Road  
West Bridgford  
Nottingham  
NG2 6BU

To all Members of the Growth and Development Scrutiny Group

Dear Councillor

A Meeting of the Growth and Development Scrutiny Group will be held on Tuesday, 7 January 2020 at 7.00 pm in the Council Chamber Area B, Rushcliffe Arena, Rugby Road, West Bridgford to consider the following items of business.

Yours sincerely

A handwritten signature in black ink, appearing to read 'S Sull'.

Sanjit Sull  
Monitoring Officer

## AGENDA

1. Apologies for Absence
2. Declarations of Interest
3. Minutes of the meeting held on 15 October 2019 (Pages 1 - 6)
4. Business Support Offer (Pages 7 - 20)

The report of the Executive Manager – Transformation is attached.

5. Supporting and Promoting Economic Vibrancy in Towns and Villages (Pages 21 - 38)

The report of the Executive Manager – Transformation is attached.

6. Work Programme (Pages 39 - 40)

The report of the Executive Manager – Finance and Corporate Services is attached.

In person  
Monday to Friday  
8.30am - 5pm  
First Saturday of  
each month  
9am - 1pm

By telephone  
Monday to Friday  
8.30am - 5pm

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NG2 7YG



## Membership

Chairman: Councillor N Clarke

Vice-Chairman: Councillor A Brennan

Councillors: N Begum, J Cottee, L Howitt, A Phillips, J Stockwood, D Viridi and L Way

## **Meeting Room Guidance**

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**MINUTES  
OF THE MEETING OF THE  
GROWTH AND DEVELOPMENT SCRUTINY GROUP  
TUESDAY, 15 OCTOBER 2019**

Held at 7.00 pm in the Council Chamber Area B, Rushcliffe Arena, Rugby Road,  
West Bridgford

**PRESENT:**

Councillors N Clarke (Chairman), A Brennan (Vice-Chairman), N Begum,  
J Cottee, L Howitt, A Phillips, J Stockwood, D Viridi and L Way

**ALSO IN ATTENDANCE:**

1 member of the public.

**OFFICERS IN ATTENDANCE:**

D Mitchell	Executive Manager - Communities
L Ashmore	Executive Manager - Transformation
C Evans	Economic Growth Manager
P Marshall	Principal Policy Planner
M Sawyer	Planning Technician
T Coop	Democratic Services Officer

**APOLOGIES:**

Councillors

**1 Apologies for absence**

There were no apologies for absence.

**2 Declarations of Interest**

There were no declarations of interest reported.

**3 Abbey Road - Depot Redevelopment**

The Chairman provided a brief outline of the Council's ambition to relocate the depot to a more suitable site, bringing the land at Abbey Road forward for housing development. He continued to explain to the Group what is required from them by way of scrutiny, to ensure the project is delivered as expected. The Chairman highlighted the aspirations of Cabinet and Council for the delivery of a showcase development of new high quality housing that would be an example to other developers in the market of what can be achieved.

The Executive Manager – Transformation delivered a presentation that provided the Group with information on the Cabinet recommendations, the Council's objectives, design code and the progress to date.

The Executive Manager - Transformation reported the progress made in respect of the Cabinet recommendations on 9 October 2018 as follows:

- a) Agrees that officers undertake the necessary work to submit an outline planning application for housing on the Abbey Road site, accompanied by a design code.
- b) Dependant on an appropriate planning permission for the site being secured, authorises the Deputy Chief Executive to undertake a marketing exercise for the disposal of the site with the benefit of planning permission for housing.
- c) Requests a follow up report with the results of the marketing exercise and detailing any other options for the Council to consider with regards to the future development of the site.

And subsequent Cabinet recommendation on 9 July 2019 as follows:

- a) Authorises the Chief Executive to shortlist the developer bids and undertake appropriate due diligence to arrive at a preferred bidder.
- b) Requests a follow up report providing details of the preferred bid for further consideration with regard to the future development of the site.

The Executive Manager – Transformation continued to advise the Group that Cabinet supported appointing an architect to prepare a housing scheme with focus on high quality design, including 30% affordable housing. In appendices attached to the report the Executive Manager – Transformation provided the Group with a Masterplan, which included specific design standards and illustrative examples of how the housing may look. These included:

- Minimum house sizes
- Building for Life Standards
- Off road parking and cycle storage
- Roof top gardens
- Level access
- Central open space
- Non-standard house type, using different elevations styles and materials

The Executive Manager – Transformation informed the Group that these documents formed part of the outline planning application and that planning permission was granted in June 2019. The site was marketed and 17 offers were received, 9 that mostly met the criteria of the Design Code and Masterplan with the highest offers were shortlisted. The shortlisted developers were asked to prepare a second bid based on revised Design Codes to include a list of energy efficiencies, which was provided for the Group to view in a separate appendix with the report. The Executive Manager – Transformation advised that from the 9 shortlisted, 4 developers, who met the additional criteria have been selected for interview and the preferred bidder will be referred to Cabinet for consideration.

The Executive Manager – Transformation explained some of the risks and uncertainties associated with the development of the site, these include:

- Contamination
- Control of Design Code and Masterplan
- Surrender of Waste Transfer License – Environment Agency
- Land exchange by March 2020 – Land Release funding

The Group were advised that the contamination found is contained, is not a gas or leeching into the waterways and therefore can be controlled. Professional advice is to leave it in situ and cap it with a membrane and clean topsoil.

In respect of the Design Code, legal advice will be sought to ensure that the contract protects the Council's interests. In addition the chosen bidder will be asked to demonstrate they share the Council's aspirations for the development. In addition the group were advised that a significant amount of officer time has been spent to 'de-risk' the site, undertaking surveys and designing services and infrastructure to limit the 'unknowns' for the developer and, therefore reducing the conditions imposed on the sale.

In concluding the Executive Manager – Transformation advised that following Cabinet approval in November, the shortlisted bidder will be subject to the usual due diligence, and as such there is a risk the sale may not complete. To mitigate this risk, it is intended that the other shortlisted bidders will be kept in reserve.

The Group welcomed the development of the site and were excited to see the ambitious proposals within the Masterplan and Design Code. The Group asked specific questions in relation to the contamination on site and whether the assessments provide adequate mitigation across the whole site. The Executive Manager – Transformation advised that testing for contamination is still ongoing and that there would be various solutions across the site. In addition, the Executive Manager – Transformation referred the group to the illustrative schemes explaining that some of the housing in the Masterplan are designed to incorporate roof gardens instead of standard garden spaces.

The Group asked further questions in relation to the devised Design Code and list of energy efficiencies and construction costs. The Executive Manager – Transformation advised the Group that each bidder had based their offer on the Masterplan and Design Code. It will be for the developer (working with the Council) to choose which solutions they opt for in respect of energy efficiencies, but these will need to reflect the standards laid out in the Design Code. In addition, we would look to control the development and future changes to the properties through the sale contract.

Members of the Group raised their concerns in respect of electric charging points and whether the scheme provide adequate capacity for each dwelling and visitor parking. They also commented on how these would be managed in respect of apartments with multiple occupancy. The Executive Manager – Transformation explained that each property would be fitted with charging points for up to two vehicles on a trickle charge system, adding that as technology

advances it would be upto the homeowner to upgrade in future. In respect of the apartments, the Executive Manager – Transformation advised that there would be a pay as you go system installed.

The Chairman asked if ‘water harvesting’ could be considered as a specification, referring to the illustrative designs and the use of various hard services within the landscaping and the opportunity to harvest the run off rain water. The executive Manger – Transformation offered to look into how this could be incorporated within the scheme.

The Group raised further questions in relation to whether the Council is expected to make a profit from the sale or will there be any income generated from the site in future. The Executive Manager – Transformation explained that financial income and expenditure is to be determined further into the process.

It was **RESOLVED** that:

- a) The Group notes the content of the report
- b) The Group endorses the actions taken to meet the recommendations of Cabinet
- c) Subject to ongoing site reports, Officers to investigate harvesting rainwater to be included within the Masterplan
- d) The chosen developers are invited to the Scrutiny Group meeting on 17 March 2020

#### 4 **Community Infrastructure Levy**

The Principal Policy Planning Officer delivered a presentation as a supplement to the report on the Council’s Community Infrastructure Levy (CIL), which came into force on 7 October 2019.

