

Sale Projects and Activities

Locality Partnership Theme	Name of Activity	Description	Timescales	Costs (£)	How it will be resourced?	Project Lead	Other comments
Market							
Healthy Lifestyles, Economic Vibrancy and Community Spirit	Christmas Market	Craft & producers' market located on School Rd as part of festive activities	Saturday 30th November	Cost / Outgoings: Staff Time	Christine Munro co-ordinating with support from Sale Town Partnership.	Joanne Ellor, Stronger Communities. 912 4145, joanne.ellor@trafford.gov.uk	
Healthy Lifestyles, Economic Vibrancy and Community Spirit	Producers' market & heritage open day	Craft & producers' market located on School Rd - delivered alongside Heritage Open Day activity	November 2014	Cost / Outgoings: Staff Time	Christine Munro co-ordinating with support from Sale Town Partnership.	Joanne Ellor, Stronger Communities. 912 4145, joanne.ellor@trafford.gov.uk	
Reinventing the High Street							
Economic Vibrancy	Explore options for reducing vacancy rates	Ways of ensure use of vacant units should be explored including window displays, arts/events and pop up shops.	Ongoing	Cost / Outgoings: Staff Time if schemes are identified. Funding for rents or business rates may be required.	In Urmston some TC Investment Fund money could be used for pop up shops.	TBC. Stronger Communities and Economic Growth Officers.	
Economic Vibrancy and Community Spirit	Landlords/ Retailers/Leisure Forums	Setting up sector specific forums, similar to Altrincham Forward - likely to be most suitable for Urmston/Sale as Stretford town centre businesses and properties are largely within the Mall which is in single private ownership.	Work to assemble landlords' forum has started in Urmston. Viability of other groups to be considered through Town Centre Partnerships and Town Centre Strategic Group	Cost / Outgoings: Staff Time	If they proceed Stronger Communities and Economic Growth to lead.	Stronger Communities / Economic Growth	In establishing these groups there is a need to think clearly about the objectives. In Altrincham the Landlords forum was set up to focus on reducing the high vacancy rates. For Urmston or Sale the focus could be to do with improving the appearance of properties.
Independents and Business Support							
Economic Vibrancy	Create a business support package	A list of available business support for town centre businesses is currently kept by Economic Growth Team and will be continually updated. A support package could be developed with specialist business/retail advice, skills support and independent business campaign.	May 2014	Cost / Outgoings: Depends on what package is assembled. Could include consultancy times, training, printing and marketing and Staff Time.	Economic Growth to lead with support from Stronger Communities	Martin Ledson, Growth and Business Development Manager, 0161 912 4137, Email: martin.ledson@trafford.gov.uk	
Economic Vibrancy	Loan Scheme Review	6 months review of the scheme now the rate of take-up of the scheme is known and feedback has been gathered. Recommendations made for how the scheme can be improved, scope amended or widened to ensure the benefits of the scheme are maximised and the town centres receive maximum benefit from the available funding. The application process will also be reviewed to see if it can be made more streamlined.	August 2013	Cost / Outgoings: Staff time.	Led by Economic Growth team	Martin Ledson, Growth and Business Development Manager, 0161 912 4137, Email: martin.ledson@trafford.gov.uk	
Economic Vibrancy and Community Spirit	Small Business Saturday	Small Business Saturday is aimed at raising the profile of small businesses of all kinds, both locally and nationally, and to encourage people and organisations to do business with them. See Appendix 2.	7th December 2013	TBC	TBC	TBC for individual activities	
Economic Vibrancy	Town Centre Website Information	A section of the Council's website could be dedicated specifically to town centres both for attracting new investment and the support and services that are available to existing businesses. The support that is highlighted for existing businesses would act as a toolkit and include both in-house and through third parties.	Spring 2014	Cost / Outgoings: Staff time.	Economic Growth & Communications team to lead.	Martin Ledson, Growth and Business Development Manager, 0161 912 4137, Email: martin.ledson@trafford.gov.uk	
