

**BUSINESS PLANS FOR FUNDING
A TOWN CENTRE MANAGER (TCM)**

“MAKING A CASE TO POTENTIAL FUNDERS”

INTRODUCTION

This Business Plan aims to:-

- 1) set out a case to enable potential funders to support the Partnership's Objectives regarding Town Centre Management and
- 2) enable potential funders to justify their financial support towards the funding of a Town Centre Manager and an associated working budget.

VISION

- for Kidderminster to have a commercial and financially viable town centre management structure by April 2007

1. What are The Strategic Aims and Objectives of Town Centre Partnership?

The Objectives of the Partnership are to:

- a. **set the broad direction of a Town Centre Initiative, taking into account the needs of Town Centre customers, workers, residents, visitors, businesses and property owners;**
- b. **serve as a Partnership for all partners to communicate and consult with each other, and co-ordinate their activities so as to realise their shared aspirations for Kidderminster Town Centre;**
- c. **co-ordinate the activities of the various Town Centre service providers and those responsible for meeting the needs of Town Centre users;**
- d. **foster a Customer Care philosophy amongst all providers of Town Centre services;**
- e. **promote improvements to, and further development of, the appearance, function, facilities, buildings and amenities of Kidderminster Town Centre;**
- f. **develop a marketing and promotional strategy for Kidderminster Town Centre;**

- g. **prepare and agree an Action Programme/strategy for Kidderminster Town Centre in accordance with the approved policies of the Local Authorities, and others as appropriate;**
- j. **seek funding opportunities for the implementation and furtherance of a Town Centre Action Programme/Strategy.**

The Partnership's current Aims are :-

- To bring ideas, energy and resources to the use of the KTCP and to introduce new people and resources to both the KTCP and the town centre
- To extol the virtues of the town at every available opportunity
- To build up the commercial support for KTCP by widening the membership base and delivering benefits to members that are valued
- To direct the day to day activity of any future Town Centre Manger

2. What are The Partnership's Strategic Aims and Objectives for Kidderminster Town Centre?

The Partnership needs to develop a new Strategy and Action Plan in conjunction with partners and key stakeholders, which based around the following key themes:-

- **Business Development** - Improve the appeal of the commercial "offer" of the town centre, Undertake regular market research and appropriate and relevant monitoring, Training and development of employers and employees – eg Customer care
- Community Safety – **Liaising with KRISP, Safer Business Awards, Radio Link, Pub Watch, CCTV coverage**
- Environment and Access – **Streetscene issues, Car Parking, Toilets, signage, access issues**
- **Marketing, Promotion, Events** – Web site development, marketing material, promote Town Centre Partnership to a wider audience Regular Markets and events, Newsletters and publications

3. Why is a Town Centre Manager required in Kidderminster?

A Town Centre Manager is required to:-

- **Maintain and improve the quality and viability of the town centre for all users by acting as a co-ordinator and catalyst and encouraging co-operation between key stakeholders, users and services providers.**

4. What will the Town Centre Manager do in order to achieve the above?

A Town Centre Manager will:-

- **Prepare, deliver and monitor the Town Centre Strategy and Action Plan with key stakeholders and local businesses to attract investment and trade to the town centre**
- **Monitor and report on progress of the agreed Key Performance Indicators set out within the Plan**
- **Co ordinate existing activity, resources and interests of all stake holders to enhance the attractiveness and security of the town centre**
- **Improve communication between providers and users of town centre services**
- **Organise events and marketing initiatives to increase the footfall and retails sales in the town centre**
- **Assist and liaise with potential investors and developers**
- **Secure private and public sector resources to achieve the agreed Business Plan**
- **Advise all users and stakeholders how to access relevant Council services and the services of other appropriate agencies and act as a link between users and providers**
- **Advise Council service managers on areas where service standards can be enhanced for the benefit of the town centre**
- **Liaise with appropriate agencies to ensure retailers and other commercial interests received quality business advice and support**
- **Report to the Partnership Members/Board as required**
- **Carry out any duties required by the Partnership which are consistent with those listed above and appropriate to the title and grade of post**

