

## EAST AYRSHIRE COUNCIL

CABINET – 18 AUGUST 2010

### 'MAKE IT KILMARNOCK' LOCAL TASK FORCE – 2010/11 EXPENDITURE

#### Report by Chief Executive

#### 1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to seek Cabinet's approval for expenditure within the Local Task Force budget for 2010/11, specifically relating to:
- extension of a negotiated contract with Stephen Chorley, for the provision of specialist support to the Task Force;
  - contract with The Prince's Foundation for the Built Environment, for the provision of a member of staff (Mark Greaves) to provide specialist support to the Task Force;
  - contact with Retail Rocks Limited for the provision of Stage 1 support of a Retail Rocks project in Kilmarnock Town Centre; and
  - expenditure relating to Public Relations / Marketing support for the Project.
- 1.2 The approval is in terms of the relevant provisions of the Councils Standing Orders Relating to Contacts.

#### 2. BACKGROUND

- 2.1 The Local Task Force was set up to address the economic challenges from the proposed closure of the Diageo Plant in Kilmarnock. The Council has previously allocated £100,000 per annum for three years from 2010/11 to support the ongoing work of the Task Force, with additional funding / support being sought from other organisations.

#### 3. PROPOSAL

##### Support Costs

- 3.1 To support the work of the Task Force, the Council has sought to bring in additional external expertise. This Team will comprise three staff (1 full time and 2 part time); of these, the two part time members of the team have costs relating to their secondment.
- 3.2 At its meeting on 8 October 2009, Council approved the engagement of Stephen Chorley (the Council's former Director of Development Services and now an independent Consultant) to provide specialist support in terms of the Council's Standing Orders relating to contracts para 20(1) ('authority to extend or negotiate an award') for a maximum of 6 months. To support the ongoing work of the Task Force, it is proposed to extend his appointment for a further 12 months, on the basis of 1 day per week. The total cost will not exceed £20,000 (funded from the Local Task Force budget).
- 3.3 In addition, it is also proposed that Mark Greaves, an Urban Planning specialist, be seconded to the Council from the Prince's Foundation for the Built Environment, on a

2 day per week basis for 12 months. One of the key planned early action projects is the production of an Integrated Urban Development Plan for Kilmarnock Town Centre (funded by the Community Planning Partnership). The successful implementation of the MiK Project is dependent on the ability to secure sufficient levels of public and private sector resources, including finance available from European Union (EU) funding programmes. In advance of any application for EU funding, applicants have to produce an Integrated Urban Development Plan; in East Ayrshire's case this would present a co-ordinated programme encompassing regeneration activity within Kilmarnock town centre, including the Diageo site. Co-ordinating the production of the Urban Development Plan will be the responsibility of Mark Greaves, with the total cost of the secondment not exceeding £20,000 (funded from the Local Task Force Budget).

### Retail Rocks

- 3.4 The Council is already undertaking a range of projects to support the Town Centre, and one of the objectives of the Task Force is to maintain that momentum by the delivery of some 'early action' projects which can be delivered in the period up to the closure of the Diageo Plant in 2012.
- 3.5 One such proposed project is the 'Retail Rocks' initiative, a project delivered by a Retail Rocks Limited, a private limited company. The initiative is an innovative new public/private sector partnership model which has been developed with the support of the Scottish Government at both senior ministerial and civil servant level as well as support from COSLA. It has also gained support from the private sector and the British and Scottish Retail Consortium and leading academics in retail studies. It is designed to revitalise town centres and communities by encouraging, enabling and supporting sustainable retail entrepreneurship; breaking down existing socio-economic and demographic barriers; re-educating traditional, negative mind-sets; providing a catalyst for widespread regeneration; and creating the confidence for further investment. The project will take vacant retail units in Kilmarnock and transform them into vibrant retail businesses providing much needed and evidenced amenity and specialist retailing to develop a new customer base for the town centre.
- 3.6 Retail Rocks is a competition-based programme which will engage with the local community by giving the opportunity to open retail businesses in Kilmarnock. Critical to the success of the new businesses is the provision of business mentoring and the model already has commitment from key high street retailers and specialists in retail to provide in-kind support.
- 3.7 The model has been piloted with the City of Aberdeen Council, who were successful in securing funding from the Town Centre Regeneration Fund for the programme in the Torry area of Aberdeen.
- 3.8 The first stage in the proposed project has secured funding from East Ayrshire Community Planning Partnership, totalling £27,000. However, Cabinet approval is also required given that the Council will be commissioning the work from Retail Rocks, and that the appointment will be in accordance with paragraph 20(1) of the Councils Standing Orders relating to Contracts.

### Marketing and Promotion

- 3.9 Over the coming weeks a fully costed Marketing and Communications Plan will be developed to support the 'Make it Kilmarnock' place marketing campaign. We anticipate that this plan will identify a range of activities to help promote the key

themes and messages for Make it Kilmarnock, using a range of different media. A key factor in the success of the promotional campaign will be having good quality photographic images to back up the key messages. Some work has already been undertaken to prepare a detailed brief of images required. It is proposed that a photographer is commissioned over the next few weeks to fulfil this requirement to ensure that the campaign has a readily available bank of quality up to date images which can be called upon to support any promotional activities in the future, including website, media promotions and business investment materials. The anticipated costs associated with this work would be in the region of £10k (funded from the Local Task Force Budget).

- 3.10 In addition, funding of £750 is required to file our trademark request for 'Make it Kilmarnock' brand to support our marketing and promotion activities.

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 The total cost of the proposals outlined would be up to, but not exceeding, £50,750, which would be met from the existing Task Force 2010/11, leaving a balance of £49,250.

#### **5. LEGAL IMPLICATIONS**

- 5.1 In terms of paragraph 20(1) of the Council's Standing Orders Relating to Contracts, Cabinet approval is required both in respect of the negotiation of contractual terms and of the organisations with whom the contracts are to be negotiated. These proposals are accordingly submitted to Cabinet in accordance with these provisions.

#### **4. RECOMMENDATIONS**

- 4.1 Cabinet is asked to:
- (i) agree that Stephen Chorley be appointed to provide services relating to the support to the Local Task Force for a twelve month period from 1 June 2010 in accordance with paragraph 20(1) of the Council's Standing Orders relating to Contracts;
  - (ii) agree that The Prince's Foundation for the Built Environment be appointed to provide services relating to the support to the Local Task Force for a twelve month period from 1 June 2010 in accordance with paragraph 20(1) of the Council's Standing Orders relating to Contracts;
  - (iii) agree that Retail Rocks Limited be appointed to provide services relating to the Retail Rocks Project (Stage 1) in accordance with paragraph 20(1) of the Council's Standing Orders relating to Contracts, and;
  - (iv) approve expenditure of up to £10,750 to support Marketing and Promotion costs, specifically relating to commissioning of photograph and trade marking of the 'Make it Kilmarnock' brand.

**FIONA LEES**  
**Chief Executive**  
**4 August 2010**

#### **BACKGROUND PAPERS**

1. "Keep Johnnie Walker in Kilmarnock" Campaign – Report to Council on 8 October 2009, by Depute Chief Executive / Executive Director of Corporate Support.