The Principal Policy Planning Officer provided the Group with background information that supports the adoption of CIL explaining how the Levy is calculated and supporting infrastructure evidence and financial liability. He explained that the levy was developed alongside the preparation of Local Plan Part 2 and that there had been two stages of consultation and examination in public conducted by an independent person. In addition, the Principal Policy Planning Officer informed the Group that the Introduction of CIL had recently been considered by the Local Development Framework Group and subsequently approved by Council on 19 September 2019.

The Planning Technician Officer provided examples and percentages on where collected CIL receipts would be spent as follows:

- 5% of CIL collected retained for administration purposes
- 15%-25% of CIL receipts collected within parished areas passed on to relevant Parish Councils

- 15%-25% of CIL receipts collected within unparished areas spent by the Borough Council in consultation with local community
- Remaining receipts to be spent on specified strategic infrastructure as defined in a specific list

In addition, the Planning Technician Officer provided examples of what the Council would expect to receive from CIL contributions using residential examples for each pricing zone and an example of expected contributions for retail development.

In concluding his report, the Principal Policy Planning officer provided the Group with an estimation of receipts explaining that evidence supporting the Draft Charging Schedule suggests the Council would collect up to £13m over the period 2019-2028. However, it is not likely that the Council will see any significant receipts generated for 2-3 years as planning permission and commencement of development catch up.

The Group considered the information Officers had provided and asked specific questions relating to the boundaries for the charging schedule zones and whether these could be altered, as some parishes were split by old ward boundaries, which do not reflect the current market. The Principal Policy Planning Officer explained that the work prior to the CIL being adopted, was commissioned in 2015 using the ward boundaries at that time. He added that to change the charging schedule at this stage would require a further consultation period.

The Group questioned why those parishes who have adopted a Neighbourhood Plan should receive a higher percentage than those who have no Plan in place and what the Council could do to assist with the shortfall in the meantime. The Executive Manager explained that currently parishes receive very little and smaller developments seen across parts of the Borough have not had to pay anything by way of Section 106 money. The Council was investigating how all areas of the Borough could benefit from 25% of future CIL proceeds not just those areas that have adopted a Neighbourhood Plan. The group were also advised that now CIL was in place the majority of all developments would be contributing as opposed to just those that are subject to a Section 106 Agreement.

It was **RESOLVED** that:

- a) The Group note the content of the report and presentation
- b) The income from CIL receipts are reported to Growth and Development Scrutiny at a later date in the Work Programme
- c) An annual Infrastructure Statement is provided for the Group to consider

## 5 **Work Programme**

The Group considered its Work Programme. The Chairman suggested that the chosen developer for the Abbey Road site is invited to a future meeting of the Group.

Looking ahead to future meetings the Group suggested potential items for the Groups Work Programme, these included:

- Negotiating Section 106 Agreements
- Engagement with Stakeholders – e.g. LEP, Growth Boards, Midland Engine
- Development Corporation
- Employment Land – allocated sites and others
- Digital Economy

The Executive Manager – Communities suggested that Councillors complete a Council scrutiny matrix for items they wish to consider at future meetings, explaining that items they wish to consider would need to be approved by the Corporate Overview Group of which the Chairman and Vice Chairman attend.

It was **RESOLVED** that the Work Programme, as detailed below be approved.

### **7 January 2020**

- Economic Development/ Business Support Offer
- Work Programme

### **17 March 2020**

- Abbey Road Development – Meet the Developer
- Customer Service and Digital Transformation
- Work Programme

### **Action Sheet – 15 September 2019**

<b>Minute No</b>	<b>Action</b>	<b>Officer Responsible</b>
<b>3</b>	The Group requested that harvesting rain water be considered as a specification within the Design Code and asked for further information in respect of solutions and cost.	Executive Manager – Transformation

The meeting closed at 8.56 pm.

CHAIRMAN





## Growth and Development Scrutiny Group

Tuesday, 7 January 2020

### Business Support Offer

## Report of the Executive Manager – Transformation

### 1. Purpose of report

- 1.1. The report and appendices provide an overview of the current business support offer in Rushcliffe.
- 1.2. It includes the commercial property available in the Borough, both that owned by the Council and those sites which are in private ownership, as well as workshops and training that businesses can access.
- 1.3. This is intended to be an initial report that sets out the current business support offer for the Group to consider and to identify future items for further scrutiny.

### 2. Recommendation

It is RECOMMENDED that the Growth and Development Scrutiny Group:

- a) Reviews the data and information provided by the Economic Growth and Property teams.
- b) Considers future items for further scrutiny.

### 3. Reasons for Recommendation

- 3.1. This is intended to be an initial report that sets out the existing business support offer, and the recommendations are reflective of this. To better inform future planning, it is important that the Group is aware of the current landscape to have a role in shaping the future provision.
- 3.2. The report covers support provided directly by the Borough Council and that which is delivered in partnership. It is therefore important for Councillors to be aware of the current arrangements and resources when making recommendations on future delivery.

#### **4. Supporting Information**

- 4.1. The Economic Growth Team has reported to scrutiny annually since the team was established in 2015. These reports have covered the broad work programme of the team which includes:
- Driving growth and regeneration – a focus on our key strategic sites
  - Infrastructure – working with developers/land owners and Government Departments, securing funding and lobbying Government
  - Business support, engagement and growth – through the D2N2 Growth Hub, Rushcliffe Business Partnership and the Digital Growth Programme.
  - Employment and skills – supporting our residents to access opportunities to gain new skills and/or employment.
  - Proactively managing the impact of growth to ensure we create great places – establishment of five Growth Boards to work with our key partners to support our main towns to capitalise on the opportunities presented by growth.
- 4.2. As requested, this report is specifically focusing on one area of the team's work. In addition, the report includes details of the commercial property portfolio which is managed by the Council's Property Services Team.

#### **Commercial Property – Rushcliffe Borough Council owned (appendix 2)**

- 4.3. As set out in Appendix 2, there are 80 units owned by Rushcliffe Borough Council in the Borough. The Council does own other properties which have been acquired as part of the Asset Investment Strategy. These are not included in this report, as they were purchased for a commercial return to support the wider service delivery of the Council.
- 4.4. The 80 units are made up of:
- 49 industrial units ranging in size from 750 to 5000 sq ft
  - 11 retail units located in Cotgrave and Radcliffe on Trent
  - 20 offices in Cotgrave and West Bridgford
- 4.5. There are also plans to build additional retail units at Cotgrave to complete the regeneration of the shopping centre. This includes 4 retail units, one large unit for a food retailer and 3 smaller units which are currently being marketed. Planning permission is being sought for this development and more details can be found at [19/02209/FUL](#).
- 4.6. In addition, as part of the proposals for a new leisure centre located at Chapel Lane in Bingham, a new 10,000 sq ft office building is included, providing six individual offices on the ground floor and serviced offices on the first floor. A planning application has been submitted.
- 4.7. There are also plans to purchase 11 industrial units at Moorbridge Road, Bingham which will range in size from 1000 sq ft to 1500 sq ft.

- 4.8. The occupancy rates for the property portfolio is a key performance indicator monitored monthly. For the last 6 months, performance has been at 99.8% or above. This performance is reflective of the last few years; Council owned units are a popular option for small and medium businesses due to the flexibility provided. Rents are in line with the market; however, more flexibility is given on the length of tenancies which helps support smaller businesses.
- 4.9. The turnover rate for properties over the last 5 years has also been analysed. It shows that there is a healthy level of turnover in the property portfolio, with some businesses expanding in to larger premises creating space for new businesses. Over the last 5 years:
- 8 of the 30 units at Moorbridge have changed hands – 26%
  - 6 of the 19 units at Colliers have changed hands – 31%
  - 3 of the 9 office units at the Point have changed hands – 33%
- 4.10. In addition to this, new units have been built at Cotgrave Business Hub which has provided office accommodation for 8 businesses (1 business occupies 2 units). The refurbished shops at Cotgrave are also all fully let to existing businesses located in the area, supporting our existing businesses in new and improved premises.
- 4.11. Information from agents and commercial developers is that the market will not bring forward smaller industrial units. This is because the businesses which locate in these are smaller and, therefore, do not have a strong covenant<sup>1</sup> and the payback period (return on investment) for these units is longer. This is therefore where the public sector has had to intervene in the market and, in some instances, funding has been provided for this from Government.
- 4.12. To date, in 2019, the Property Services Team has received seven enquiries for business space in the Borough. This has been predominantly for industrial units ranging in size from 500 to 1,500 sq ft.