Economic Vibrancy	Sale Town Centre Loan Scheme	Continue to run, monitor and promote the town centres loan scheme. A second wave of marketing will now be planned (could include a Business Drop In Session).	Ongoing	Cost / Outgoings: £90k in grants, £6k in promotion and admin costs plus staff time.	Led by Economic Growth team. Support from Finance and Legal.	Martin Ledson, Growth and Business Development Manager, 0161 912 4137, Email: martin.ledson@trafford.gov.uk	
Economic Vibrancy and Community Spirit	Business Visits	Business visits to all town centre businesses four times per year to encourage engagement, understand challenges and raise membership to the Partnership	Ongoing (quarterly)	Cost / Outgoings: Staff Time	Business engagement conducted by Stronger Communities Officers	Stronger Communities Officers Email: stronger.communities@trafford.gov.uk Tel: 0161 912 1173	
Economic Vibrancy	Trafford Centre Pledge	A joint project with DWP and Trafford College to provide local trained workforce for retail businesses in the Trafford Centre through the Skills Shop. This local recruitment offer could potentially be extended out to all retailers in Town centres all over the borough	Initial project to be launched end of September. If successful could be rolled out to all retailers from April 2014.	Initial budget from Trafford College/ DWP resources	Budget for marketing and promotion needed.	Nidi Etim, 0161 912 4085, nidi.etim@trafford.gov.uk	Funding from Intu being requested for marketing and promotion costs for Trafford Centre. Additional marketing and promotion costs would need to be resourced for Town Centre roll out.
Economic Vibrancy	Explore viability of business rates appeals.	The Council should seek advice from WHR in respect of Sale Town Centre to establish if there is a case for proceeding. If there is a case, a business meeting should be organised where the process can be explained and advice provided regarding potential grounds for appeal. Following this an information sheet with generic evidence that could assist individual businesses to appeal would also be prepared.	End 2013	Cost / Outgoings: Consultancy Fees & Staff Time	Resources would need to be identified for consultants fees.	Economic Growth	
Economic Vibrancy	Ensure take-up of Small Business Rates Relief	Liaise with Business Rates to find out which eligible businesses have not taken up the scheme and raise awareness with the eligible businesses.	October 2013	Cost / Outgoings: Staff Time	Economic Growth to lead supported by Stronger Communities.	Martin Ledson, Growth and Business Development Manager, 0161 912 4137, Email: martin.ledson@trafford.gov.uk	
Events							
Healthy Lifestyles, Economic Vibrancy and Community Spirit	Christmas Lights Switch on	Craft & producers' market located on School Rd - delivered alongside Christmas lights switch on & celebration event	Saturday 30th November	Cost / Outgoings: £1000 and Staff Time	Town Partnership budget. Joanne Ellor to co-ordinate with support from a wide range of partners.	Joanne Ellor, Stronger Communities. 912 4145, joanne.ellor@trafford.gov.uk	
Economic Vibrancy	ACAS Workshop	Presentation for Partnership members on changes to Employment Law	October - Date TBC	Cost / Outgoings: Staff Time	Acas have agreed to deliver the presentation for free, room to be arranged and event to be promoted by Joanne Ellor	Joanne Ellor, Stronger Communities. 912 4145, joanne.ellor@trafford.gov.uk	
Healthy Lifestyles, Economic Vibrancy and Community Spirit	Sale Festival	Sale Festival summer fun day	To be delivered June 2014	Cost / Outgoings: £1000 and Staff Time		Joanne Ellor, Stronger Communities. 912 4145, joanne.ellor@trafford.gov.uk	
Healthy Lifestyles, Economic Vibrancy and Community Spirit	Locality Partnership Fun Day	The Locality Partnership would like to arrange an event to promote and celebrate the Town Centre	TBC - Autumn	Cost / Outgoings: Staff Time	Sale Locality Partnership to co-ordinate with the support of the Town Partnership & Stronger Communities	Joanne Ellor, Stronger Communities. 912 4145, joanne.ellor@trafford.gov.uk	
Places for People							

