

**CABINET MEMBER FOR TOWN CENTRES**  
**21st March, 2011**

Present:- Councillor R. S. Russell (in the Chair); Councillors Ali and Swift.

**L41. CONFERENCES/SEMINARS ETC.**

Consideration was given to attendance at the following:-

(i) NABMA Annual Conference being held in Harrogate from 18<sup>th</sup> to 20<sup>th</sup> September, 2011.

Resolved:- That approval be given for the attendance of two delegates.

(ii) Emergency Planning Symposium and Annual Conference – SECC, Glasgow – 5th and 6th July, 2011.

Resolved:- That approval be given for the attendance of two delegates.

**L42. FAIRS APPLICATIONS & FAIRS CHARGES REVIEW 2011**

Consideration was given to a report, presented by the General Manager Markets, relating to fairs applications received and the annual review of Fairs Charges in accordance with audit requirements.

It was reported that, due to falling attendances and increasing operating costs, particularly the cost of fuel, the Showmen had requested that rents be frozen for 2011. However, consideration was requested of the proposal that charges be increased by 5%.

Details of the specific increases for the individual fairs applications were set out in the submitted report.

Attention was drawn to:-

- the request for a 50% rent reduction for the Clifton Park fair – noting the recommendation to refuse this request.
- a new application for a fair at Greenlands Park, North Anston – noting that Ward Councillors had yet to be consulted.
- the withdrawal of fairs previously held in Thurcroft.

It was pointed out that liaison was needed between the Markets Service and Greenspaces in respect of the ground used by the Wath/West Melton fair.

Resolved:- That the increases, as itemised in the submitted report, be approved with effect from 1<sup>st</sup> April, 2011.

**L43. EXCLUSION OF THE PRESS AND PUBLIC**

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) [financial/business affairs].

**L44. TOWN CENTRE BUSINESS VITALITY GRANTS SCHEME**

Consideration was given to a report, presented by the Retail Investment Manager, relating to the progress and funding position of the Town Centre Business Vitality Grant Scheme.

The report also set out proposals for how the funding could support the development of the scheme to tackle the challenges facing the town centre, notably in attracting retail investment from larger multiple operators to fill the retail offer gap.

The report detailed the 10 businesses that had been awarded grant and were currently operating in the town centre.

Details were also provided of 2 new businesses that were awaiting fit out.

It was also reported that 4 grants had been awarded but not accepted and therefore had been withdrawn, and 1 grant was withdrawn because the applicant did not fulfil the conditions.

Also 5 further applicants were developing their business plan with a view to submitting a full application.

Reference was made to the range of businesses that had been established as a result of the scheme and it was suggested that support continue to help a further 10 independent retailers.

Reference was also made to the remaining available units, the average rent and floor space and to the need to undertake some market research and to provide additional business support and training.

Consideration was therefore given to using some of the remaining funds to provide specialist and intensive support to existing grant applicants and new businesses, together with developing the scheme to support national retailers and leisure operators.

Resolved:- That approval be given for the remaining funds allocated to the Business Vitality Grants Scheme to be used, as identified in the submitted report, to:-

- (i) support up to 10 more new retailers through rental contributions and fit-out grants;
- (ii) undertake bench marking research and shopper surveys to ensure grants are allocated in line with customer requirements;

- (iii) provide bespoke/specialist business support to grant applicants during their first 12 months;
- (iv) use £175,000 of the LAA reward monies to develop the existing scheme to support larger multiple retail and leisure operators;
- (v) adapt the criteria and process for application, as outlined in the submitted report, to provide any support for the larger multiples.