### **Commercial Property – privately owned (appendix 3)**

- 4.13. The table included at Appendix 3 includes a detailed breakdown of the privately-owned business premises in the Borough. This information is taken from the business rates database and, therefore, will not include all businesses located in the Borough e.g. those working from home.
- 4.14. The largest concentration of premises is in West Bridgford, Ruddington, Bingham and Cotgrave. Most of the units across the area are classed as workshop and premises, warehouse and premises and store and premises. Data shows that around 5% of privately-owned premises are vacant, which is higher than the percentage of Rushcliffe owned premises, but occupancy rates are still high.

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<sup>1</sup> A landlord will want to make an assessment of the covenant strength of a potential tenant before agreeing terms to rent out a commercial property. In other words, the landlord will want to assess the financial stability and profitability by looking at accounts and taking up references.

4.15. Included in the Rushcliffe Core Strategy are six large strategic housing sites; these also include an allocation of land for employment uses. The table included at Appendix 2 gives a breakdown of this. The sites with the largest allocations are Land North of Bingham, Fairham (land south of Clifton) and Gamston.

#### **Business workshops, training, networking and other related support (Appendix 4)**

4.16. There is a range of business support provided in Rushcliffe which includes free to access support, as well as that which the market provides. The information in this report and in Appendix 4 only includes the free to access support provided directly by Rushcliffe Borough Council or in partnership.

4.17. The D2N2 Local Enterprise Partnership (LEP) is a locally owned partnership between local government and businesses to drive economic growth in the area. It covers Derby, Derbyshire (D2), Nottingham and Nottinghamshire (N2). There are 38 LEPs across the country. Using European Regional Development Funding (ERDF) matched with local funding the LEP has established a growth hub. This is aimed to be a 'one stop shop' for business support.

4.18. The Growth Hub provides a range of support including one to one, funding and events and workshops. Rushcliffe Arena is used to host a number of events and one to one advice sessions. The offer is promoted on Rushcliffe's website and relevant social media channels to encourage attendance from as many Rushcliffe businesses as possible.

4.19. In addition to the Growth Hub, there is the Rushcliffe Business Partnership. This is a 'not for profit' partnership which formed in 1999, it receives the majority of its funding from the Borough Council through an annual service level agreement. The Economic Growth and Community Development Team also provide officer support to the Partnership in organising and promoting events and activities of the partnership. Details of this can be found at Appendix 4.

4.20. The Rushcliffe Borough Council website includes pages for businesses which includes information on events, support and relevant regulations. The team also produce a quarterly business newsletter which goes out to approx. 150 businesses. They also manage the LinkedIn page for the Council and the Facebook, Twitter accounts for the Business Partnership to provide updates for businesses via social media.

#### **5. Risks and Uncertainties**

5.1. This is an initial report intended to inform members and therefore there are no risks and uncertainties associated with this report.

## **6. Implications**

### **6.1. Financial Implications**

6.1.1 The report includes details of existing provision which are provided directly by the Council or in partnership. All activity is currently fully funded; however, some of it is time limited e.g. the Growth Hub which relies on European funding. There are no current financial implications associated with this report.

### **6.2. Legal Implications**

6.2.1 There are no legal implications associated with this report.

### **6.3. Equalities Implications**

6.3.1 All business support detailed is open to all small and medium enterprises operating in Rushcliffe and the wider area. There are, therefore, no equalities implications of this report.

### **6.4. Section 17 of the Crime and Disorder Act 1998 Implications**

6.4.1. There are no crime and disorder implication associated with this report.

## **7. Link to Corporate Priorities**

Quality of Life	Providing support to businesses in the Borough is an essential element of providing good quality of life for our residents ensuring they have places to work and conduct their personal business in the local vicinity.
Efficient Services	
Sustainable Growth	To deliver sustainable growth the right business support landscape needs to be in place. This report sets out the existing offer for further consideration and scrutiny.
The Environment	Providing employment space across the area enables people to live closer to where they work, reducing the need to travel to work by car.

## **8. Recommendations**

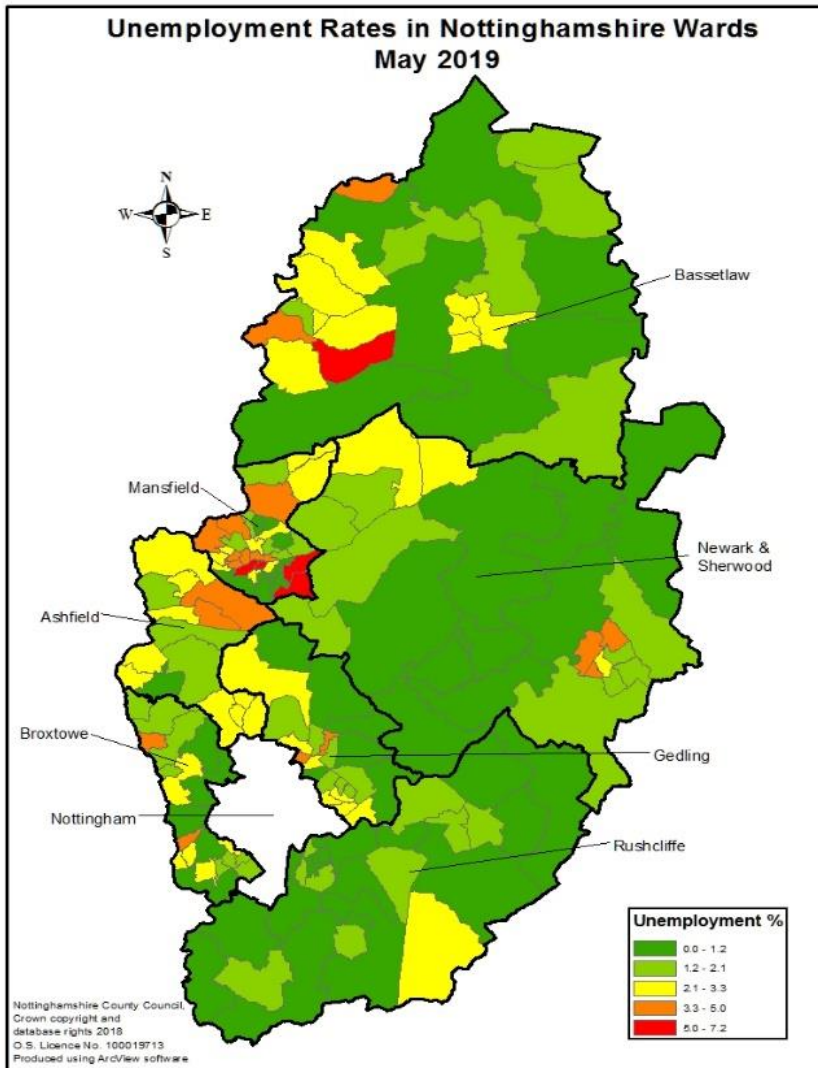
It is RECOMMENDED that the Growth and Development Scrutiny Group:

- a) Reviews the data and information provided by the Economic Growth and Property teams.
- b) Consider future items for further scrutiny.

<b>For more information contact:</b>	Leanne Ashmore Executive Manager - Transformation lashmore@rushcliffe.gov.uk
<b>Background papers available for Inspection:</b>	None.
<b>List of appendices:</b>	<b>Appendix 1</b> – Economic data <b>Appendix 2</b> – RBC owned business premises <b>Appendix 3</b> – Privately owned commercial premises <b>Appendix 4</b> – Business support

## Appendix 1 Economic Data

### Rushcliffe economic activity



- Rushcliffe employment rate is 78% which is highest rate in County (closest is Gedling at 75%), County rate is 73%, East Midlands 74% and England is 75%
- Average weekly earning is £696 which is higher than any other area of the county. Average for Notts is £551, EM £529 and England £574
- 62% of residents have qualification level of NVQ 4+, Nottm average is 32.6%, EM is 33.2% and England is 39%
- 35.2% of households have 2 cars – more than other areas of county
- 93% of households in Rushcliffe are within 800m/10 minute straight line walk of a bus stop.
- Median property price in Rushcliffe is approx. £275k

### Rushcliffe Businesses 2018

- 5855 businesses in Rushcliffe – highest number in county
- 4475 of those are small – 76.4%
- 15 businesses with 250+ employees
- 665 business starts in 2017 which is more than any previous year except 2015 when there were 1185. 665 is more than any other area in the county
- However there were 640 businesses which closed in that same year which is more than any previous year and the second highest rate in the county after Broxtowe.
- The 5 year survival rate of businesses in Rushcliffe is 45.7% compared to 44.8% for the County, 44.9% for the EM and 43% for England

### Nottinghamshire Data:

**Sectors:** (data only available at county level) – measured by employee numbers working in the sector:

- Top 3 are:
  - Health
  - Manufacturing
  - Retail
- Bottom 3 are:

- Financial and insurance
- Property
- Mining Quarrying and utilities
- Change between 2016 and 2017:
  - Manufacturing and business admin and support services +3000
  - Information and communications +2000
  - Construction -3000
  - Accommodation and food services -2000
  - Retail and public administration and defence -1000
- Productivity has increased 20% growth in last 10 years compared to 25% for England
- Opportunity to broaden business base in emerging sectors – digital and low carbon
- Circa 98% of premises across the County can access super or ultra fast broadband

## **D2N2 Local Industrial Strategy emerging findings:**

### Emerging priorities

#### Systematic, proactive business support:-

- Need to significantly change business investment scale & pace to address competitiveness and productivity issues,
- Asking businesses to change a lot (retrain, adopt new tech, decarbonise, engage with education, employ excluded people etc.),
- Macro forces are inhibiting investment –need to counter them or risk loss of competitiveness,
- Current business support fragmented, SPF provides opportunity to change,
- Need a business focussed, account management approach.