5. What are the Objectives of this Business Plan?

- a) **to fund the Employment Costs of a TCM**

b) to fund a “Working Budget” for the TCM to operate effectively

6. What are the Cost Headings of Employing a Town Centre Manager?

- **Job Advertising**
- **Annual Salary (including holiday pay)**
- **National Insurance**
- **Sickness**
- **Pension**
- **Car Mileage Allowance**
- **Training costs**
- **Insurance**
- **Mobile Phone**
- **ICT Hardware/Software**
- **Stationary**
- **Accommodation:**

(A local company has offered to “accommodate” (free of charge) any T C Manager including phone, fax etc in the first instance. An offer of more central accommodation may come forward from others in the future).

7. What other Cost Headings are to be covered?

An Annual “Working Budget” for the development and implementation of the Town Centre Strategy and Action Plan.

To fund:-

- **Marketing**
- **Advertising and Promotional Material**
- **Printing**
- **Postage**
- **Web Site**
- **Events costs**
- **Christmas Lights**
- **Professional Fees**
- **Pedestrian signage**
- **Street furniture**

- **Business Awards**

8 How Much funding is required for a) the Town Centre Manager and b) the “Working Budget”?

a) Annual Salary £22,500 to £27,500 plus allow up to £8,000 per annum for “on costs” (potential for part or full time post).

b) Working Budget: Approx £25,000 per annum.

9 What are the Potential Funding Sources?

- **Town Centre Partnership**
- **“Membership Scheme” (Town centre businesses – shops and commercial)**
- **“Private sector sponsors”**
- **Public Sector agencies**
- **Charitable Trusts**
- **National Lottery**
- **Fee management from regular events**
- **Business Sponsorship**

11 What is the timescale for this Business Plan?

Funding requests will commence during early 2006 with a view to securing sufficient funding to appoint a Town Centre Manager by April 2007

12 How does this Business Plan fit with other relevant Plans and Strategies?

- **Local Strategic Partnership (Wyre Forest Matters) Community Strategy - about making the area -including the town centre - a better place to live work and visit.**
- **Wyre Forest District Council’s Corporate Plan - with Town Centres identified as a “Key Priority”.**
- **Business Improvement Districts Proposals**
- **Kidderminster Economic Development and Regeneration Strategy – Backed by Government Office for the West Midlands and the Regional Development Agency this is a regeneration strategy for the whole of Kidderminster – a key element of which is the future management of the town centre.**

- **Local Development Scheme - New Planning legislation - Kidderminster Central Area Action Plan**

14 What are the Risks?

The main risk identified is the issue of funding the post of Town Centre Manager. Whilst the background research into the post, business plan and projected work plan can be conducted by WFDC, it does not currently have the capacity to employ an individual to undertake the role. The partnership funding approach that is favoured for the post and budget for the first two years of the project will ensure that the risk is minimal and that the Manager will have time to establish a sustainable source of funding through a membership scheme.

15 Funding Table/Milestones?

The following timetable plans for the Town Centre Management project to be in place by the April 2007.

Action	Timeframe
PHASE 1	
Manager role investigated	Nov- Dec 05
Draft Business Plan produced	
PHASE 2	
Town Centre Perimeters specified	Jan 06
Town Centre Businesses identified	
Interest Groups identified	
PHASE 3 Consultation Phase	
Public Sector partners	Feb- May 06
Private sector partners	
PHASE 4 Funding Search	
Public Sector	Jan- Sept 06
Private Sector	
PHASE 5	
Finalise WFDC budgetary details	Oct 2006
Finalise brief/ work plan	Nov 2006- Feb 07
Baseline Survey Results	
Advertise job	
PHASE 6	
Town Centre Management Plan Begins	Apr 07

