

Decision under Delegated Powers

Officer Requesting Decision

David Hankin – Team Leader: Regeneration and Economic Development

Officer Making the Decision

Eileen Mallon – Strategic Director: Housing, Planning and Regeneration and Regulatory Services in consultation with the Cabinet Lead Member for Planning and Inward Investment

Recommendation

That the application form and assessment criteria attached at appendices A and B are approved for the purposes of assessing applications for financial support under the Shepshed Public Realm Improvement Scheme.

Reason

To ensure the effective evaluation of proposed projects against the vision and objectives of the approved Shepshed Master Plan and Delivery Framework, and the proper commitment of Council funding in support of sound and viable projects.

Authority for Decision

Cabinet meeting on 11 May 2017 received a report recommending the reallocation of the uncommitted balances within the Shepshed Shop Front Improvement Scheme (£34,821) to support the capital costs of general improvements to the public realm within Shepshed town centre.

In approving that recommendation Cabinet further resolved:

That the Strategic Director Housing, Planning and Regeneration, and Regulatory Services, in consultation with the Cabinet Lead Member for Planning and Inward Investment, be delegated to prepare a set of criteria to permit the assessment of projects against the approved vision and objectives of the Shepshed Town Centre Master Plan and Delivery Framework. (Minute 16/17: 116[3] applies)

Decision and Date

Approved
E. Mallon 3/11/2017

Background

Policy Context

The Corporate Plan 2016 – 2020 is committed to the creation of a strong and lasting economy in Charnwood. Specifically the Plan aims to support initiatives to help our towns and villages to thrive while a continuing commitment to Shepshed is reflected in the acknowledged need to develop a new and revised master plan.

The current master plan was endorsed by Cabinet on 1st August 2013 (Minute 13/14: 30). That plan identifies an overarching vision and a set of six strategic objectives supported by a menu of potential interventions to improve the appearance of Shepshed town centre through the enhancement of the public realm.

Shepshed Master Plan and Delivery Framework

The overall vision of the Master Plan is that of, “a local centre for local people based on support for and expansion of independent traders, repairing the physical fabric of the town and thereby making [Shepshed] more attractive.”

That vision is supported by six strategic objectives:

- To promote Shepshed as a historic market town whose heritage and location will attract visitors and drive prosperity.
- To reinvigorate town centre activity and prosperity around a new market and independent retail offer.
- To provide enhanced leisure facilities across town to serve the residents of Shepshed and to attract visitors to the town centre from outlying employment areas and surrounding settlements.
- To improve the visual appearance of the town centre to enhance the public realm making it an attractive environment in which to visit, shop and spend leisure time.
- To improve connectivity and make the town centre an easier and safer place to access and visit.
- To attract new business to Shepshed and to facilitate retailers and local businesses working together with appropriate support, a common purpose and mutual commitment to invest in the town.

Application Process

A form (Appendix A) has been devised to elicit essential information to evaluate emerging projects.

The introductory section of the form defines the purpose of the scheme as being to support the delivery of the three key themes of the Corporate Plan and the aims and objectives of the Shepshed Town Centre Masterplan and Delivery Framework. It defines the term “Public Realm” along with the town centre area.

It clarifies that the scheme is open to properly constituted not for profit organisations. It impresses that funding is for capital schemes only. There is no cap on the level of funding available but the format encourages partnership buy in through the commitment of partner funding or identification of complementary grants. It is acknowledged that joint funding will be demonstrative of a wider community commitment and shared enterprise while ensuring that the limited budget available can assist in the delivery of a wider range of public realm improvements.

The information elicited by the form falls into four discrete components:

1. **The Project** – defining the scope of the project, its connectivity to the Corporate Plan and the Master Plan, how it will benefit Shepshed and supporting evidence of need,
2. **Project Delivery and Management** – identifying measurement of success, local business and partnership engagement and project planning and delivery,
3. **Funding the Project** – providing a breakdown of capital costs (supported by quotes) and evidence of any match funding through reserves or partner organisations, and,
4. **Organisation Information** – enabling an assessment of the strength and capacity of the organisation to deliver the project on its own or in partnership with others supported by evidence of good working practices.