#### Large scale retraining programme:-

- Within firms to help adopt new management methods & technologies,
- Life long learning to adapt to automation and sector changes,
- Extend economic activity rates for ageing population.

#### Polycentric 'Future Mobility Zone':-

- Back Cities' bids to be better connected,
- Extend to include towns and rural areas using modern data and comms,
- Seek congestion relief, agglomeration, HS2 benefits maximisation/readiness & improved visitor/resident experience,
- Provide data driven, responsive services as a real car alternative,
- Work on behavioural change transport sharing, flexible working etc..

#### Clean Growth Revolution:-

- Bring together energy users, business support, low carbon sector, coal & cofired generation site(s)/ workforces & distinctive research assets to drive decarbonisation alongside productivity improvement,
- Work with national programmes to secure low carbon R&D from major OEMs and others in the region (some of them have global choice of location).

#### UK Modern Methods of Construction Hub:-

- Build on existing strengths in modern construction & aggregates proximity,
- Stimulate private investment in modular construction facilities,
- Encourage development of supporting supply chains,
- Excellent prospects for medium / high productivity jobs in struggling areas.

#### National Future Food Centre:-

- Build on regional food manufacturing research & innovation assets,
- Enable new firms and scale ups through food grade premises development,
- Focus on future health benefits to address regional issues.



## Appendix 2

### Business premises

#### RBC owned Business Premises

Location	Number	Size	Occupancy
<b>Industrial Units</b>			
Manvers Business Park, Cotgrave	30 Units	18 up to 1250 sqft 12 from 1250 – 3850 sqft	100% occupied
Colliers Business Park, Cotgrave	19 Units	10 up to 1250 sqft 9 from 1250 – 5000 sqft	100% occupied
<b>Office</b>			
The Point, West Bridgford	9 Units	Range from 1452 sqft to 2894 sqft	100% occupied
Walkers Yard, Radcliffe on Trent	2 & 3 Walkers Yard		100% occupied
Cotgrave Business Hub	9 Units	1 x 525 sqft 8 x 600 sqft	100% occupied
<b>Retail</b>			
Walkers Yard, Radcliffe on Trent	1a & 1b Walkers Yard		100% occupied
Cotgrave Shopping Centre	9 Units	All 700 sqft	100% occupied
<b>Proposed / future</b>			
Cotgrave Shopping Centre	4 retail units	1 large food retail 3 smaller retail	
Chapel Lane, Bingham	6 units ground floor Serviced office first floor	tbc	
Moorbridge, Bingham	11 industrial units	1,000 to 1,500 sqft	

#### Turnover rates

- 22 of the 30 units at Manvers business park have had the same tenants over this period and of the 8 that have changed hands the void periods were less than a month.
- Success stories include Gourmet Chocolate Pizza company who expanded from two to three units and GSM Performance doubled in size. Belvoir Engineering also expanded and moved to a larger unit Oct 2018.
- Similarly at Colliers – the original units (1-4) are occupied by two businesses; Mosca have 2 units and BFS expanded from one to two units in June 2019.
- The new units at Colliers (5 – 19) were all successfully let within 4 months of completion. Since then 5 of the 15 have changed hands with no void period each time.
- The Cotgrave Business Hub (offices) opened in June 2018 and was 100% occupied by Sept 2019. The shops in the town centre are also fully let.
- The Point had 2 units that were void for 10 and 19 months at separate times, but is fully occupied again. The office size was the issue in re letting them.
- In 2019 to date 7 enquiries received for premises (mostly industrial) ranging from 500 – 1500 sqft

#### Units available in the area from the private sector (see appendix 3 for full breakdown)

#### September 2019:

- Overall for Rushcliffe there were just 5% of industrial premises unoccupied
- Bingham: 7% of industrial premises are v

- East Leake and Radcliffe have 0 industrial premises vacant
- West Bridgford has 4% of industrial premises vacant

### Future employment development

#### Designated employment land in Core Strategy

Site	Employment Area	Potential jobs
RAF Newton	6.5ha	970
Land North of Bingham	15.5ha	1100
Cotgrave	4.5ha (approx. 1 acre built out)	640
Fairham	20ha	2000
Edwalton, Sharphill	4.0ha	300
Land East of Gamston including Tollerton airport	20 ha (includes 19,000sqm of office space)	2300
Bunny brickworks	6.3ha	700

	Workshop and premises	Store and Premises	Warehouse and premises	Land used for storage and premises	Factory and premises	Independent distribution network operator	Garage and premises	Concrete or Cement works and premises	Total
Aslockton	2	1	0	0	0	0	0	0	3
Barnstone	4	5	0	0	1	0	0	2	12
Barton in Fabis	2	2	1	0	0	0	0	0	5
<b>Bingham</b>	<b>11</b>	<b>1</b>	<b>32</b>	<b>3</b>	<b>7</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>51</b>
Bunny	4	2	2	1	0	0	0	0	9
Car Colston	1	0	0	0	0	0	0	0	1
Colston Basset	4	0	0	0	1	0	0	0	5
Costock	6	0	0	0	0	0	0	0	6
<b>Cotgrave</b>	<b>29</b> (19 owned by RBC)	<b>14</b> (9 owned by RBC)	<b>16</b> (12 owned by RBC)	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>50</b>
Cropwell Bishop	11	2	6	0	1	0	0	0	20
Cropwell Butler	1	0	2	0	0	0	0	0	3
East Bridgford	4	7	4	0	0	0	1	0	16
East Leake	6	1	3	0	2	4	0	0	16
Edwalton	0	0	0	0	1	1	0	0	2
Flintham	1	0	0	0	0	0	0	0	1
Gamston	1	1	1	0	0	0	0	0	3
Gotham	14	7	1	0	1	0	1	0	24
Granby	1	0	0	0	0	0	0	0	1
Hawksworth	0	0	0	0	1	0	0	0	1
Hickling Pastures	2	2	0	1	0	0	1	0	6
Holme Pierrepont	9	0	1	0	0	0	0	0	10
Keyworth	7	1	12	2	2	0	0	0	24
Kingston on Soar	8	1	8	0	2	0	0	0	19
Kinoulton	4	4	1	0	0	0	0	0	9
Langar	13	3	15	5	1	0	0	2	39
Newton	1	1	5	0	0	1	0	0	8
Normanton on Soar	3	1	0	0	0	0	1	0	5
Orston	16	0	14	0	0	0	1	0	31
Plumtree	2	1	0	0	0	0	1	0	4
Radcliffe on Trent	4	5	1	0	1	0	0	0	11
Radcliffe on Soar	10	3	0	0	0	0	2	0	15
Rempstone	0	1	0	0	0	0	0	0	1
<b>Ruddington</b>	<b>22</b>	<b>17</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>51</b>
Saxondale	1	0	0	0	0	0	0	0	1
Scarrington	1	0	1	0	0	0	0	0	2
Screveton	1	0	1	0	1	0	0	0	3
Sibthorpe	10	0	0	0	0	0	0	0	10
Sutton Bonnington	27	1	1	4	5	0	0	0	38
Thorton	2	1	0	0	0	0	0	0	3
Thrumpton	0	0	0	1	0	0	0	0	1
Tollerton	4	2	1	1	0	0	0	0	8
Upper Broughton	1	0	0	1	0	0	0	0	2
<b>West Bridgford</b>	<b>26</b>	<b>9</b>	<b>29</b>	<b>1</b>	<b>16</b>	<b>1</b>	<b>8</b>	<b>0</b>	<b>90</b>
Whatton	5	0	3	0	0	0	0	0	8
Willoughby on the Wolds	5	0	0	0	0	0	0	0	5
Wysall	0	0	2	0	0	0	0	0	2
<b>Total</b>	<b>286</b>	<b>95</b>	<b>167</b>	<b>20</b>	<b>47</b>	<b>10</b>	<b>19</b>	<b>4</b>	<b>648</b>

**1 x Hydropower Station and premises – Holme Pierre Pont**

**1 x Coal Fired Power Station and Premises – Ratcliffe**

**2 x Scrap yard and premises – Cotgrave and Keyworth**

**3 x Oil field and premises – Cropwell Butler, Rempstone and Upper Broughton**

**1 x Land used for Stone works – Keyworth**

**1 x Storage Container - Ruddington**

**3 x Independent Gas Transporter – East Leake and Gotham**

## Appendix 4

### Business Support

#### D2N2 Growth Hub:

D2N2 Local Enterprise Partnership (LEP) is a locally owned partnership between local government and businesses to drive economic growth in the area. It covers Derby, Derbyshire (D2), Nottingham and Nottinghamshire (N2). There are 38 LEPs across the country.

