

## **Briefing note to Forward Plan Select Committee**

**31<sup>st</sup> August 2004**

### **Progressing Town Centre Management**

#### Background

The Brent Regeneration Action Plan 2004-2006 proposes to develop and implement a borough-wide town centre strategy. The objective of such a strategy would be to secure healthy and vibrant town centres which also meet the needs of local people. It would also contribute to wider action proposed to address those areas most at risk of decline.

In addition, at its budget setting meeting in March of this year Full Council approved additional growth funding for Town Centre Management which comprised half-year funding of £125k for 2004/5. Provisionally, further growth of £125k has been allocated for 2005/6 to establish a full year budget.

#### Executive Report

The report to Executive in September outlines the steps proposed to expand town centre management within the new resources available and begin a process of dialogue and review to enable a detailed town centre strategy to be in place by the end of 2005. It suggests the strategy will need to take a fundamental look at our existing town centres and the way investment is directed in order that centres can change and adapt in response to market forces.

To move forward now the report seeks that the Executive adopt a town centre framework document which raises awareness of good practice and new approaches to town centre management. This can be used to engage with local stakeholders and other agencies and will help inform the development of the detailed strategy.

It also highlights the need to consider new town centre and business growth funding mechanisms which should result from new government legislation. Finally it sets out criteria for determining how resources can be spent most effectively within the town centres in the Borough and from this process which would be targeted in an initial expansion of the town centre management initiatives.

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