

**MARKET TOWN INITIATIVES – MILLOM AND HAVERIGG; EGREMONT
PERFORMANCE PLANS 2006-7**

EXECUTIVE MEMBER: Cllr Cath Giel
LEAD OFFICER: Mike Tichford
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Summary: This report is to make members aware of the approved Market Town Initiative Performance Plans 2006-7 for:

- Egremont
- Millom and Haverigg

Recommendation:	<ol style="list-style-type: none">1. To note the achievements of the 2005-6 Performance Plans.2. To note the content of the 2006-7 Performance Plans.3. To approve in retrospect the bank-rolling of the Tourism Officer and Tourism Action Plan project for Millom and Haverigg.4. To approve the draft agreement to be entered into with local partnerships.
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Impact on delivering Copeland 2020 objectives: The Market Town Initiatives aim to halt the decline of the respective towns and their hinterlands and develop reinvigorated communities and competitive local economies. This is achieved through a range of interventionist projects to provide the infrastructure to enhance the economic, social and environmental prospects for the area and thereby encourage sustainable regeneration and investment.

Impact on other statutory objectives (e.g. crime & disorder, LA21): Will help develop sustainability as part of the LA21 Objectives.

Financial and human resource implications: A Market Town Manager and Admin Assistant are in post. Support is available as required from Council Regeneration and Finance Teams. NWDA also provide a dedicated “project champion”. Bank-rolling of costs associated with the Tourism Action Plan and Tourism Officer for Millom and Haverigg up to a maximum of £20,000 over the remaining two years of the project until June/July 2008. The project is scheduled to end on 31st March 2008.

Project & Risk Management: Project Management and Business Plan systems are in place. Appropriate project monitoring will take place against the various schedules set out in the Performance Plan as well as regular reporting through the Board. All applications for scheme funding will be subject to appraisal according to NWDA guidelines and scheme applications will identify detailed outcomes, expenditure and risk.

Key Decision Status

- **Financial:** None
- **Ward:** None

Other Ward Implications: None

1. SUPPORTING INTRODUCTION

Egremont

- 1.1 The full team of Programme Manager and Administrative Officer has been recruited, starting in early June and mid-August respectively.

Following approval of the Year One Performance Plan in August 2005, the first projects within the Egremont MTI programme were appraised and approved for commencement at the beginning of September 2005.

Within the year, eleven of the twelve programmed projects were been appraised and approved. The twelfth project was delayed but an additional project (Wheels to Work) was brought forward to begin within the financial year.

- 1.2 A selection of Year Two (2006/7) projects is shown below under the strategic objectives of the programme.

To improve the management of the town centre, its services and environment

Grants will continue to be given to encourage the bringing back into use of disused buildings in the town centre.

The public realm will be improved with MTI funding being put into areas identified through the Town Centre Study.

To improve the development and promotion of activities and events for local people and visitors

The Tourism Study will guide work within this objective. Better marketing of events and facilities within the town will be introduced and a coordinated approach to information management implemented.

A number of non-vehicular leisure routes will be developed from the survey and project development work carried out within the Rural Corridors work (N1) in year one.

To improve services for young people and increase their involvement in the work of the partnership

Funding will continue to be targeted at Youth Works, which will be a company limited by guarantee with charitable status by the end of the year.

Work is also being taken forward with other youth services providers through the Community Pot and Wheels to Work.

Inbiz and Entrepreneurs in Business schemes will both continue to target young people, aiming to increase entrepreneurial skills in the MTI area.

To improve levels of community safety and well being

Within the Rural Corridors work (N1), a significant priority is to improve routes from residential areas and to the town centre, particularly with regard to safety and well being of those using the routes.

Employment Access, Basic Skills, assistance with business start ups and general assistance of people into work continue to be significant priorities within the programme and in many individual projects.

To improve opportunities for industrial and commercial investment

The Business network has started very strongly with minimal support from the partnership. Support has been agreed for a business to business publication which will assist communications generally and in regeneration terms through regular dissemination of information regarding grants and projects aimed at businesses.

Millom and Haverigg

- 1.3 The full team of Programme Manager and Administrative Officer were recruited and in-post in April and June respectively.

The following projects were progressed through the MTI programme during 2005-6 - Business Forum; Network Centre; Millom Youth Outreach; Tourism Action Plan; Community Pot; Swimming Pool Feasibility Study; Millom Palladium Feasibility Study; Road Lobby Group.

- 1.4 Priorities for Year 2 (2006/7) of the MTI Programme fall within the thematic areas indicated below.

Employment Projects

- Employers Forum
- MTI Officer Posts

Training & Enterprise Project.

- Network Centre

Young People Skills Development Project.

- Millom Outreach Team

Tourism Projects

- Tourism Officer
- Tourism Action Plan

Community Facilities Projects

- Refurbishment and Regeneration of the Palladium

Transport Projects

- South Copeland Transport Forum

Community Services

- Community Pot

- 1.5 Executive approval is sought to bank-roll the Tourism Officer and Action Plan. Prior to the MTI programme the Tourism Officer was fully funded by the Council. However the MTI programme is now fully-funding this post, a key function of which will be to support the Council's TIC activity.
- 1.6 In addition a number of other projects (eg. Implementation of environmental improvements to town "Gateways" following completion of Feasibility Study commenced in 2005-6) will be pursued through other funding programmes, in particular West Lakes Renaissance.

A copy of the approved Performance Plans for each Market Town Initiative is available in the Members' Room

List of Appendices

Draft Memorandum of Agreement between Egremont and Area Regeneration Partnership and Copeland Borough Council

List of Background Documents:

Millom and Haverigg Partnership Performance Plan 2006-7

Egremont and Area Regeneration Partnership Performance Plan 2006-7

List of Consultees:

Corporate Team, Catherine Nicholson, Paul Robson, Clinton Boyce, Frank McPhillips.