



Community & Regeneration Scrutiny Committee

Briefing Paper

Report of: Jackie Roberts
Kidderminster Town Centre Manager
Date: Wednesday, 3rd February 2010
Open

Kidderminster Town Centre Manager – Annual Update Report

1. Summary

- 1.1 This paper seeks to update Members on the work, progress and achievements of the Kidderminster Town Centre Manager over the last 12 months.

2. Background

- 2.1 The District Council is currently funding the Kidderminster Town Centre Manager position for 18.5 hours per week for a fixed term of three years from 3rd March 2008-2011 in dual role collaboration with Henderson Global Investors, the Owners of Weavers Wharf.

3. Key Issues

- 3.1 A great deal has been achieved over the last 12 months by working with the Council, businesses, general public, police and special interest groups.
- 3.2 All Town Centre Managers are reliant on their Town Centre Partnerships and Kidderminster is by no means an exception to this. As Kidderminster Town Centre Partnership had never had a team building event, I organised a Focus Evening to re-engage the members and focus them on what the Partnership wanted to achieve in the coming year.
- 3.3 Other work included helping the Town Centre Chaplains arrange the Good Friday Walk of Witness; helping the RAF arrange a fun day in the Bullring; supporting the Mayor's Officer with arrangements for the annual Freedom March; arranging for the BBC Bus to come into town, participating in King Charles 1st School's enterprise and career days; providing parking for the BBC Big Bash vehicles; supporting KAF and fund raising for the

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Heritage Opportunities Day; acting as a retail consultant for the Carpet Museum, and organising the 3 day French Market.

- 3.4 I hosted the first Association of Town Centre Managers' regional meeting in Kidderminster and completed a town centre audit with the visiting Town Centre Managers.
- 3.5 This year saw the first publication of the Inkidderminster Magazine which went out to 38,500 local homes. Another major piece of work was the development and opening of Debenhams. I arranged the erection of 3 heritage plaques and participated in the ATCM, KLA, Faith at Work in Worcestershire and Worcestershire Town Centre Managers meetings. Judged and supported the Town Criers Competition, participated in the Business Link Roadshow and supported the Youth Liaison Officer with a Community Pay Back Scheme for the young offenders who damaged the town centre flowers.
- 3.6 Along with the Economic Development and Tourism Manager, I also arranged the Skillsmart Audit and employer's event which included a customer survey, town centre audit and 2 mystery shopper visits to each of the independent retailers, resulting in Kidderminster coming 4th nationally out of over 100 towns. The Skillsmart Audit and Town Centre Managers Audits have been used in a more detailed Kidderminster Town Centre Audit document which also includes the work of KTCP's Environment Group and supports the recently formulated Town Centre Strategy for consultation.
- 3.7 The Town Centre Manager also manages the arrangements for the Christmas Lights Switch On, competition and fundraising, co-ordinates the Christmas trading hours, advertising and arrangements for the town centre carol service.
- 3.8 Complaints, space management, press liaison, public and business enquiries also come under the Town Centre Manager's remit.
- 3.9 I am hoping to host a Charity Fashion Show at the Town Hall on Tuesday 2nd March and work around window dressing empty shops continues, however this is being hampered by shops filling, administration proceedings, probate and shop owner's unwillingness to put agreements into writing. Planning for the Christmas Light Switch On 2010 is also underway along with arrangements for this year's Freedom March and the next edition of Inkidderminster.

4. Options

4.1 The Committee may wish:

- to comment on the Town Centre Manager's Annual Report or
- to endorse the Town Centre Manager's Report.

5. Next Steps

5.1 The Town Centre Manager's contract is due to expire in March 2011. This year will be about consolidating the work, reviewing the role, assessing the future and finding funding for the role if there is a consensus that it should continue.

6. Appendices

6.1 Appendix 1 - Town Centre Manager's list of tasks 2009/10.

7. Background Papers

- 7.1 Kidderminster Town Centre Partnership Business Plan 2007-2010
- 7.2 Kidderminster Town Centre Audit (2009)
- 7.3 Kidderminster Town Centre Strategy Issues & Options Paper (January 2010)

Officer Contact Details:

Jackie Roberts
Kidderminster Town Centre Manager
Tel: 07972000127
jackie.roberts@wyreforestdc.gov.uk

Town Centre Manager Task List
25th January 2010

Events and projects completed since February 2009

- KTCP Focus Evening
- Supported the organisers of the Good Friday Walk of Witness
- RAF Fun Day
- Supported Mayor's Officer with arrangements for the Freedom March
- BBC Bus
- King Charles Enterprise Day
- Support given with parking for BBC Big Bash
- Support given to KAF
- Fund raising for HOG's
- Retail advisor for Carpet Museum
- French Market
- Lions Club Easter Collection
- Hosted ATCM Regional Meeting
- Skillsmart Audit
- First edition of Inkidderminster
- Debenham's Development and Store Opening
- 3 Heritage plaques erected
- Participation in Worcestershire TCM meetings
- Participation in KLA
- Participation in Faith in Worcestershire Meetings
- Civic Society Evening Walk of Kidderminster
- New Chaplains Talk
- Support with Town Criers Event
- Participation in the Business Link Roadshow
- Supported Youth Liaison Officer with Community Pay Back Scheme for the young offenders who damaged the town centre flowers
- Press Liaison
- Space Management
- Fund raising for Christmas Light Switch On
- Public and Business enquiries
- Co-ordination of Christmas 2009 Trading Hours
- Christmas PR
- Arrangement for the Christmas Card Competition
- Christmas Light Switch On 2009
- Arrangement for the Lions Club Santa
- Arrangement for Churches Together Christmas Carol Service
- Development of the Town Centre Strategy & Audit

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- Arranging other Community Pay Back projects with the Youth Liaison Officer
- Arranging introductions for the Industrial Chaplains with Debenhams and the new M&S Manager
- Participation in Sure Start Christmas present collection.

Current Events and Projects

- 2nd edition of Inkidderminster
- Completion of the Town Centre leaflet/map
- Town Centre Fashion Show
- Window Dressing Project
- Kind Charles Logo Project
- Future Jobs Fund (recruitment, training, management)
- Fund raising for the TCM role post February 2011
- Linking Website to Shuttle Website
- Christmas Lights Switch On 2010
- Annual Freedom March