Assessment Process

There is already in place a Grants Panel assembled to evaluate applications made under the Charnwood Growth Support Grant scheme. The Strategic Director is a member of that panel and may participate in the detailed assessment of schemes before consulting the Cabinet Lead Member for Planning and Inward Investment to sign off successful applications under delegated powers in accordance with Cabinet resolution 16/17: 116 [4].

A simplified assessment matrix is proposed (Appendix B), whereby each of the four application components is scored on a scale of 1 – 10 with each being weighted in such a way as to reflect the relative importance of each factor to deliver a potential maximum overall score of 100. Weaker proposals will attain a lower score.

It is recommended that where any individual score is four or less then the whole application must fail; that would reflect a critical weakness which could jeopardise the viability of the whole project.

Where the total score attained is 70 or more then the project should attract full funding.

Where the total score attained is 50 or less the scheme should be rejected with the offer of negotiations with the applicant to consider how it might be improved.

Where a total score between 51 and 69 is attained the level of funding should be negotiated unless the scheme can be improved and resubmitted.

Financial Implications

There are no financial implications arising from this report. The funding for potential schemes is already allocated in the capital plan with a budget of £36,300 for the current financial year of which existing commitments account for £1,500, leaving a balance of £34,800.

Risk Management

No specific risks have been identified with this report.

Key Decision: No

Background Papers: Corporate Plan 2016 – 2020
Shepshed Town Centre Masterplan
and Delivery Framework (2013)

Appendix A: Application Form



Shepshed Public Realm Improvement Scheme

Name of organisation or project	
Registered charity number (if applicable)	
Contact name	
Address	
Telephone	
E-mail	

Contact:

Regeneration and Economic Development Section

Charnwood Borough Council

Southfields

Loughborough

LE11 2TR

Direct line: 01509 634727

Email: growth.support@charnwood.gov.uk

INTRODUCTION

The Borough Council is keen to work with community partners in the delivery of its Corporate Plan. Partners are invited to share a commitment to three key themes of that plan: the creation of a strong and lasting economy, ensuring that every resident matters and delivering excellent services. For further details of the Corporate Plan 2016 - 2020 visit:

https://www.charnwood.gov.uk/pages/corporate_plan

The Shepshed Public Realm Improvement Scheme has been established to assist in the delivery of the Shepshed Masterplan and Delivery Framework (May 2013). The Masterplan can be viewed on the Council's web site at:

http://www.charnwood.gov.uk/files/documents/shepshed_master_plan_and_delivery_framework/Shepshed%20Master%20Plan%20and%20Delivery%20Framework.pdf

The "Public Realm" belongs to everyone; it comprises the streets, pavements, squares, parks, green spaces and other outdoor places that require no key to access them and are available, without charge, for everyone to use.

For the purposes of this scheme projects must be located within Shepshed Town Centre, as defined below.



Applicants to qualify for the scheme will need to be properly constituted with an adopted constitution or approved articles of association and operate on a not for profit basis.

Funding may be awarded to support 100% of the project costs but the Council welcomes the practical buy in from partners through the commitment of their own resources or identification of other partnership funding. Joint funding will be demonstrative of a wider community commitment and shared enterprise while ensuring that the limited budget available can assist in the delivery of a wider range of public realm improvements.

APPLICANT'S CHECKLIST

Applicants will need to provide additional information, some of this must be included with your application (see table below). Please tick the relevant boxes to show whether you are supplying the information with your application, can supply it if requested by the Council or if the information does not apply to you. You may only select options not shown as grey boxes.

Supporting Information			
Document	Provided	Can be provided on request	N/A
Two most recent bank statements (these must be sent with your application)			
Three quotations for capital schemes (these must be sent with your application) ¹			
Latest audited or independently examined accounts			
Equal Opportunities Policy - if not using the Council's policy - see http://www.charnwood.gov.uk/community/plansandpolicies.html or use the contact details on page 1 to request a copy)			
Working with children and vulnerable adults/safeguarding policy (if applicable)			
Health and Safety policy (if you employ 5 or more staff)			
Where relevant, confirmation of Building Regulations and / or planning permission			

¹ Unless the project is to be procured as an extension to an existing contract with a supplier engaged by the scheme sponsor or a through a recognised partner organisation.

PART 1: THE PROJECT

Please give a brief description of your project:

How does your project support the three key themes of the Corporate Plan 2016 – 2020?

