

Economic Development Committee



29th September 2022

Title	Draft Town Centres Strategy
Purpose of the report	To note
Report Author	Andy Willmott - Town Centre Manager
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	N/A
Corporate Priority	Community Recovery Environment Service delivery
Recommendations	Committee is asked to: Note and critique the report for it to return to the Committee on 12 th January 2023 for a decision to approve.
Reason for Recommendation	Not applicable

1. Summary of the report

- 1.1 This report seeks to *provide a new strategy for the town centres of Ashford, Shepperton and Sunbury as well as the shopping parades spread throughout the borough. The action plan has been designed in collaboration with local businesses through feedback obtained during a survey carried out in July 2022.*
- 1.2 *The report and Action Plan is in draft format, so the Economic Development Committee are able to comment on the content before it is presented for adoption on 12th January 2023 at the next meeting of the Committee. The strategy will then run for the next 12 months*
- 1.3 *The delivery of the action plan will be challenging as there is only one Town Centre Manager (TCM). It is important for the retailers and businesses and in particular the business forums that they are able to see for themselves the support that is planned by the council so they can engage and look forward to future developments.*

2. Key issues

- 2.1 This is the first strategy of its type that the council has developed to help the retail and business community.

2.2 In April 2022 the Business Improvement District commenced a new 5 years term which through the levy will generate an additional £300k+ a year to promote Staines-upon-Thames. This will help strengthen the economy of the town. It is important that the council also demonstrates active support for the other towns and shopping parades in the borough so that they are not left behind.

3. Options analysis and proposal

3.1 Detail the pros and cons of the options available and which one is being proposed. Include the risk assessment.

4. Financial implications

4.1 The TCM is currently on a temporary contract which is funded by the Business Rates Retention Fund (BRRF); in addition to this, there is £5k allocated for the TCM to utilise to deliver the strategy for each of the three towns.

4.2 The delivery of the strategy and associated funding will not affect the councils annual budget as the BRRF is held within the reserves and ring-fenced for economic development activities.

5. Risk considerations

5.1 Consult with Audit team (G.Audit@spelthorne.gov.uk) and detail any risk implications arising from the report and how these will be mitigated.

6. Legal considerations

6.1 Consult in every case with Legal Team (G.legal@spelthorne.gov.uk) and either refer to issues raised elsewhere in your report or detail them here.

7. Other considerations

7.1 Detail any other considerations to be taken into account.

8. Equality and Diversity

8.1 Detail how the recommended proposals will impact equality and diversity and mitigation measures being taken.

9. Sustainability/Climate Change Implications

9.1 Detail how the proposal will support/impact sustainability/climate change issues.

10. Timetable for implementation

10.1 Set out a timetable, if required, showing when the proposal in the report will be implemented.

11. Contact

11.1 Please provide a contact name and email address for queries relating to this paper. This does not need to be the report author and can be a team address if appropriate.

Background papers: *(These are unpublished papers upon which you have relied in preparing this report). If none state, There are none.*

Appendices:

List as Appendix A, B etc with a short description of each. *The name of the document you send to Committees should be identical to how you list it here.*