

ITEM NO: 13 Appendix 1

DRAFT RESPOSE TO DISTRICT CENTRES INQUIRY – Summary of Recommendations – 5 July 2010

Recommendation	Responsible Officer	Target Date for Completion	Action Taken / Comments
<p>To improve the co-ordination and management of Southampton's town and district centres it is recommended that:</p> <p>1) Using Portsmouth's model, appoint a District Centres Co-ordinator to:</p> <ul style="list-style-type: none"> a. Act as a link between Southampton City Council, traders and other commercial and community interests in town and district centres b. Work with traders to establish traders associations within each town and district centre c. Help establish a programme of events within town and district centres with traders associations and Active Communities d. Act as the lead officer for district centres within the Council, acting as the conduit for a joined-up, planned approach to the future development and improvement of town and district centres e. Explore potential external funding to support initiatives to improve town and district centre management. 	<p>Tim Levenson</p>	<p>1) TBC</p> <p>a. & b. Created May 2007 Created Feb 2009 Created Feb 2010 Commence efforts for Traders' Assoc. Sept 2010 Await Lordshill Masterplan</p> <p>c. Oct 2008 Apr 2010 Feb –Dec 2010</p> <p>d. Nov 2009 e. January 2010</p>	<p>1) The role of District Centre Co-ordination is in effect already being undertaken by the ED&R team. To more fully endorse this role would necessitate i) creation of a specific Co-ordinator role/s, for which there are currently insufficient resources or ii) utilise an existing staff member within ED&R with a portfolio of work to cover district centres equalling 95% of work load and with fully endorsed standing.</p> <p>a. & b. Bitterne Traders' Association Shirley Traders Association Woolston Traders' Association Portswood Traders' Association</p> <p>Investigate possible Traders' Association</p> <p>c. Created street market Bitterne Created Street Market Shirley Created Woolston Regeneration Plan outlining 12 points of action in agreement with Traders' Association. Ongoing work</p> <p>d. Ongoing responsibility in ED&R</p>

Recommendation	Responsible Officer	Target Date for Completion	Action Taken / Comments
assist in managing change in town and district centres where needed, and when consistent with planning powers.		Southampton Development Plan – early 2014	<p>which we can feed in, but do not have the resources or expertise to collect all the necessary information. It is suggested that Economic development should be responsible for this.</p> <p>This information will feed into the production of the Sites and Policies Plan, now renamed the Southampton Development Plan. This plan is scheduled for completion in early 2014.</p>
<p>To improve the accessibility of Southampton’s town and district centres it is recommended that:</p> <p>4) The clarity of the car park signage is improved to ensure that shoppers are aware of the 5hr free parking available within the City Council’s town and district centre car parks.</p> <p>5) To enhance access to the district centres, develop a sense of identity, and improve the attractiveness of district centres, extend the Legible Cities programme to the town and district centres and devise an approach to prioritise resources.</p>	<p>Mick Bishop</p> <p>Tim Levenson</p>	<p>--Completed---</p> <p>Ongoing and developing</p>	<p>4) This has been done. Signs have been installed at the four qualifying Long Stay District Centre Car Parks. These signs which promote ‘free parking’ for the first 5 hours can be found at:</p> <ul style="list-style-type: none"> - Portsmouth Road - Oakbank Road - Marlborough Road North - Angel Crescent <p>5) Woolston Traders Association and Southampton Solent University currently developing street art reflecting Woolston. In addition WTA looking to create own Café as funding mechanism for Christmas & other events.</p> <p>Both Bitterne and Shirley traders’ associations are utilising the incomes from markets to create Christmas and other events.</p> <p>Actions and ideas learned will be crafted for appropriate model to share with Portswood and its</p>

Recommendation	Responsible Officer	Target Date for Completion	Action Taken / Comments
			traders in September 2010
<p>To enhance the vitality and viability of Portswood District Centre it is recommended that:</p> <p>6) The impact that the new development on the bus depot site has on the economic well-being, traffic levels and congestion within Portswood District Centre is monitored.</p> <p>7) The potential to reduce the length of the taxi rank to enable more on-street car parking within the District Centre is investigated.</p>	<p>Tim Levenson</p> <p>-----</p>	<p>Where resources allow an annual monitoring</p> <p>- Completed -</p>	<p>6) Ideally the monitoring of traffic flows and their effect on trade and footfall to all the 5 district centres would be done on an annual basis. If this were to happen it would require considerable resources, which currently are not available to City Design and Economy.</p> <p>7) This has already been done prior to the Inquiry. There is an existing proposal to reduce the length of the taxi rank to enable better provision and access for disabled drivers. It is intended to carry this forward and build into the 2010/11 TRO work programme.</p>
<p>To enhance the vitality and viability of Bitterne District Centre it is recommended that:</p> <p>8) Southampton City Council invests in the public realm to improve the appearance of Bitterne District Centre.</p> <p>9) Through the Sites and Policies Plan process, the existing adopted local plan, and the determination of planning applications, the City Council facilitates proposals which come forward for the provision of an additional food store within Bitterne District Centre to promote greater competition.</p>	<p>John Harvey</p> <p>Paul Nichols</p>	<p>Dependent upon funding opportunities</p> <p>The Southampton Development Plan is due for adoption in early 2014.</p>	<p>8) Priority for 2010/11 is targeted at Woolston District Centre. Investment in Bitterne District Centre will depend upon sustaining future allocations through the Environment Capital Programme and opportunities to secure S106 contributions from developments in the vicinity.</p> <p>9) Existing planning policy provides support in principle for any proposals for a further food store within Bitterne District Centre. It also helps support the district centres by restricting new stores outside of the centres. The Southampton Development Plan can include a statement to encourage a further food store in the district centre, and can consider whether there is a need to</p>

Recommendation	Responsible Officer	Target Date for Completion	Action Taken / Comments
		Target date for completion – SDP= early 2014	<p>allocate a specific site. If there is a need for a store Council may have to consider using CPO powers to obtain a site.</p> <p>As part of the work on the City Centre Action Plan and the Southampton Development Plan a retail study looking at the convenience goods sector is intended to be carried out in 2011. This study should also give an idea of what size store is suitable for the centre.</p> <p>If an application came in before the SDP is adopted then it will be judged against policy CS 3 from the Core Strategy and REI 5 from the Local Plan Review.</p>
<p>To enhance the vitality and viability of Woolston District Centre it is recommended that:</p> <p>10) The time limit for on-street parking is raised from 30 minutes to a minimum of 1 hour.</p> <p>11) Signage within the District Centre is improved to raise awareness of available car parking provision within the District Centre.</p> <p>12) The Cabinet Member for Economic Development makes representation to the Government about the Business Rate</p>	<p>-----</p> <p>Tim Levenson</p>	<p>- Completed -</p> <p>12) Completed February 2010</p>	<p>-----</p> <p>11) Highways & Parking Service view is that the whereabouts of parking facilities in Woolston is well known and existing signage is adequate. Utilisation levels appear to confirm this. The service manager proposes reviewing customer communications and publicity in order to achieve wider and more relevant coverage</p> <p>12) Approaches were made to VOA who have reviewed the</p>

Recommendation	Responsible Officer	Target Date for Completion	Action Taken / Comments
<p>Valuation levels being charged within Woolston District Centre.</p> <p>13) If the initiative utilising the Future Jobs Programme to improve the externals of vacant business premises in Woolston District Centre is successful, this approach be applied across all of Southampton's town and district centres.</p> <p>14) Building upon work undertaken by Swaythling Housing Society, a vision for Woolston District Centre is developed, in conjunction with traders and local community groups that identifies how Woolston District Centre can be revitalised, and funding is sought to deliver the vision.</p>		<p>13) Ongoing</p> <p>14) Woolston Regeneration Plan (WRP) completed April 2010</p>	<p>Business Rates with the effect that there is an actual reduction in payment for many local businesses '10/'11</p> <p>13) The current FJF has not been a full success within Woolston. This is in part due to non engagement of Freeholders of empty properties. Never the less there will be further attempts to secure their support</p> <p>14) WRP completed in full consultation with businesses and residents. It has identified an ongoing list of actions being updated in further consultation through residents and businesses and the Working Group, members being from Swaythling & Hyde Housing Associations and SCC officers.</p>
<p>To enhance the vitality and viability of Lordshill District Centre it is recommended that:</p> <p>15) The consultants appointed to undertake the Lordshill Masterplan take into account the best practice in planning for district centres (eg as identified by the Association of Town Centre Management and others), and best practice employed within New Town developments when developing the Lordshill Masterplan.</p> <p>16) The consultants appointed to undertake the Lordshill Masterplan consult residents fully throughout the Masterplanning process, and utilise Sainsbury's expertise in helping to promote successful centres.</p>	<p>15) & 16) Paul Nichols</p>	<p>15) & 16) late 2010</p>	<p>15) & 16) These recommendations have been incorporated into the Lordshill Masterplan work, which is underway</p>
<p>The District Centres Inquiry report was considered by OSMC on 18th February 2010 and agreed that the following recommendations should be included:</p> <p>17) That the possibilities of splitting vacant shop premises within the</p>	<p>17) Paul Mansbridge</p>	<p>N/A</p>	<p>17) The Councils ownership in Portwood, Bitterne Lordshill and Woolston is limited and does not include retail premises. At Shirley the ownership is limited</p>

Recommendation	Responsible Officer	Target Date for Completion	Action Taken / Comments
<p>district centres into a number of smaller retail units or work areas be investigated.</p> <p>18) That an annual review of the health and potential of the district centres be undertaken and the results be presented to the OSMC as part of the State of the City report from the Leader.</p> <p>19) That the Cabinet Member for Economic Development request that officers investigate an appropriate mechanism or forum for traders across the City to exchange ideas and best practice.</p>	<p>Tim Levenson</p> <p>Tim Levenson</p>	<p>18) 2010/11 initial monitoring complete</p> <p>19) To be initiated by November 2010</p>	<p>to the Shirley Centre, and the Council does not have any direct control on the Retail Units. Any work undertaken would require the agreement of Private Landlords</p> <p>18) ED&R Business Plan now includes action to monitor the number and % of empty retail units in the 5 district centres. This will enable ED&R to assess the effect of their actions.</p> <p>19) To create bi- annual meetings between traders association Chairs, Chamber of Commerce members, Business Link/SEEDA, Federation of Small Business, Assistant Chief Executive for Economic Development and Cabinet Member for Economic Development. These meetings may encourage mutually respectful and frank exchanges of the expectations of local businesses and the forum for SCC to express their role, statutory obligations and realistic intervention with regards to business and economic development.</p>