

## **CABINET MEMBER FOR REGENERATION AND DEVELOPMENT**

**Venue: Town Hall, Moorgate  
Street, Rotherham. S60  
2TH**

**Date: Tuesday, 25th February, 2014**

**Time: 12.30 p.m.**

### **A G E N D A**

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Apologies for absence.
4. RERF - Markets Growth Plan and Options Assessment (report herewith) (Pages 1 - 5)
5. 'Get Up to Speed with Engineering' Event (Pages 6 - 7)

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Cabinet Member for Regeneration &amp; Development</b>
<b>2.</b>	<b>Date:</b>	<b>3<sup>rd</sup> March 2014</b>
<b>3.</b>	<b>Title:</b>	<b>RERF - Markets growth plan &amp; options assessment</b>
<b>4.</b>	<b>Programme Area:</b>	<b>Environment and Development Services</b>

**5. Summary**

This report seeks approval of an allocation of £19,000 RERF revenue towards work on a growth plan and physical options assessment for the Rotherham Markets complex.

We are also seeking approval for the work to be awarded directly to the Retail Group, outside the normal tendering procedure set out in Council's standing orders. This is due to the tight timescales for both spending the money and requiring the outcomes of the work.

**6. Recommendations**

**That £19,000 of RERF revenue is approved towards work on a growth plan and options assessment for Rotherham Markets.**

**That approval is given to directly award this work to the Retail Group in order for it to be completed in what is a relatively constrained timeframe.**

## 7. Proposals and Details

In order to identify how the Council should make best use of the current short term opportunities to invest in and support the market, as well as why they should do so, it is essential to identify what the right markets offer will be for Rotherham and its future customers.

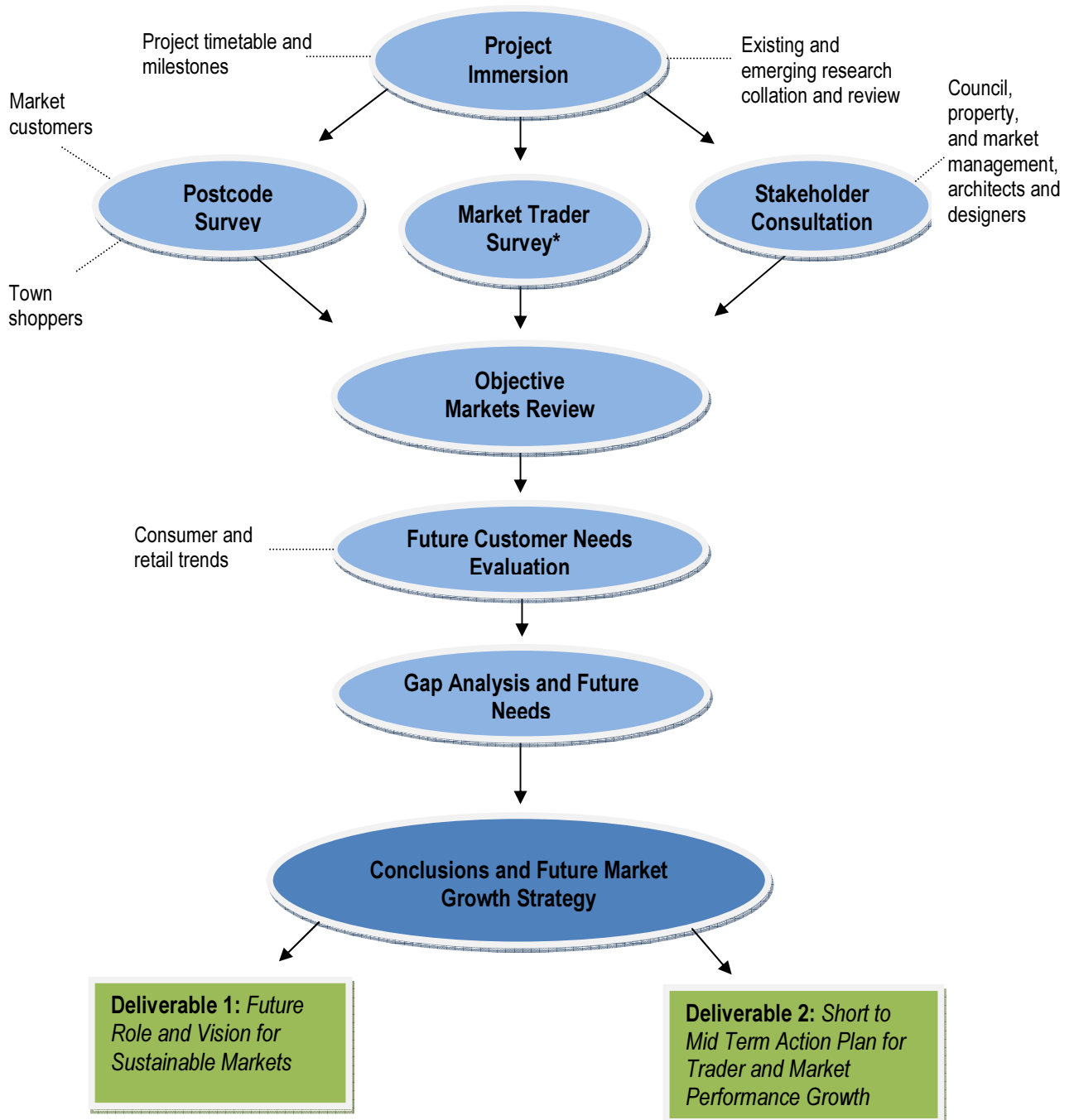
Key questions to answer include;

