

SUBJECT: Town Centre Partnership S.106 Monitoring Framework

MEETING: Severnside Area Committee

DATE: 19th October 2016

DIVISION/WARDS AFFECTED: Green Lane

- PURPOSE:** To agree a framework for monitoring the outcomes achieved for Caldicot Town Centre resulting from the allocation of S.106 funds to the development of a town centre partnership.
- RECOMMENDATIONS:** That the Severnside Area Committee agree to monitor the outcomes achieved for Caldicot Town Centre resulting from the allocation of S.106 funds to the development of a town centre partnership using the measures and processes proposed in this paper.

3. KEY ISSUES / REASONS:

At its meeting on 7th September 2016, Cabinet agreed to the allocation of £41,000 of S106 funding to Caldicot Town Team payable in quarterly instalments to enable the delivery of the activities and outcomes as identified in the Town Team action plan (attached as appendix B).

At the same meeting Cabinet also agreed to task the Severnside Area Committee with reviewing Caldicot Town Team's performance against spend and outcomes as outlined in the Town Team action plan. The specific purpose of this task was to ensure that there is oversight of the outcomes that are achieved for the town centre resulting from the spend of the allocated sum.

It is now necessary to agree a framework against which to monitor these outcomes.

It is proposed that the Town Team will complete project monitoring pro formas for each specific project that is undertaken (sample attached as appendix A) which they will share with the Area Committee.

In addition, in order to monitor the cumulative effect of the Town Team's actions and projects, the Area Committee will also receive regular information on the following performance and outcome measures:

- Number of empty shops in town centre

- Town centre footfall
- Survey of retailers to measure confidence, planned investment/intended projects etc, impact of events on footfall and turnover
- Shopper survey
- Number of market stalls
- Number of days the pop up shop is vacant / occupied
- Numbers attending events

It is proposed that the Area Committee will receive monitoring reports – comprising individual project pro formas as relevant and performance indicator data - at six-monthly intervals in order to allow time for significant movement against the key performance indicators.

For completeness, the attached Town Team action plan (appendix B) shows all activity that the Town Team are working on. It should be noted that not all of this activity is exclusively funded through the Town Centre Development Partnership S106 allocation, but instead draws in funding from a range of other sources including grants and private investment.

4. RESOURCE IMPLICATIONS:

There are no specific resource implications arising from this proposal but effective monitoring of the allocated spend will be vital in securing value for money.

5. WELLBEING OF FUTURE GENERATIONS IMPLICATIONS (INCORPORATING EQUALITIES, SUSTAINABILITY, SAFEGUARDING AND CORPORATE PARENTING)

No negative implications as a result of this proposal have been identified.

6. CONSULTEES:

Caldicot Town Team
Whole Place Manager

7. BACKGROUND PAPERS:

Appendix A – Sample project monitoring pro forma
Appendix B – Caldicot Town Team Action Plan (as at September 2016)

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