Using European Regional Development Funding (ERDF) matched with local funding the LEP have established a growth hub. This is aimed to be a 'one stop shop' for business support.

The D2N2 growth hub provides a range of support including:

#### ➤ One to One Business support

The D2N2 Growth Hub employs advisors who offer one to one business support on a wide range of topics. The number of Rushcliffe businesses supported is detailed below:

New Business Engagements broken down by number of hours below.

Rushcliffe Businesses	Up to 3 hours support	3 – 12 hours support	12+ hours support	Total
<b>2018/19</b>	43	20	4	67
<b>2019/20</b>				
Q1	36	4	0	40
Q2	18	6	0	24

This is only the level of engagement for new businesses engaged and does not include interventions for existing clients.

#### ➤ Business Investment Fund:

- Grants available of £3,500 to £20,000
- 35% intervention rate
- Focus on improving productivity and efficiency of SMEs
- Funding 'step-changes' in a business, not business as usual.
- £2m grant pot, estimated average grant of £10,000
- Projects supported
  - Digital Technology projects, i.e. software/hardware investments
  - Consultancy projects that contribute to new ways of working
  - Kit and equipment purchases
- Applicants must have seen a Growth hub adviser

30 Expressions of interest have already been received from across D2N2

#### ➤ D2N2 Growth Hub Events/workshops

4 events were delivered in Rushcliffe in 2018/19. The full events programme going forward is currently being developed by D2N2 Growth Hub.

#### D2N2 Digital Growth Programme:

Between 2017 and 2019 RBC provided funding towards the D2N2 Digital Growth Programme (DGP). This was a project part-funded by the ERDF, offering access to grant funding, one to one business support and delivered an array of awareness-raising seminars and strategic action-planning workshops across Nottinghamshire and Derbyshire.

- In Rushcliffe 34 workshops and a Digital showcase event were held over the two year programme, 124 businesses received support and £169k in grant funding was secured.

- A case study brochure has been produced which contains the stories of 12 businesses, from a diverse range of sectors, who have taken advantage of the invaluable support provided through the programme, showcasing the benefits of digital technology and the positive impact it has had on the business.
- Support for businesses continues via D2N2 Growth Hub (the Growth Hub and DHP have now merged) who have secured funding for another 3 years and will be delivering digital support as part of the ongoing programme.

## D2N2 Growth Hub events for the period April 2019 to December 2019

Activity Type	Seminar/Workshop Title	LA Delivery Area	No	ASH	BAS	BRO	GED	MAN	NSDC	NCC	RUS	AV	BOLS	CHES	DC	DD	Erewash	HP	NEDDC	South Derbyshire
Workshop	Developing Your Networking Skills and Elevator Pitch	Mansfield	17	2	3			5		2	1	1	1	1						
Workshop	Bookkeeping and Cloud Accounting	Chesterfield	13			1							1	2	1	1	3	1	3	
Workshop	Developing Your Networking Skills and Elevator Pitch	Derby City	17			2			1			1		2	5	1				5
Workshop	Get Your Pricing Right to Stay in Business	Derby City	14		1	2		1			1			1	3		2			2
Workshop	Sales workshop	Mansfield	26	1	2	1	2	3	1	4		3	2	2	4					1
Seminar	Mastering the Financial Basics for Small companies	Derbys Dales	23		1	1								2	2	17				
Workshop	Grant Funding Masterclass	Nottingham	18			1			2	9						1	4			
Seminar	Digital Seminar	High Peak	11												2	4		5		
Seminar	Digital Seminar	Rushcliffe	9						1	2	3		1				1			
Seminar	Digital Seminar	Chesterfield																		
Seminar	Digital Seminar	Derby																		
Seminar	Digital Seminar	Rushcliffe																		
Seminar	Digital Seminar	Rushcliffe	20																	
Seminar	HR - Keeping it Legal	Derby	15						3			4			6	1				
Seminar	Business Investment Fund Launch INVITATION ONLY	Nottingham	0																	
Workshop	An Introduction to Paid Advertising	Nottingham	12				4		5			1		1	1					
Seminar	How to boost productivity, performance and profit through strategic wellbeing	Mansfield	19		1		2	2			2	1		3	3	3		1	1	
Seminar	Meet the fund managers - MEIF	Derby	47																	
Workshop	Email marketing for success	Bassetlaw	9		1			2	1	2	1	1							1	
Workshop	Investment Readiness workshop	Derby	7			1				3					2		1			
Seminar	Growth Hub Information Session	Nottingham																		
Seminar	Growth Hub Information Session	Derby																		

## Rushcliffe Business Partnership

Rushcliffe Business Partnership launched in 1999, is a 'not for profit' organisation part funded by Rushcliffe Borough Council. Members are generally drawn from small to medium-sized enterprises. The Partnership has more than 500 members.

The Partnership host monthly networking events in:

- West Bridgford
- Ruddington
- Keyworth

Quarterly events are also arranged which attract around 70 businesses. The two most recent events have focussed on:

- Stayahead – a European Social Funded project delivered by RBC which offered free training for businesses to upskill their employees.
- Wellbeing at work – covering both physical and mental wellbeing for all staff.

## Other events and support for business:

- RBC organised a Developer Forum in Dec 2019
- A Recruiting - Future Talent event is being planned with Building Better Opportunities programme (April 2020)
- A second 'Big Business' event is being planned for Spring 2020. The theme will be clean growth and sustainability.



## Growth and Development Scrutiny Group

Tuesday, 7 January 2020

### Supporting and Promoting Economic Vibrancy in Towns and Villages

#### Report of the Executive Manager – Transformation

##### 1. Purpose of report

- 1.1. Pressure on our high streets, and particularly the retail sector, has been increasing over recent years and it is, therefore, timely to review the health of high streets in Rushcliffe to ensure that they continue to thrive.
- 1.2. This report and accompanying appendices set out data relating to high streets in Rushcliffe, including occupancy rates, uses (from Planning Policy), retail reviews and information from national studies. This will provide Councillors with an overview of the current offer on Rushcliffe's high streets and the support provided.

##### 2. Recommendation

It is RECOMMENDED that the Growth and Development Scrutiny Group:

- a) Notes and considers the data and information provided by the Economic Growth and Planning Policy teams on town and village centres in Rushcliffe
- b) Discusses the contents of the report and considers any future items for further scrutiny.

##### 3. Reasons for Recommendation

- 3.1. To provide an overview to the Growth and Development Scrutiny Group of the current offer and challenges being faced by town and village centres in Rushcliffe. The recommendations are reflective of the early stage of these discussions with the Group.

##### 4. Supporting Information

- 4.1. City, town and village centres across the country are coming under increasing pressure with the rise of online shopping being the main contributing factor along with things such as business rates and accessibility e.g. car parking. This report and the accompanying appendices are a review of the data available on how high streets are changing nationally as well as information on the town and village centres in Rushcliffe.

