TRAFFORD BOROUGH COUNCIL

STATEMENT OF EXECUTIVE DECISION

DATE OF DECISION	24th September 2012	DECISION MAKER
DECISION REFERENCE	E/24.09.12-9	**Executive** (Councillors Anstee, Dr. Barclay, Miss Blackburn, Colledge, Cornes, Coupe, Hyman, Mitchell and M. Young)

RECORD OF THE DECISION

Town Centres Investment Programme

That the approach to the £850,000 Town Centre Investment Programme be approved and that the resources be allocated as follows:

a) Bringing Town Centres Alive (to bring Town Centre properties back into use)

- The £100,000 Central Government "High Street Innovation Fund" grant will be matched with £250,000 Council resources to help secure the occupation of vacant units in town centres. All the "High Street Innovation Fund" money will be used to assist the town with the highest number of vacant units – Altrincham. The Council's £250,000 will be split between Trafford's four main town centres of Altrincham, Sale, Stretford and Urmston. The fund will concentrate on bringing units back into active use in priority areas of each town and identified in consultation with the representative town centre business organisations. Therefore £350,000 will be dedicated to bringing empty units back into use. There are a number of options to be explored to ensure the most effective use of the resources, shown in Appendix 1 to the report. The Altrincham Landlords Forum will be involved to determine the best way of supporting the private sector and levering in private sector resources. Best practice will be shared with the other town centres. The impact of the financial incentives will be assessed to enable decisions on the potential for future resources to bring investment and use into vacant units in the Borough's Town Centres.

b) Improving the Shopping and Visitor Experience (Public realm improvements)

- Environmental improvements of £240,000 will be carried out across Altrincham, Sale, Stretford, Urmston and Partington. Options are included in Appendix 2 to the report. These will be discussed with the Town Centre Partnerships, the Partington Partnership and Altrincham Forward to develop the detail of the proposals and agree the best way to maximise the impact of the resources.

- Works will be carried out to Altrincham Market to provide physical infrastructure improvements. This will enable more uses to be introduced into the Market so that it can be more successful, increase footfall and be the heart of the town. This is consistent with the proposals for Altrincham town centre and will support the growth of the town.

REASONS FOR THE DECISION

To allow Council and Central Government resources to be used in the most effective way to bring life and investment into Trafford's Town Centres.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED AT THE MEETING/BY MEMBERS

Allocating a greater proportion of resources to public realm and environmental improvements.

CONFLICTS OF INTEREST DECLARED AND ANY ASSOCIATED DISPENSATION

None.

IMPLEMENTATION DATE	PUBLICATION DATE
3rd October 2012 (Sixth working day after publication, unless called in).	25th September 2012
	RECORDED BY:
	Acting Director of Legal & Democratic Services

RETURN TO DEMOCRATIC SERVICES DIVISION, 6TH FLOOR, QUAY WEST, TRAFFORD WHARF ROAD, TRAFFORD PARK, M17 1HH, AS SOON AS A DECISION IS MADE OR AS REASONABLY PRACTICABLE THEREAFTER.