

CHAMBERS OF TRADE – BIDS FOR TOWN CENTRE INITIATIVES

1 SUMMARY

- 1.1. This late item of business has been admitted by the Chairman in order to ensure immediate progress in respect of the initiatives proposed by the Chambers of Trade.
- 1.2. The report outlines the proposals made and seeks Members' views in respect of which bids should be progressed.

2 BACKGROUND

- 2.1. An annual provision is made each year of £5,000 in respect of initiatives which would improve the economic environment of the town centres. The funds are used to support initiatives put forward by the Chambers of Trade.
- 2.2. In previous years, funds have been provided to install street furniture in Hockley at a cost of around £3,250. An advertising campaign for Rochford was funded in the sum of £1,500. A budget of £4,000 has been committed to assisting with CCTV in Rayleigh.
- 2.3. In the event of funds not being spent, they are carried forward to the next financial year. This year, there is £11,000 available for town centre projects.
- 2.4. In accordance with Council instructions, the three Chambers of Trade were asked to make bids for these funds with a deadline being set of 30 June.
- 2.5. All three Chambers have made a bid for funds.

3 HOCKLEY CHAMBER OF TRADE AND COMMERCE

- 3.1. The Chamber has requested funding for two projects:
 - ◆ CCTV cameras – type and location to be agreed later. The Chamber has put no cost to this proposal. Discussions would need to take place in order to establish the area of coverage. It would then be possible to estimate the number of cameras required and produce a costing.
 - ◆ A map of Hockley. This to be located on the forecourt of Hockley Furnishings and to include sponsored business advertising around

the edges of the map. Again no costings have been given. Based upon the type of design being put forward in respect of the map for Rochford, the cost would be in the region of £3,000, although it may be possible to substantially reduce this sum through advertising and sponsorship.

4 RAYLEIGH AND DISTRICT CHAMBER OF TRADE

4.1. The Chamber has requested funding for two projects:

- ◆ Town Centre Christmas Lights - £2,500

A one-off grant of £2,500 in order to finance poles at the northern end of the High Street so that the area of Christmas lighting can be extended.

- ◆ Mill Hall Complex – Hanging Basket Floral Display - £500

A one-off grant to provide brackets for flower baskets in the car park. The provision of the baskets annually and maintenance would be funded jointly by the Town Council and the Chamber of Trade.

5 ROCHFORD AND DISTRICT CHAMBER OF TRADE AND COMMERCE

5.1. The Chamber has made one request:

- ◆ CCTV – provision of at least two cameras in the Market Square area – siting to be determined by the Crime Prevention Officer.

The Chamber has not costed this proposal. On the basis of costings for a variety of schemes a budget provision of around £4,000 would be needed for purchase and installation of two cameras.

6 COMMENT

6.1. The contribution made by Council in respect of CCTV in Rayleigh was on the basis that management and maintenance of the equipment would be the responsibility of the Town Council. The Council was, therefore, only making a one-off contribution.

6.2. The CCTV proposals from Hockley and Rochford would require the Council to be responsible for ongoing management and maintenance. It is not possible at this time to give a view of ongoing costs, particularly in respect of Hockley where the scope of the scheme has not been stated.

6.3. In view of the majority of the bids submitted not being costed, Members may wish to give consideration to a lump sum grant in order for the Chambers to carry out their schemes knowing that a specific sum has

been allocated to the work. The amounts could be calculated in such a way that each Chamber has received a similar sum of money since the scheme was introduced.

- 6.4. If Members wished to adopt this suggestion, the grant allocated to each Chamber would be:-

Hockley - £3,330
Rayleigh - £2,580
Rochford - £5,080.

7 RESOURCE IMPLICATIONS

- 7.1. There is budget provision of £11,000 available for these projects. There is currently no provision for ongoing costs resulting from implementing the Town Centre initiatives.
- 7.2. There will also be a need to commit officer time should a decision be made to design and implement CCTV initiatives.

8 PARISH IMPLICATIONS

- 8.1 The proposals would benefit the Hockley, Rayleigh and Rochford areas.

9 RECOMMENDATION

It is proposed that the Committee **RESOLVES**

To determine the way forward.

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Background Papers:

Letters from:

Hockley Chamber of Trade and Commerce – 26 June 2001
Rayleigh & District Chamber of Trade – 14 June 2001
Rochford & District Chamber of Trade & Commerce – 11 June 2001.

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