- 4.2. From the information included in the appendices, it is clear that town and village centres in Rushcliffe are performing well despite the challenging environment. However, we cannot be complacent and, therefore, this report picks out some emerging themes from the data to support an informed discussion about the support required from the Council, within the resources available to it.
- 4.3. As can be seen in Appendix 1, the information from the Kerching report highlights key facts about the town and village centres reviewed (West Bridgford, Bingham, Radcliffe on Trent and East Leake):
- The provision of services e.g. hairdressers, estate agents etc. is higher than the national average.
  - Comparison shopping (non-essential items) is lower than the national average.
  - Only units that were vacant were rated as red by Kerching – there were none in the areas reviewed, something which they describe as unprecedented.
  - Leakage rates for Rushcliffe as a whole is high, the main cause of this being the lack of comparison shopping as well as its proximity to cities e.g. Nottingham.
- 4.4. A number of national reviews of the high street have been commissioned over the last few years and four of these have been reviewed to create a summary note which is included as Appendix 2. The reviews concluded that what people want from the high street is:
- Accessibility, including: wifi, parking, cycle storage and regular public transport.
  - A mixed offer that includes good service provision of cafes, public work space etc. The reason for a visit to the high street is increasingly about something such as getting a haircut.
  - Regular activities and events.
  - The provision of community services e.g. library, Council contact point, doctors' surgery to take the place of anchor stores e.g. banks, post offices etc.
- 4.5. A comparison table (Appendix 2) has been developed which reviews the larger town and village centres in Rushcliffe against some of the indicators identified in the national reviews and the Kerching reports e.g. presence of community services, anchors and accessibility.
- 4.6. The comparison table shows that on the majority of the indicators, the town and village centres perform well:
- All have a high street retailer, in every case (except Boots) these are food retailers. In addition, each area has a Coop store, in most cases along with something else, the loss of a business like this would create a gap in all the centres.



- Only two of the seven have a bank or building society.
  - All have car parking provision.
  - All areas are delivering events, although this is generally ad hoc and limited to events such as Christmas light switch on and summer fair.
  - All areas have a social media presence, although not necessarily town centre focussed.
- 4.7. The Planning Policy Team has recorded the use class of buildings on the primary and secondary frontage in the local and district centres in 2016 and 2019. Due to comments received during the consultation process of Local Plan Part 2 some of the frontages have been amended, however the percentages of different uses included in the tables at Appendix 3 provide a useful indicator for a town centre's health.
- 4.8. Local planning policy guidance states that planning applications will be permitted in the primary frontage, provided:
- It does not result in A1 use forming less than 60% of the total units;
  - It does not result in non-retail uses exceeding 20% of the total units; and
  - It does not result in A5 (hot food and takeaway) uses exceeding 20% of the total units.
- 4.9. As the tables show, the dominant use class in all of the town centres is A1 (shops, hairdressers, post offices, sandwich bar etc). This covers a wide range of uses but is an indicator that the town centres are performing well with this as the dominant use, as opposed to A5 (hot food takeaways) or Other (non-traditional town centres use).
- 4.10. There may be a need to review these planning policy expectations in future in line with the national trend of more leisure/community uses in town centres.
- 4.11. The data highlights how well the town and village centres in Rushcliffe are performing. There are no significant areas of concern when benchmarking the areas against some of the national indicators. The feedback received in the Retail Reviews by Kerching, to further enhance the existing offer, was the need for more locally led activity, such as events and promotion to attract people into the town/village centre.

## **5. Risks and Uncertainties**

- 5.1. There are no direct risks associated with this report.

## **6. Implications**

### **6.1. Financial Implications**

There are no financial implications associated with this report.

## 6.2. Legal Implications

There are no legal implications associated with this report.

## 6.3. Equalities Implications

There are no equalities implications associated with this report.

## 6.4. Section 17 of the Crime and Disorder Act 1998 Implications

There are no crime and disorder implications associated with this report.

## 7. Link to Corporate Priorities

Quality of Life	Town and village centres provide many vital community facilities as well a place for the community to gather for events. A thriving town centre will help to improve the quality of life for local residents.
Efficient Services	
Sustainable Growth	Ensuring our town centres continue to thrive is critical to ensuring sustainable growth both in the town centre as well as the wider economy as other businesses are attracted to places people want to live and work.
The Environment	By encouraging people to shop locally there will be less need for people to travel to city centres, supermarkets or out of town shopping centres.

## 8. Recommendations

It is RECOMMENDED that the Growth and Development Scrutiny Group:

- a) Notes and considers the data and information provided by the Economic Growth and Planning Policy teams on town and village centres in Rushcliffe
- b) Discusses the contents of the report and considers any future items for further scrutiny.

<b>For more information contact:</b>	Leanne Ashmore Executive Manager - Transformation Lashmore@rushcliffe.gov.uk
<b>Background papers available for Inspection:</b>	None.
<b>List of appendices:</b>	<b>Appendix 1</b> – Summary of Kerching review <b>Appendix 2</b> – Comparison of town centres <b>Appendix 3</b> – Planning use classes

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## **Appendix 1 Kerching Reports summary**

### **Key Findings**

#### **Retail Mix**

East Leake, Bingham, Radcliffe on Trent and West Bridgford all had a broad retail mix which covers most key spending areas.

- Convenience shopping (groceries and weekly essentials) – East Leake and Radcliffe had a higher share of these shops than the UK average of 9%, at 4% and 3% more respectively. This is positive and drives up frequency of town centre visits. Whereas Bingham and West Bridgford had lower shares than the national average of 9%, at 4% and 2% less respectively, which reduces town centre visits.
- Comparison shopping (buying non-essential items which involves comparing shops & prices) – was lower than the national average of 33% for all four areas, 8% less in West Bridgford, 12% less in Radcliffe, 18% less in East Leake and 4% less in Bingham. This results in leakage (shoppers visiting competing towns and cities)
- Service outlets (eg. estate agents, health providers, hair salons or accountants) – Are the main retail share in all four areas and all were greater than the UK average of 27%. With 46% of shops service outlet's in East Leake, 37% for Bingham and 44% for both Radcliffe and Bingham. This is common in affluent areas, and increasingly they take the place of traditional shopping outlets (convenience and comparison) in the town centre, which increases leakage.

#### **Exterior Presentation of Shops:**

- East Leake: 65% are good, 20% okay and 15% poor
- Bingham: 60% good, 30% okay and 10% poor
- Radcliffe: 40% good, 20% okay, 5% poor and the rest were N/A
- West Bridgford: 45% good, 45% okay and 10% poor

The interior and exterior presentation of the shops is assessed by Kerching and given a rating of green, amber or red based on a number of indicators. For the first time ever in any of Kerching's reports, there wasn't a single business in any of the four villages which was rated as red, this would be a business that is "failing to bring much to the town centre and is a blot on the landscape". The only shops rated red were vacant shops.

Kerching described the lack of a red colour coded business in any of the areas as "unprecedented".

#### **Report Proposals**

##### **1. Addressing Leakage**

- Leakage is high for Rushcliffe overall and for all four areas studied. The main cause being the lack of comparison shopping retailers, eg. Fashion, mobile phones, homeware & electrical.
- The 2015 Carter Jonas retail study found 99.1% of comparison spend was leaking from Rushcliffe.
- Kerching suggest to shape the retail mix to increase comparison shopping retailers, attract these new comparison retailers into town centre in place of existing service shops, who would need persuading to relocate into spur roads. However, with the trend of retail on the High Street struggling and service retail providing a good balance to attract footfall to the area

## 2. World Class independents

- Is difficult to attract national retailers to these towns so a quality independent retailer can be equally attractive to shoppers
- Provide 121 support or training and development to these local independents to help them move from good to world class.

## 3. Parking

- Bingham and East Leake both have free parking which is mainly used by people working in the villages, leaving few spaces for shoppers. It is suggested both these towns have a short stay car park and a long stay car park.
- Radcliffe was found to have the same issue with the long stay car park being used by local employees, this has since been split into short and long stay.
- West Bridgford has plenty of short stay parking but no long stay for people working in the town. It is suggested to have free parking a short walk from town centre.

## 4. Loyalty Scheme

- Has come up as potential option for all four areas studied by Kerching. A loyalty scheme rewards local people for supporting local business.
- Shopping is repeat and habitual (park in same car park & shop in same store), loyalty schemes build new habits which favour the village centre
- Suggest a simple show and give loyalty card which is cheap and easy to run.

## 5. Brand Bingham/East Leake/Radcliffe/West Bridgford

- Continued marketing to local residents is now a requirement of town centres to stay competitive.
- Is a need for targeted marketing of the local residents in each town to minimise leakage, Eg. West Bridgford Way replicated in each town (on a smaller scale, perhaps just a Facebook page)

## 6. Clarify position on street trading

- There were number of traders in Radcliffe, Bingham and West Bridgford with excessive stock outside their stores. This when done right can look good. Eg. Fruit and veg stalls outside. Kerching suggest creating a small guide to explain benefits of good exterior's and show examples of good and bad practice of street trading.