- What is the right market offer?
- What do customers and traders want?
- What do existing and future retailers want?
- How can the markets further help the town?
- How can the markets compete locally and regionally?
- What are the right themes and events?
- What is the best use of the current outdoor space?
- How can the markets act as a catalyst between Tesco and the town centre?
- How will an improved market (indoor and outdoor) help the town?
- What investment is required and what is merited?
- How can the markets be improved in the short term and strategically?

Therefore the objectives of the work will be;

- ***To identify the future strategy and growth plan for Rotherham Markets, the right markets offer for the town and its customers.***
- ***To identify the rationale for investing in improvements to the markets, and the optimum additional physical requirements both short and long term.***
- ***To identify actions to improve performance and to effectively utilise the development opportunities available.***

These will be achieved through a work programme as set out below.



- Growth opportunities
- Target retailers
- Expenditure retention (market share)
- Market positioning
- Facilities
- Tactical recommendations

- The consumer and their needs
- Gaps in offer
- Improvements needed
- Target product categories
- Target operators
- Changes to mix
- Target customers

- Size, number of stalls
- What
- Where
- When
- Optimum layout
- Trading days
- Core offer

There is a pressing need for the work to be completed as quickly as possible as the RERF money has to be defrayed by no later than 31<sup>st</sup> March 2014. We have also been recently informed that the opening of the new Tesco store on the former Civic site may open late 2014. This work is an essential part of us identifying the appropriate activity to carry out on the Market Complex to maximise the benefits and minimise the threat from the Tesco store and as such is needed as a matter of urgency.

The Retail Group has previously worked with the Council in producing a Town Centre Retail Strategy, which was awarded after an open tender process. This was also a very good piece of work. It also means they already have a good knowledge of Rotherham town centre and the dynamics of its retail offer.

Bearing the above in mind, we are seeking to award the contract directly to the Retail Group; to allow us to get the work completed in as short a timeframe as possible, while achieving a high quality piece of work

## 8. Finance

<b>Funding</b>	<b>Status of funding. Approved/ Awaiting Approval</b>	<b>2012/2013</b>	<b>2013/2014</b>	<b>Total</b>
<b>RERF</b>				
<b>Capital</b>				-
<b>Revenue</b>		-	<b>19,000</b>	<b>19,000</b>
<b>TOTAL RERF</b>		-	<b>19,000</b>	<b>19,000</b>
<b>Other Funding Sources</b>				
				-
				-
<b>TOTAL OTHER FUNDING</b>		-	-	-
<b>Grand Total</b>		-	<b>19,000</b>	<b>19,000</b>

There is currently £19,000 remaining of the 2013/14 RERF revenue allocation, which this approval will use in its entirety.

## 9. Risks and Uncertainties

Further funding would need to be secured to deliver any redevelopment of the Markets complex on the back of this work.

## 10. Policy and Performance Agenda Implications

Redevelopment of the Markets complex will contribute to the following themes of the Community Strategy and Corporate Plan:-

- Revitalise the town centre

- Improve access and remove barriers to employment.
- More people come to the Town Centre for work, shopping and things to do and see

## **11. Background Papers and Consultation**

Consultation on the redevelopment options for the markets has taken place with a number of Officers including the Strategic Director for EDS, the Markets Manager, the Land and Property Manager, the Business and Retail Investment Manager, Director of Planning, Regeneration and Cultural Services, and the Finance Manager.

