

Radcliffe Action Plan	Budget (Indicative)	Project Benefits
<p><b>Strategic Objective</b></p> <p>To deliver town centre improvements led by increased business engagement with the council as facilitator and enabler. Projects aim to increase overall attractiveness and an improved image for Radcliffe with the aim of creating increased business confidence leading to greater investor interest and investment”.</p>	<p><b>£500,000</b></p> <p><b>(£479,134,80) spent or earmarked for projects - £20,865.20 unallocated)</b></p>	<p>The Action Plan was designed to help meet this objective through a series of collective projects, designed to give the town a ‘facelift’ and improve the environment and user experience.</p> <p>The projects combined (sitting alongside recent development and emerging strategic plans) will help to bring confidence to the town and hopefully attract much needed investment and development.</p> <p>Some of the benefits of the projects are difficult to measure but creating an improved environment and the street scene are regarded as essential aspects in any regeneration plan and are the fundamental aspects to building confidence in the town.</p> <p><b>£20,865.20 unallocated at this stage but work is continuing and this money will be retained within the budget as a contingency until the Action Plan is fully implemented.</b></p>
<p><b>1. <u>Public Realm</u></b></p> <p>Plan to make improvements and enhance the physical environment of the immediate town centre, which included the Wayfinding Scheme and incorporating place marketing. The individual costs are attributed to the specific areas where public realm improvements were implemented (note that these include management costs, purchase of materials and labour).</p> <p><b>Public Realm Preliminaries (£11,000)</b></p> <ul style="list-style-type: none"> <li>- Traffic safety and management costs</li> </ul> <p><b>Radcliffe Piazza (£48,747.65)</b></p> <ul style="list-style-type: none"> <li>- Shrub clearance, planter bed clearance and replanting/mulching</li> <li>- Preparation and Re- painting of bandstand</li> </ul>	<p><b>£250,000</b></p> <p><b>(Actual spend £253,126.80 with additional spend allocated from underspend on other element)</b></p>	<p><b>Key benefits (Project completed):</b></p> <ul style="list-style-type: none"> <li>- Preparation of Public realm vision document setting out short, medium and longer term aspirations for environmental improvement in Radcliffe town centre.</li> <li>- Improved quality of town centre environment (specification focussed on delivery of high quality improvements e.g. benches/planters/planting);</li> <li>- Increased seating at focal points (the Piazza) and key pedestrian routes (Church street west), including replacement of existing street furniture which had reached end of life;</li> <li>- Improved information for all visitors and town centre users (Wayfinding/totems);</li> <li>- Linked with the branding toolkit, strengthening the Radcliffe identity through use of agreed theme, colour, style and quality features.</li> </ul>

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<ul style="list-style-type: none"> <li>- Removal of old and preparation/foundation and Installation of (7) new benches.</li> <li>- Provision of new Totem information/wayfinding (preparation/foundation/installation)</li> </ul> <p><b>ASDA Link (£13,236.85)</b></p> <ul style="list-style-type: none"> <li>- Bed clearance plus new topsoil and tree/shrub planting</li> <li>- Removal of fencing and plinth repairs</li> </ul> <p><b>Market Place Link (£31,332.61)</b></p> <ul style="list-style-type: none"> <li>- Preparation and installation of green wall planter frame and planting up</li> <li>- Provision of new large planter and planting (tree/shrubs)</li> </ul> <p><b>Town centre Banners (£7,641.00)</b></p> <ul style="list-style-type: none"> <li>- Preparation and installation of 27 no. banners across the town centre, including Church Street West, Piazza, Dale Street and Blackburn Street.</li> </ul> <p><b>Church Street West (£34,559.58) &amp; inc Footway (£36,000) = (£70,559.58)</b></p> <ul style="list-style-type: none"> <li>- Preparation and installation of drums/benches/planters along Church Street West (9 clusters in total) plus soil and planting</li> <li>- Re-surfacing of the footways</li> </ul> <p><b>Wayfinding Metrolink Station/Piazza/Asda Link (£17,426.00)</b></p> <ul style="list-style-type: none"> <li>- Provision of 3x wayfinding totems and one sign post (including artwork)</li> </ul> <p><b>Other (£1,939.00)</b></p> <ul style="list-style-type: none"> <li>- Lighting column Testing £1,750</li> <li>- Shutter testing - £189.00</li> </ul> <p><b>Fees (£51,244.11)</b></p> <ul style="list-style-type: none"> <li>- White Young Green Fees £37,359.42</li> <li>- Bury Council Engineers est £13,884.69</li> </ul>		<ul style="list-style-type: none"> <li>- Improved environment aiming to attract ASDA users across Pilkington Way to the town centre core;</li> <li>- Enhanced key pedestrian links, Market Place and Church street West. Enhanced Market entrance area and creation of additional user friendly space adjacent to the market for events/activity. Initial enhancements along Church street west to encourage pedestrian movement between key attractors (Metrolink, health centre) and in anticipation of the residential development at East Lancs Paper Mill;</li> <li>- Raised profile and image for the town;</li> <li>- Environmental improvements is part of the wider aspiration to Increase business./investor confidence; and</li> <li>- The works will help to pave the way for increased/further investment (public and private).</li> </ul>