## 7. Relocation of businesses

- Common throughout all reports was the need to develop a plan to relocate businesses in order to achieve the ideal village mix, clustering of comparative shops and convenience shops for example.
- Relocation of some independent retailers to town centre, for example Hopology should be on Central Avenue in West Bridgford. In Bingham, incentivise estate agents to move onto spur roads and off the market square, creating more space for comparison and convenient retailers.

### Needs Specific to Each Area

**East Leake:** Needs creation of a village centre, suggested to remove the large brick planters outside Tony's Butchers and with some shop front improvements, there would soon be an attractive village centre.

Also needs a vision for what East Leake is, Kerching felt the village is perfectly poised to become a significant retail centre for the Southern area of Rushcliffe due to its location, population growth and lack of competition towns.

**West Bridgford:** The charity shops in West Bridgford could be used to plug the fashion gap by building a reputation for stocking brands and designer clothing, thus making them world class and a reason to visit West Bridgford. Perhaps could set up a meeting for all the charity shops to collectively market their offer, raise standards and performance whilst working together to change the perception of there being too many in the town.

Target young entrepreneurs to live and start business in West Bridgford, perhaps could offer a pop up shop or pop up market stalls for entrepreneurs.

**Radcliffe on Trent:** Has no clear identity such as Bingham's market or West Bridgford's evening economy. Kerching suggest using food and drink as the core element of the village's offer, support existing food retailers to grow and improve whilst attracting new food retailers to move into the village. This identity could be supported by events like a village bake off or food and drink festival.

Should look to hold more events to attract people into the village centre, along with seasonal events. Radcliffe has the perfect location in Grange Hall and its grounds. So should make efforts to reach out to event's organisers and encourage the use of it.

**Bingham:** The priority aim unique to Bingham was a review of the market which is poorly presented and advertised. This should be revamped with a focus on high class stalls which attract shoppers from surrounding villages.

Particular focus should be placed on attracting families by holding more events and activities for children, as families shopping spend the most money and time in town centres. The Buttercross should be used more to host these kind of events and activities.

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## **Appendix 2**

### **A Model for the Future High Street and How Rushcliffe Compares**

To inform this note the following reports have been reviewed:

- Grimsey Review
- Grimsey Review 2
- Turnaround Towns UK and
- LGA Revitalising Town Centres

Both Grimsey Reviews painted a bleak picture for UK highstreets, due to an oversupply of shops with not enough demand. Mainly due to the ever increasing competition of online shopping, along with the loss of anchor stores like banks. Therefore the range of services the high street provides must increase.

The Grimsey reviews found business rates to be the greatest barrier to the success of businesses on the high street. The report stated that they are the highest property taxes in the developed world and therefore concluded that they hold back businesses from expanding whilst preventing new ones from starting up.

### **What do Consumers want and expect from their High street?**

#### **Journey to High Street:**

High street visitors rate access (parking) as their top criteria, good access leads to an increased spend of between 35% and 38%. This starts from the minute they set off, having a parking space booked in, and their satnav taking them to their reserved space which is lit up with a sensor to monitor and indicate if booked. Both Grimsey Reviews recommended having free parking for 30 minutes or an hour in the centre. Then having long stay parking for free further out from the high street with a welcoming and accessible footpath to the high street from the long stay parking.

If cycling, bicycle storage along the length of the high street is essential. The Grimsey review found cyclists were highly unlikely to stop and browse shops as there was nowhere to safely lock up their bike. Whilst public transport should be regular and easy to use, with joined up transport links and welcoming, well maintained footpaths to and from bus stops / train stations.

#### **Shops on the High Street:**

As previously mentioned, traditional goods and transactions are no longer the reason for visiting the high street. People are likely to go in for a service, have a coffee and spend a couple of hours working remotely from their device. It will become crucial to have a shared working space or business hub on the high street to allow this. Consumers expect and demand Wi-Fi throughout the town centre in order to work, whilst accessing the Wi-Fi allows the high street manager to send promotions or offers available on that day. Software will manage the number of promotions given out. Internet throughout a town centre will also increase social media posts by people visiting which has the effect of free advertising for the high street.

The reason a consumer visits the high street will likely be for a service or experience, such as a haircut, going to the e-cigarette store, getting their nails done or to an independent café. These are all the businesses which are increasing in amount on UK high streets. Once on

the high street for one of these services, consumers will check their phone for any offers on the day, or see if any friends are in the area and want to meet for a coffee.

### **Activities and Events on the High Street**

Simply visiting a charity shop or having a haircut is not enough to keep up the footfall needed on a high street for businesses to survive once an anchor store has left. Anchor stores were traditionally banks, pubs, high street chains and post offices, with these closing something must take their place.

The high street should become a one stop location for everything consumers need. Including facilities like gyms, libraries, council contact centres, the GP to name a few.

These essential services will attract people in and increase the footfall. However they don't go far enough, high streets should be the centre of the community.

Regular activities and events are crucial to bring in crowds and create a town hub. This should include regular events like monthly markets and car free days. As well as unique events like open mic nights, classic car shows or village bake offs.

### **13 Principles for a Thriving Town Centre:**

1. Understand historic context, what drove growth of the town centre historically?
2. Celebrating the setting and character of the Town, what's special and unique about each high street in Rushcliffe
3. Explore how people identify with their high street/town centre, what do they want from it in the future?
4. Knowing the economic trajectory, develop a brief and strategy to respond to wider economic trends. Understand the position of the town centre in relation to others in the retail hierarchy.
5. Create an agile framework which fosters resilience and adaptability from the high street businesses. This strategy needs to be flexible to be responsive to shifts in market conditions.
6. A joined up approach to transport and movement to create a welcome arrival experience into the town/high street.
7. A balanced mix of shops, niche and mainstream shops alongside services, business, leisure and new homes. Creating vibrancy and diversity of activity across the day and throughout the seasons.
8. Create spaces for civic and social use.
9. High quality design which works with heritage to maintain overall identity of town centres.
10. Target the experience economy, centres need to appeal to older and younger people to create a 'vibe'
11. Innovative approach to leases, adopt short term 3 month rolling contracts leases with minimal upfront costs to encourage start-ups and entrepreneurs to set up shop in the high street.
12. Embrace diversity, retailers are broadening their offer to be adaptive, savvy and incentive. They are pioneers who will point the way for the direction of their high street.
13. Town centres need to continuously adapt and enhance the commercial, civic, educational and leisure offer to remain prosperous and relevant to communities

	Anchors			Accessibility				Events (including Market)	Local initiatives e.g. social media	Growth Board area	Community services			
	Post office	High st retailer	Bank /BS	Pub	Parking provision of short and long stay	Cycle store	Public transport				Library	Council customer contact centre	Doctors	Toilets
<b>Bingham</b>	Yes	Coop Sainsbury's	No	Yes	Free all day parking  2 short stay  Long stay £20	Yes	Train Bus	Weekly market and ad hoc events	Yes	Yes	Yes	Yes	Yes	Yes
<b>Radcliffe on Trent</b>	Yes	Coop Tesco's	No	Yes	Free, restrictions	Yes	Train Bus	Ad hoc events	Yes	Yes	Yes	No	Yes	Yes
<b>East Leake</b>	Yes	Coop	No	Yes	Free, no restrictions	Yes	Bus	Ad hoc events	Yes	Yes	Yes	Yes	Yes	Yes
<b>WB</b>	Yes	Coop M&S Boots Waterstones	Yes	Yes	Short stay parking chargeable up to 3 hours.  Long stay £20	Yes	Bus	Markets and events	Yes	Yes	Yes	Yes	Not on high street	Yes
<b>Cotgrave</b>	Yes	Coop (Sainsbury's)	No	Yes	Free, no restrictions	Yes	Bus	Ad hoc events	Yes	No	Yes	Yes	Yes	No
<b>Ruddington</b>	Yes	Coop Sainsbury's	Yes (B/S)	Yes	Free, no restrictions	Yes	Bus	Markets and ad hoc events	Yes	No	Yes	No	Yes	No
<b>Keyworth</b>	Yes	Coop	No	Yes	2 hours free and £1 for 3 hours.  Long stay £20	Yes	Bus	Ad hoc events	Yes	No	Yes	No	Yes	No

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### Use class data

The following information is from the Planning Policy Team who have recorded the use class of buildings in the district and local centres in Rushcliffe in 2016 and then again in 2019. This provides a useful comparison for how the centres may have changed over time.