Economic Vibrancy and Community Spirit	Proposed Sale Town Centre Public Realm Works	Proposed scheme of public realm works has been designed to master plan level. The scheme has been based on a shared highway surface theme similar to Altrincham. High level costs have been prepared based on a phased approach. A more detailed cost analysis is currently being carried out to facilitate future consultation and the bidding for funds process.	Phase 1 design and estimates complete. Phase 2 detailed estimates and phasing completed end of Sept 2013.	Cost / Outgoings: £2.0m	To be determined. Possible sources: £75k Town Centre Improvement Fund Section 106 Council's Capital Programme Revenue Highways Budget	Peter Townsend, 0161 912 2551 , peter.townsend@trafford.gov.uk	Further detailed drawings available subject to Helen Jones' approval
Economic Vibrancy	Square Shopping Centre	Potential Redevelopment including supermarket and residential	TBC	TBC	TBC	TBC	
Healthy Lifestyles and Community Spirit	Defibrillator Project	One defibrillator installed with a venue being secured for the second. Training being offered for businesses & employees.	To be completed by October 13	Cost / Outgoings: £2700 and Staff Time	Funding secured from THT Community Panel. Training offered free from North West Ambulance Service. Joanne Eilor to co-ordinate and arrange installation.	Joanne Eilor, Stronger Communities. 912 4145, joanne.eilor@trafford.gov.uk	
Economic Vibrancy and Community Spirit	Annual Environmental Audit	Annual Environmental Audit carried out in town centre by Stronger Communities Officers with Trafford Council's Groundforce/enforcement team to assess any environmental improvements required	Ongoing (annually)	Cost / Outgoings: Staff Time and cost of environmental improvements	Conducted by Stronger Communities Officers with Trafford Council's Groundforce/enforcement team	Stronger Communities Officers Email: stronger.communities@trafford.gov.uk Tel: 0161 912 1173	
Economic Vibrancy and Community Spirit	School Engagement	School Environmental Programme	September 2013 - onwards	Cost / Outgoings: Staff Time	Stronger Communities	Joanne Eilor, Stronger Communities. 912 4145, joanne.eilor@trafford.gov.uk	
Economic Vibrancy	Liaison with developers	Working with potential investors regarding key development opportunities in town centres	Ongoing	Cost / Outgoings: Staff Time	Business engagement conducted by EGP, Planning and Economic Growth and Asset Management.	Planning and Economic Growth and Asset Management.	
Economic Vibrancy	Businesses and Empty Units	Undertaking audit of town centre businesses and vacant units. Economic Growth to determine & report vacancy rates.	Quarterly	Cost / Outgoings: Staff Time	Stronger Communities & Economic Growth to determine & report vacancy rates.	Joanne Eilor, Stronger Communities. 912 4145, joanne.eilor@trafford.gov.uk, Martin Ledson, Growth and Business Development Manager, 0161 912 4137, martin.ledson@trafford.gov.uk	
Healthy Lifestyles	Sale Cycle Hub	High quality cycle parking installation providing swipe card access to enclosed storage and lockers. Undertaken as part of wider TfGM project. Preferred site not yet confirmed. Likely to be either Waterside Plaza or Sale Metrolink station	Complete by early 2014	c£200,000	Funded from Local Sustainable Transport Fund	Dominic Smith	