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<p><b>2. <u>Street Signage</u></b></p> <ul style="list-style-type: none"> <li>- Audit of outdated existing signage(Pedestrian/traffic)</li> <li>- Replacement and removal of damaged/out of date directional signage (traffic)</li> </ul>	<p>Existing Council budget</p>	<p><b>Key benefits (Project completed):</b></p> <ul style="list-style-type: none"> <li>- Removal of incorrect and damaged signage;</li> <li>- Removal of street clutter; and Improved town centre environment for all town centre users.</li> </ul>
<p><b>3. <u>Events and Animation Programme</u></b></p> <ul style="list-style-type: none"> <li>- Including Xmas Lights, series of Saturday children’s workshops</li> <li>- Work with stakeholders to develop and deliver events programme</li> </ul>	<p><b>£20,000</b> <b>(£18,434 spent)</b></p>	<p><b>Key benefits</b></p> <ul style="list-style-type: none"> <li>- Increased activity and animation in core town centre area;</li> <li>- Funding raised for charity trust from Xmas lights event;</li> <li>- Enhanced community spirit and involvement of community groups and local businesses/market;</li> <li>- Programme of “Summer days of play” free Saturday family friendly workshops and activities ( 5 in total – very well attended);</li> <li>- Build upon existing community group activity/events;</li> <li>- Raise the profile of Radcliffe and improve perceptions;</li> <li>- Increased local engagement;</li> <li>- Increased footfall including current non users; and</li> <li>- Wider culture and events ideas drafted for consideration as the Radcliffe regeneration activity progresses</li> </ul>
<p><b>4. <u>Car Parking Management</u></b></p> <ul style="list-style-type: none"> <li>- Parking Survey - completed July 2018</li> <li>- Research analysis and Strategy developed</li> <li>- Residents parking scheme (9-12 months)</li> </ul>	<p><b>£50,000</b> <b>(To be implemented in 2020)</b></p>	<p><b>Key benefits (once implemented):</b></p> <ul style="list-style-type: none"> <li>- Improved parking provision for residents in close proximity to the Metrolink station;</li> <li>- Resident engagement via residents parking survey;</li> <li>- Better understanding of parking issues; and</li> <li>- Improved traffic management and reduced congestion along key route (Church Street West in close proximity to metrolink station).</li> </ul>
<p><b>5. <u>Place Branding/Marketing</u></b></p> <ul style="list-style-type: none"> <li>- Develop a vision and brand for Radcliffe building on positive developments, address negative perceptions and increase the appeal of the town as a place to live and invest.</li> <li>- Linked to Wayfinding Scheme</li> <li>- To raise the Profile, Image and Perception of Radcliffe.</li> </ul>	<p><b>£30,000</b> <b>(£25,875 spent)</b></p>	<p><b>Key benefits</b></p> <ul style="list-style-type: none"> <li>- Development of Place Branding (brand toolkit) including images, logo and key messages for Radcliffe for use by all relevant partners and stakeholders;</li> <li>- Improved image, profile and perception of Radcliffe leading to increased footfall (to be launched/linked to SRF development);</li> <li>- Increased promotion and marketing of Radcliffe; and</li> <li>- Raise awareness of what Radcliffe has to offer.</li> </ul>

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<p><b>6. <u>Shop Front Improvements</u></b></p> <ul style="list-style-type: none"> <li>- Bring forward a scheme to enhance the appearance of shop frontages</li> </ul>	<p><b>£100,000</b></p>	<p><b>Key benefits</b></p> <ul style="list-style-type: none"> <li>- Programme of shop front grants</li> <li>- Increased business engagement;</li> <li>- Potentially six shop front improvements (phase 1); and</li> <li>- Resulting in improved town centre business environment and for town centre users, improved business confidence and catalyst for further investment</li> </ul>
<p><b>7. <u>CCTV</u></b></p> <ul style="list-style-type: none"> <li>- Undertake Audit of CCTV to identify any required improvements</li> </ul>	<p><b>£50,000</b></p> <p><b>(Total cost was £31,699 and balance allocated to other projects)</b></p>	<p><b>Key benefits</b></p> <ul style="list-style-type: none"> <li>- Addressed ongoing business concerns evident following increased number of burglaries to business premises;</li> <li>- Increased business engagement regarding town centre security e.g. with GMP/Local MP;</li> <li>- 4 x CCTV cameras upgraded to increase quality and therefore potential use e.g. identification purposes; and</li> <li>- 7x new CCTV cameras</li> </ul>