#### **Background and definitions**

- **A1 Shops** - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
- **A2 Financial and professional services** - Financial services such as banks and building societies, professional services (other than health and medical services) and including estate and employment agencies. It does not include betting offices or pay day loan shops - these are now classed as “sui generis” uses (see below)
- **A3 Restaurants and cafés** - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes
- **A4 Drinking establishments** - Public houses, wine bars or other drinking establishments (but not night clubs) including drinking establishments with expanded food provision
- **A5 Hot food takeaways** - For the sale of hot food for consumption off the premises.
- **Other** – health centre, beauty salon, offices, residential.

#### **Primary shopping area**

Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).

#### **Primary frontages**

Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods.

#### **Secondary frontages**

Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

#### **Town centre**

Area defined on the local authority’s policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, **district centres and local centres** but exclude small parades of shops of purely neighbourhood significance e.g. Melton Road.

The number of units identified as a primary and secondary frontages in each district or local centre may differ between 2016 and 2019 due to the adoption of Local Plan Part 2. The identified frontages may have been adjusted as a result of comments received to earlier drafts of Local Plan Part 2. In addition additional unit may have been built, or in the case of Cotgrave, some units have been demolished. Notwithstanding this, the percentage of frontages in each

use class provide a useful indicator of each centres health. Those performing strongly generally have a higher percentage of uses within A1-A4 in their primary frontages.

### District Centre

Bingham							
Use	A1 Shops	A2 Financial/professional	A3 Restaurant/cafe	A4 Pub/bar	A5 Takeaway	Other	Total
Primary 2016	19	2	3	0	3	2	29
	<b>65%</b>	<b>7%</b>	<b>10%</b>	<b>0</b>	<b>10%</b>	<b>7%</b>	
Primary - 2019	22	0	4	1	5	8	40
	<b>55%</b>	<b>0%</b>	<b>10%</b>	<b>3%</b>	<b>13%</b>	<b>20%</b>	
Secondary 2016	16	3	3	2	5	0	29
	<b>56%</b>	<b>10%</b>	<b>10%</b>	<b>7%</b>	<b>17%</b>	<b>0</b>	
Secondary 2019	25	5	4	2	6	10	52
	<b>48%</b>	<b>10%</b>	<b>8%</b>	<b>4%</b>	<b>12%</b>	<b>19%</b>	

West Bridgford							
Use	A1 Shops	A2 Financial/professional	A3 Restaurant/cafe	A4 Pub/bar	A5 Takeaway	Other	Total
Primary 2016	37	10	7	1	0	3	58
	<b>63%</b>	<b>17%</b>	<b>12%</b>	<b>2%</b>	<b>0</b>	<b>5%</b>	
Primary 2019	30	20	12	0	0	2	64
	<b>47%</b>	<b>31%</b>	<b>19%</b>	<b>0%</b>	<b>0%</b>	<b>3%</b>	
Secondary 2016	26	8	5	2	7	21	59
	<b>43%</b>	<b>13%</b>	<b>8%</b>	<b>3%</b>	<b>11%</b>	<b>13%</b>	
Secondary 2019	27	15	10	5	4	16	77
	<b>35%</b>	<b>19%</b>	<b>13%</b>	<b>6%</b>	<b>5%</b>	<b>21%</b>	

## Local Centres

East Leake							
Use	A1 Shops	A2 Professional/financial	A3 Restaurant/cafe	A4 Pub/bar	A5 Takeaway	Other	Total
Primary 2016	16	0	3	0	2	1	22
	73%	0	14%	0	9%	4%	
Primary 2019	14	3	5	1	5	8	36
	39%	8%	14%	3%	14%	22%	
Secondary 2016	3	1	0	0	1	1	6
	50%	16%	0	0	16%	16%	
Secondary 2019	3	1	0	0	2	4	8
	38%	13%	0%	0%	25%	50%	


Keyworth							
Use	A1 Shops	A2 Professional/financial	A3 Restaurant/cafe	A4 Pub/bar	A5 Takeaway	Other	Total
Primary 2016	10	1	2	0	1	1	15
	<b>67%</b>	<b>7%</b>	<b>13%</b>	<b>0</b>	<b>7%</b>	<b>7%</b>	
Primary 2019	12	3	0	0	2	0	17
	<b>71%</b>	<b>18%</b>	<b>0%</b>	<b>0%</b>	<b>12%</b>	<b>0%</b>	
Secondary 2016	9	2	1	0	0	2	14
	<b>69%</b>	<b>15%</b>	<b>7%</b>	<b>0</b>	<b>0</b>	<b>15%</b>	
Secondary - The Square 2019	7	1	1	0	0	8	17
	<b>41%</b>	<b>6%</b>	<b>6%</b>	<b>0%</b>	<b>0%</b>	<b>47%</b>	
Secondary - Key Wolds Drive 2019	5	1	1	0	4	2	13
	<b>38%</b>	<b>8%</b>	<b>8%</b>	<b>0%</b>	<b>31%</b>	<b>15%</b>	

Radcliffe on Trent							
Use	A1 Shops	A2 Financial/professional	A3 Restaurant/cafe	A4 Pub/bar	A5 Takeaway	Other	Total
Primary 2016	18	3	4	0	3	3	31
	<b>58%</b>	<b>10%</b>	<b>13%</b>	<b>0</b>	<b>7%</b>	<b>7%</b>	
Primary 2019	15	3	2	3	3	5	31
	<b>48%</b>	<b>10%</b>	<b>6%</b>	<b>10%</b>	<b>10%</b>	<b>16%</b>	
Secondary 2016	19	2	3	1	3	4	32
	<b>59%</b>	<b>6%</b>	<b>9%</b>	<b>3%</b>	<b>9%</b>	<b>12%</b>	
Secondary 2019	12	1	4	0	3	12	32
	<b>38%</b>	<b>3%</b>	<b>13%</b>	<b>0%</b>	<b>9%</b>	<b>38%</b>	

Ruddington							
Use	A1 Shops	A2 Financial/professional	A3 Restaurant/cafe	A4 Pub/bar	A5 Takeaway	Other	Total
Primary 2016	23	3	4	0	1	4	35
	<b>66%</b>	<b>9%</b>	<b>11%</b>	<b>0</b>	<b>3%</b>	<b>11%</b>	
Primary 2019	20	5	5	0	0	7	37
	<b>54%</b>	<b>14%</b>	<b>14%</b>	<b>0%</b>	<b>0%</b>	<b>19%</b>	
Secondary 2016	6	3	2	3	2	2	18
	<b>33%</b>	<b>17%</b>	<b>11%</b>	<b>17%</b>	<b>11%</b>	<b>11%</b>	
Secondary 2016	11	2	3	1	2	9	28
	<b>39%</b>	<b>7%</b>	<b>11%</b>	<b>4%</b>	<b>7%</b>	<b>32%</b>	

Cotgrave							
Use	A1 Shops	A2 Financial/professional	A3 Restaurant/cafe	A4 Pub/bar	A5 Takeaway	Other	Total
Primary 2016	13	0	1	0	2	2	18
	<b>72%</b>	<b>0</b>	<b>6%</b>	<b>0</b>	<b>11%</b>	<b>11%</b>	
Primary 2019	5	0	2	0	2	2	11
	<b>45%</b>	<b>0%</b>	<b>18%</b>	<b>0%</b>	<b>18%</b>	<b>18%</b>	



 <p><b>Rushcliffe</b> Borough Council</p>	<p><b>Growth and Development Scrutiny Group</b></p> <p><b>7 January 2020</b></p> <p><b>Work Programme</b></p>
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## Report of the Executive Manager – Finance and Corporate Services

### 1. Summary

Members are asked to propose future topics to be considered by the Group, in line with the Council's priorities which are:

- Delivering economic growth to ensure a sustainable, prosperous and thriving local economy
- Maintaining and enhancing our residents' quality of life
- Transforming the Council to enable the delivery of efficient high quality services.

### 2. Recommendation

It is RECOMMENDED that the Group agrees the work programme as set out in the table below.

**17 March 2020**

- Abbey Road Development –Meet the Developer
- Customer Service and Digital Transformation
- Work Programme

<b>For more information contact:</b>	Dave Mitchell Executive Manager – Communities 0115 914 8349 <a href="mailto:plinfield@rushcliffe.gov.uk">plinfield@rushcliffe.gov.uk</a>
<b>Background papers Available for Inspection:</b>	None.
<b>List of appendices (if any):</b>	None.

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