*Creating a strong and lasting economy
Every resident matters
Delivering excellent services*

How does your project support the overall vision for Shepshed as defined in the Master Plan and Delivery Framework: – “A local centre for local people based on support for and expansion of independent traders, repairing the physical fabric of the town and thereby making it more attractive.”

Which of the six strategic objectives does your project support? (Please tick all that apply).

<p>The promotion of Shepshed as a historic market town whose heritage and location will attract visitors and drive prosperity</p>	<input type="checkbox"/>	<p>The reinvigoration of town centre activity and prosperity based around a new / enhanced market and independent retail offer</p>	<input type="checkbox"/>
<p>The provision of enhanced leisure facilities across the town to serve residents of Shepshed and to attract visitors to the town centre from outlying employment areas and surrounding settlements</p>	<input type="checkbox"/>	<p>Improvement of the visual appearance of the town centre to enhance the public realm making it an attractive environment to visit shop and spend leisure time.</p>	<input type="checkbox"/>
<p>The improvement of connectivity to make the town centre an easier and safer place to access and visit</p>	<input type="checkbox"/>	<p>The attraction of new businesses to Shepshed and to help retailer and businesses to work together with appropriate support, a common purpose and mutual commitment to invest in the town centre</p>	<input type="checkbox"/>

How will your project contribute to fulfilling the strategic objectives of the Master Plan and Delivery Framework as identified in the previous section?

Which groups is your project aimed at: e.g. by age or particular social groups, and the total number of people you think will benefit.

What evidence is there of a need for this project and what benefits will it provide for Shepshed Town Centre and the specific group(s) it is aimed at?

PART 2: PROJECT DELIVERY AND MANAGEMENT

What will your project have achieved once delivered and how will you measure its success?

Aim / Objective:	Achievement sought:	Measured by:
<i>Example: To improve the vitality and viability of the village centre.</i>	<i>Example: The enhancement of accessibility and the quality of the public realm.</i>	<i>Example: Increase in footfall in the main shopping area and reduction in vacant units.</i>

How does your project encourage and enable participation among the local business community?

How do you intend to acknowledge or publicise Charnwood Borough Council's contribution to your project?

Please provide an outline timetable for your project indicating the role, if any, of partners in its delivery and subsequent management.

PART 4: ORGANISATION INFORMATION

When was your organisation formed?			
Is your organisation governed by an adopted constitution?			
How often does your organisation meet?			
When was the last Annual General Meeting held? (if applicable)			
Please give details below of the main officers of the management committee (if applicable):			
	<i>Name</i>	<i>Home/e-mail address</i>	<i>Telephone Number</i>
<i>Chairperson</i>			
<i>Treasurer</i>			
<i>Secretary</i>			
Give a brief summary of the organisation's aims and objectives and the services provided:			
Do you have an Equal Opportunities Policy?			
Yes <input type="checkbox"/> No <input type="checkbox"/>			
Or will you be applying the Councils Equal Opportunities Policy? See http://www.charnwood.gov.uk/community/plansandpolicies.html or use the contact details on page 1 to request a copy.			
Yes <input type="checkbox"/> No <input type="checkbox"/>			
Does the organisation produce annual accounts?			Yes/No
Does the organisation have its own bank account?			Yes/No

OTHER INFORMATION

Please use the space provided to add any other relevant information you would like the Grants Panel to consider.

Form completed by	
Signature	
Position in organisation	
Date	

Please return your completed application by email to the
Regeneration and Economic Development Section
Growth.support@charnwood.gov.uk

If this is not possible you can post it to us - Charnwood Borough Council, Southfields,

If you would like to receive this application form in your language, large print or Braille please call 01509 634603 or e-mail communications@charnwood.gov.uk

Appendix B: Assessment Matrix (example of a successful project)

Project Title _____

Project Lead _____

Factor	Score 1-10	Weighting Factor	Total
Overall project quality and fit with the vision and objectives of the Corporate Plan and the Shepshed Master Plan	8	3.5	28
Quality of proposals for project delivery and management	7	3.0	21
Financial viability and quality of project management proposals	7	2.5	17.5
Strength of the delivery organisation / partnership	6	1.0	6
OVERALL SCORE			72.5

70+ Full funding
51 –69 Part funding
50- Scheme declined

