

Report to:	Cabinet	Date: 12 January 2022
Subject:	Bury Town Centre Governance	
Report of	Leader and Cabinet Member for Finance and Growth	

Summary

This report proposes governance arrangements for the implementation of projects planned for Bury town centre, including the Bury Market Flexi Hall.

Recommendations

1. That creation of a Bury Town Centre Advisory Panel with the terms of reference set out in section 2 of this report be approved
2. That the arrangements for governance of the implementation of the Bury Flexi Hall, as set out in section 3 of this report, be approved.

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1.0 Background

- 1.1 At its meeting on 17th November 2021 Cabinet noted the success of the Council's bid for funding from the Levelling Up Fund for Bury Market Flexi Hall and requested the Chief Executive to submit a further report on the governance of the implementation of the project.
- 1.2 In addition to the Flexi Hall there currently a number of other significant initiatives relating to Bury town centre. This report therefore also considers the governance of the wider development of Bury town centre. The other initiatives currently being pursued are:
 - (a) The acquisition of the Millgate Estate by a Joint Venture to be formed between Bruntwood and the Council to secure a phased redevelopment of the Millgate shopping centre.
 - (b) The redevelopment of the Bury Metrolink terminus and Bury transport interchange which will be funded by the success of a GMCA bid to the City Region Sustainable Transport Fund.

- (c) A Business Improvement District for Bury Town Centre which the Bury Town Centre Management Board has designed, and which will be subject to a ballot in March this year.
- (d) The sale of the former Fire Station site in Bury for development as a hotel.
- (e) A new centre for health innovation and related technologies being constructed by Bury College.
- (f) Phase two of the Chamber Hall development, a strategic employment site on the edge of the town centre.

1.2. The Council in its place shaping role has a responsibility to bring this range of projects together in a coherent way and maximise the synergies. The Council's ambitions for Bury town centre are therefore wider than the delivery of the individual projects.

1.3. A key objective is to protect and grow the economic success of the town centre. This will require a plan which responds to the continuing change in retail as online shopping grows, a trend which has of course been extenuated by Covid. This will involve protecting retail by diversifying uses for example with leisure, cultural and entertainment uses and increasing footfall for example with an improved transport hub, concentrating public services and new housing.

1.4. The aim of the Let's Do It strategy is inclusive economic growth i.e., growth which local residents continue to and benefit from. The outcome should be reduced deprivation as well as economic growth. The neighbourhoods surrounding the town centre contain some of the deepest and most enduring levels of deprivation in the borough. Therefore, the economic and physical development of the town centre has to go hand-in-hand with the objective of better life chances for the people who live in and around the town centre. The economic and physical objectives need to be brought together with the objectives for people and communities, one without the other will not work. The plan should lead to a wider range of jobs being available in the town centre, jobs, jobs which will be available for the people living in the surrounding neighbourhoods.

1.5. This report is therefore proposing that the starting point for the governance of Bury town centre is to convene an Advisory Panel as a task and finish group involving key stakeholders.

2. Bury Town Centre Advisory Panel.

2.1 It is proposed to establish a Bury Town Centre Advisory Panel with the following terms of reference:

- (a) To oversee the creation of a Place Plan for the town centre a whole.
- (b) To ensure that the different projects to be delivered are producing the maximum benefit to the economic futures of the town centre and the maximum social and economic benefit for the communities surrounding town centre.
- (c) To listen to local residents and engage them in the development of Bury town centre and ensure effective resident and stakeholder involvement in all aspects of the developments in and around Bury town centre.
- (d) To ensure that the development of Bury town centre benefits the people and communities of the surrounding residential areas and supports a reduction in deprivation in those neighbourhoods.