Marketing and Communications

Economic Vibrancy	Town Centre Websites and Social Media	Maintenance of the Town Centre websites and social media sites for all town centres to raise the profile of the town centre offer	Ongoing	Cost / Outgoings: Staff Time	Conducted by Stronger Communities Officers with Trafford Council's Groundforce/enforcement team	Stronger Communities Officers Email: stronger.communities@trafford.gov.uk Tel: 0161 912 1173	
Community Spirit	Press Releases	Develop four press releases per year per town centre to promote events and activities	Ongoing	Cost / Outgoings: Staff Time	Press releases developed by Stronger Communities Officers	Stronger Communities Officers Email: stronger.communities@trafford.gov.uk Tel: 0161 912 1173	
Economic Vibrancy	Town Centre Profiles	Creation of Town Centre profiles to encourage business to locate in Trafford's town centres.	October 2013	Staff time and cost of printing	Printing costs to be determined.	Melvyn Dawson, Regeneration and Funding Officer, 0161 912 4445, Email: melvyn.dawson@trafford.gov.uk	
Economic Vibrancy	Quarterly Business Audit	Quarterly Business Audit carried out in all town centres by Stronger Communities Officers to record newly opened / closed businesses in the town centre. Economic Growth to determine & report vacancy rates.	Ongoing (quarterly)	Cost / Outgoings: Staff Time	Quarterly Business Audit conducted by Stronger Communities Officer	Stronger Communities Officers Email: stronger.communities@trafford.gov.uk Tel: 0161 912 1173. Martin Ledson, Growth and Business Development Manager, 0161 912 4137, Email: martin.ledson@trafford.gov.uk	
Community Spirit	Quarterly Newsletter	Quarterly Business Newsletter created and distributed to all town centre businesses on a quarterly basis by Stronger Communities Officers	Ongoing (quarterly)	Cost / Outgoings: Staff Time	Newsletter created and distributed by Stronger Communities Officer	Stronger Communities Officers Email: stronger.communities@trafford.gov.uk Tel: 0161 912 1173	
Economic Vibrancy	Business Survey	Creation and distribution of a business survey to engage with town centre businesses	Ongoing	Cost / Outgoings: Staff Time and cost of printing and tools such as Survey Monkey	Led by Stronger Communities Officers with the support of the Economic Growth team	Stronger Communities Officers Email: stronger.communities@trafford.gov.uk Tel: 0161 912 1173	

Funding

Economic Vibrancy	Monitor Funding Opportunities	Explore opportunities for income generation (including use of display space). Monitor other external funding sources (grants and loans).	Ongoing	Cost / Outgoings: Staff Time	Economic Growth to lead.	Martin Ledson, Growth and Business Development Manager, 0161 912 4137, Email: martin.ledson@trafford.gov.uk	
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Long Term Approach

Healthy Lifestyles, Economic Vibrancy and Community Spirit	Town Centre Partnerships' Forum	Allows businesses and external stakeholders to share best practice ideas and input into future Strategy.	May 2014	Cost / Outgoings: Staff Time	Stronger Communities to lead	Stronger Communities	
Healthy Lifestyles, Economic Vibrancy and Community Spirit	Town Centres Strategic Meeting	Set up a meeting to determine strategy and monitor progress across all the town centres.	December 2013	Cost / Outgoings: Staff Time	To be chaired by Helen Jones, Corporate Director EGP.		
Healthy Lifestyles, Economic Vibrancy and Community Spirit	Town Centre Operational Meetings	Continue to hold regular Town Centre Operation Meetings involving Stronger Communities and Economic Growth.	Ongoing (6 weekly)	Cost / Outgoings: Staff Time	To be chaired by Sonia Cubrilo, Strategic Manager - Neighbourhoods and Communities	Stronger Communities	
Economic Vibrancy and Community Spirit	Recruitment and review structure	Continue recruitment campaigns and initiate targeted recruitment. Altrincham Forward models e.g. Business Improvement Districts should be monitored. Status of partnerships should be considered.	August 2014	Cost / Outgoings: Staff Time	Stronger Communities to lead	Town Centre Partnerships and Stronger Communities Officers.	

Town Centre Partnerships

Economic Vibrancy and Community Spirit	On-Going	Membership Campaign Drive to increase membership and renewals.	Ongoing	Cost / Outgoings: Staff Time	Stronger Communities & Town Partnership Chair Team working to increase membership	Joanne Eilor, Stronger Communities. 912 4145, joanne.eilor@trafford.gov.uk	
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