Part of the funded work will be to consult with Market traders and other stakeholders on the possible ways forward in the redevelopment of the Market Complex.

A copy of the full RERF application form for this project is available on request.

RMBC Finance and Legal have been consulted on the report.

### **Contact Name:**

Simeon Leach, Economic Development Manager, Ext 23828  
Email [simeon.leach@rotherham.gov.uk](mailto:simeon.leach@rotherham.gov.uk)

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Cabinet Member and Advisers for Regeneration and Development</b>
<b>2.</b>	<b>Date:</b>	<b>Tuesday 25 February 2014</b>
<b>3.</b>	<b>Title:</b>	<b>Get Up to Speed with Engineering Event (GUTS – ERDF SYSGEP Programme)</b>
<b>4.</b>	<b>Directorate:</b>	<b>Environment and Development Services</b>

### **5. Summary**

The purpose of this report is to seek Member approval for suspension of standing orders with regards to procurement for event related costs. This is to allow RiDO to provide a marquee, workshops, networking opportunities and support to SME companies at the GUTS event.

### **6. Recommendations**

**It is recommended that:**

- **Cabinet Member approves the exemption from the provisions of standing orders (requirement to invite at least 3 quotations) as detailed in this report.**

### **7. Proposals and Details**

GUTS is a free event for young people and other stakeholders to engage with businesses and learn about the world of work in engineering and manufacturing. The event has been run for the past three years with great success and over 1400 people attended last years event.

RiDO as a partner in the event wish to provide opportunities for local SME businesses to engage with their future workforce and local and international businesses at the two day event. This would be by way of a 'bolt-on' marquee, providing space for stands, networking and interactive themed workshops. By 'bolting-on' to an existing event, there are numerous benefits to SME's that otherwise would not be able to be achieved at a stand-alone event on a smaller scale.

No other event or venue of this kind exists in the area and it has been chosen based on the credentials and extra value that an existing event of this kind already demonstrates. However, using the existing event, venue etc. incurs the use of the venues preferred suppliers and therefore restricts the ability to follow standing order procedures for three competitive quotes.

The project is being supported by RiDO ERDF SYSGEP funding; 65% of this being externally funded with pre-identified match funding making up the remainder. The funding has already been set aside in the SYSGEP 'other revenue' budget for this kind of expenditure. The value of the event is £19,848 payable in two payments of 50% each, one due immediately and one due 9<sup>th</sup> April 2014. The cost is based on a detailed specification provided by RiDO and is believed to be good value for money.

**It is therefore recommended that the expenditure for providing additional venue space for SME businesses at the GUTS event be exempt from the provisions of standing orders (requirement to invite at least 3 quotations) and the expenditure be allowed to proceed with immediate effect.**

## **8. Finance**

The value of the proposal is £19,848 in two payments of 50% as outlined above and is from existing funding already identified via RiDO's SYSGEP Programme.

## **9. Risks and Uncertainties**

Failure to undertake the project will result in additional benefits for local SME companies being lost. A limited time will remain in order to deliver outputs by means of the 'other revenue' budget within the programme, meaning a potential claw back of ERDF funding. This may adversely affect ERDF's view of our ability to deliver services on their behalf and therefore future ERDF funds.

This kind of expenditure within ERDF programmes however does carry an element of risk for the council and there is no set criteria within the UK ERDF programme to gauge correct expenditure on this type of event. Therefore, there is a minimal chance that the 65% ERDF contribution could be clawed-back at a future audit. However, every possible mitigation measure is being put in place to minimise this and Tim O'Connell, Business Development Manager at RiDO has agreed that the level of risk is acceptable.

## **10. Policy and Performance Agenda Implications**

Policy and performance issues are discussed elsewhere.

## **11. Background Papers and Consultation**

Consultation has taken place with colleagues at Sheffield CC who administer the SYSGEP programme and DCLG, who manage ERDF funding in the UK and all have confirmed agreement with the proposals.

**Contact Names:** Andrew Klinkenberg, Sector Growth Manager, RiDO, EDS  
Tel. ext. 54568, [Andrew.klinkenberg@rotherham.gov.uk](mailto:Andrew.klinkenberg@rotherham.gov.uk)