- (e) To create a clear investment plan to guide future investment by the public and private sectors.
 - (f) To determine the optimum timing and sequencing of the various developments.
 - (g) To identify the key outputs for each stage of development.
 - (h) To advise on the future public / private sector.
- 2.2. To enable the Panel to deliver the above responsibilities the following membership is proposed :
- (a) Chair : Leader of the Council (Chair) and two representatives of the Cabinet, one representative each from the two largest opposition groups and a Ward Councillor to represent the east Bury township.
 - (b) MP for Bury North.
 - (c) Chair of Bury Town Centre Management Board.
 - (d) Representatives of the public and private sector partners that have decided to invest in Buy Town centre: the Rock, Bruntwood, TfGM, GMCA and Bury College.
 - (e) A representative to be nominated by the key culture and heritage organisations based in Bury town centre.

3. Bury Market Flexi Hall

- 3.1. The Bury Market Flexi Hall and the associated improvements will have its own Delivery Board to be chaired by the Executive Director of Place. The Board will report to the Bury Regeneration Programme Board (see section 7 below).
- 3.2. Representatives of Bury Market Traders Association and the cultural sector in Bury Town Centre will be members of the Delivery Board.
- 3.3. Within the draft Masterplan the Flexi Hall forms part of a “Vibrant Bury” zone along with the new transport interchange and the redevelopment of the Millgate centre. The Flexi Hall Delivery Board will therefore maintain strong links with the interchange and Millgate initiatives, with representatives of Bruntwood and TfGM attending the Board as necessary.
- 3.4. The Bury Market Flexi Hall project will report to a Regeneration Programme Board supported by a Programme Management Office (PMO) within the Business Growth and Infrastructure Department. This will become the engine room for action across the key projects, ensuring that governance and engagement is working effectively and that risks and problems are well managed. A report on the establishment of the Regeneration Programme Board and the PMO will be submitted to a future meeting of Cabinet.

4. Bury Town Centre Business Improvement District

- 4.1. The Development Board will work alongside the existing Bury Town Centre Management Board which has a key role in improving the attractiveness of the town centre. The Management Board is in the process of organising a ballot of business rate payers to establish a Business Improvement District (BID). The ballot will take place in March.
- 4.2. If there is a yes vote an independent company limited by guarantee will govern the BID. The Board of the company will be accountable to the BID levy payers. The BID Board will have responsibilities for the improvement of marketing, promotion, safety,

cleaning, signage, access and business support. These functions will complement the role of the new Development Board.

5. Millgate Joint Venture

- 5.1. The Joint Venture with Bruntwood to acquire and regenerate the Millgate centre will be the most significant development within the overall Masterplan. Work is progressing on the governance structure of the Joint Venture, and this will be reported to a future meeting of Cabinet.

6. Conclusion

- 6.1. The full range of developments currently being planned for Bury town centre will have a significant impact on the economic, environmental and social development of the Borough as a whole. The outcomes that can be achieved will play a key role in delivering the Let's Do It strategy.
- 6.2. The proposals for their governance set out in this report are designed to bring long term coherence and an inclusive approach to leadership.
- 6.3. Recommendations appear at the beginning of the report.

Links with the Corporate Priorities:

The outcomes that can be achieved will play a key role in delivering the Let's Do It strategy as developments planned for Bury town centre will have significant impact on the economic, environmental and social development of the Borough as a whole.

Equality Impact and Considerations:

None

Environmental Impact and Considerations:

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation

9.0. Legal Implications:

9.1. It is essential that there is a robust and effective governance framework for the oversight and delivery of strategic corporate projects. The proposed arrangements set out in this report will establish an advisory panel which will ensure timely and effective engagement with all stakeholders and assist in the delivery of the strategically led place planning for Bury Town centre. A further report will set out the proposals for the regeneration programme board and the project management office.

10.0 Financial Implications:

- 10.1. There are no direct financial consequences from the establishment of these governance arrangements although it is clear from the significant regeneration and recent Cabinet reports that there is a need for strong governance to assure members of the progress on all of these key developments and significant investment within Bury Town Centre

Background papers:

None.

Please include a glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning