

Town Centre Investment Plan

1. Purpose

- What are you trying to achieve with the policy / service / function?

The production of a strategic Town Centre Investment Plan, (TCIP) that sets out the agreed vision and suggested interventions for the regeneration of Accrington town centre over a 10 to 15 year timescale, which has been developed and agreed by the Stakeholder Group Board.

- Who defines and manages it?

A Town Centre Stakeholder Group, comprising of representatives from the following organisations: Hyndburn Chamber of Trade, Hyndburn Independent businesses, 5 x Town centre (TC) businesses, Accrington Arndale, East Lancashire Chamber of Commerce, the Leader of Hyndburn Council and Leader of the Opposition, Chief Executive of Hyndburn Council, The MP for Hyndburn, Hyndburn Leisure, Accrington and Rossendale College, NISIAC, Lancashire Police, Lancashire County Council, Accrington Stanley Community Trust, YnotAspire, Accrington Town Team, Accrington Community Events Team.

The stakeholder group had regard to equalities issues with target areas such as youth, ethnic minorities, resident safety, disability/accesses, being represented by group members.

- Who do you intend to benefit from it and how?

The town centre regeneration will benefit all residents and visitors through an improved town centre offering. Local businesses and new businesses will benefit from increased employment, footfall and customer spending from both within and outside the Borough.

- What could prevent people from getting the most out of the policy / service / function?

Lack of funding/investment to deliver the proposed interventions and town centre regeneration, such as government funding, capital investment from the Council or private investment.

- How will you get your customers involved in the analysis and how will you tell people about it?

The stakeholder group members and through the representative survey of around 500 residents which reflected the demographics of Hyndburn (using the general make-up of the Borough's population in terms of age, ethnicity, gender and income). This was undertaken by Survation (a British Polling Council member and government approved polling company) and

informed the proposed interventions within the TCIP. No equality issues have been raised at this point.

A further resident survey on the proposed TCIP is to be undertaken later in January 2022 by the Council. This will be open to anyone, with prior contact of the various target groups to promote the survey.

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
Feedback from the stakeholder group, (including equality groups), property vacancy and footfall levels and further resident polling (which again would reflect the demographics of Hyndburn) could be undertaken over the longer term.

- How satisfied are your customers and how do you know?
Feedback provided by the stakeholder group and resident polling identified areas of most and least satisfaction and informed the proposed interventions within the TCIP. A further resident survey on the proposed TCIP will be undertaken later in January as detailed above.

- What existing data do you have on the people that use the service and the wider population?
The Council brought together key local town centre businesses, individuals and wider organisations to create a large and diverse Stakeholder Group.

Government appointed experts from the High Streets Task Force and Design Council helped the stakeholder group to clarify the vision and future direction of the town centre.

To understand town centre users' needs and wishes, a representative survey of around 500 residents (which reflected the demographics of Hyndburn) has been undertaken as detailed above.

Local Councillors have set out their wishes and provided feedback to the proposed interventions.

NEMS Market Research carried out a Household Survey in 2016 across the Borough's main townships, with the data broken down into age, gender, employment status, postcode.

- What other information would it be useful to have? How could you get this?
A further resident survey on the proposed TCIP will be carried out later in January as detailed above.

- Are you breaking down data by equality groups where relevant (such as by gender, age, disability, ethnicity, sexual orientation, marital status, religion and belief, pregnancy and maternity)?
Yes, where applicable.

- Are you using partners, stakeholders, and councillors to get information and feedback?

Yes, to inform the proposed interventions.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?
The TCIP covers the wider Town Centre regeneration area and multiple interventions. The plan does not intentionally benefit or disadvantage any group, although individual funding / private investment may be focused on smaller areas or specific projects, which may benefit some more than others.

4. Actions

- If the evidence suggests that the policy / service / function benefits a particular group – or disadvantages another - is there a justifiable reason for this and if so, what is it?

None identified at this stage

- Is it discriminatory in any way?

Nothing identified at this stage

- Is there a possible impact in relationships or perceptions between different parts of the community?

None identified at this stage.

- What measures can you put in place to reduce disadvantages?

The regeneration of the town centre will seek to build on a number of Council's priorities such as providing increased employment opportunities and increased business growth and providing a vibrant town centre that can be enjoyed by anyone.

- Do you need to consult further?

Councillors through Council and Cabinet and a further resident survey.

- Have you identified any potential improvements to customer service?

None identified at this stage.

- Who should you tell about the outcomes of this analysis?

Further reports on progress will be submitted to Cabinet/Council as and when necessary.

- Have you built the actions into your Business Plan with a clear timescale?

Yes and the proposed Levelling up Funding bid will include the relevant programme timescales for the potential interventions.

- When will this assessment need to be repeated?

The TCIP is being presented to Council and thereafter Cabinet for formal approval. Once approved, there should not be the need for any review during the short to medium term. However, in the light of any major changes in policy/planning, resident shopping or leisure habits and vision for the town centre, it may then be necessary to review.

Steve Riley
Executive Director
January 2022