

<b>STRONG AND SUPPORTIVE COMMUNITIES SCRUTINY COMMITTEE</b>	<b>Agenda Item No. 7</b>
<b>7 MARCH 2013</b>	<b>Public Report</b>

## **Report of the Executive Director of Operations**

**Contact Officer – Annette Joyce, Head of Commercial Operations**  
**Contact Details - 01733 452280**

### **COMMERCIAL OPERATIONS**

#### **1. PURPOSE**

- 1.1 To provide the Committee with an overview of Commercial Operations and forthcoming plans for the City Centre. An additional presentation to supplement the information in the report will be given to the Committee at the meeting.

#### **2. RECOMMENDATIONS**

- 2.1 The Committee is recommended to note and comment on the work of Commercial Operations and propose further scrutiny in relation to its business fields.

#### **3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY**

- 3.1 Peterborough's Sustainable Community Strategy is the plan for the future of our city and the surrounding villages. It sets the direction for the overall strategic development of Peterborough. Commercial Operations remit directly links to the council's strategic priorities;
- Creating Opportunities – Tackling inequality.
  - Creating strong and supportive communities.
  - Delivering substantial and truly sustainable growth.
  - Creating the UK's Environment Capital.

#### **4. BACKGROUND**

- 4.1 Commercial Operations provides a framework for the day to day operations of the city and to focus strategic efforts to enhance the city in the long term. The department's vision is to provide a high quality, safe and easily accessible environment that underpins commercial and social success. The following areas of business make up Commercial Operations:

##### **The Enterprise Centre**

The Enterprise Centre has been designed to provide an overarching structure to support the Social Enterprise Sector in Peterborough. Its specific aim is to increase the number, sustainability and growth of new and existing social enterprises in Peterborough. The centre is located within St Peters Arcade.

##### **Parking Services**

Commercial Operations are responsible for ensuring that the parking provision in Peterborough is used correctly, responsibly and that the best use is made of on and off street car parking space to the maximum benefit of the local community. We also ensure that the Council's car parks are maintained to an appropriate standard within the constraints of the available budget.

##### **CCTV**

CCTV Improves the safety and security of residents, visitors and the business community. Peterborough's CCTV service is managed by Commercial Operations and comprises 144

cameras, with surveillance 24 hours a day.

Additional cameras have been added in recent years and further cameras are to be installed at Stanground. We also upgraded existing cameras (x11) to newer technology this current financial year, financed from capital budgets.

### **General Market**

The General Market supports local business and creates significant employment in the city. Managed by Commercial Operations, it is an integral part of the local community, providing an assortment of goods, from furniture and clothing to fresh fruit and vegetables.

There are 55 individual traders occupying 112 market stalls on the Market which is open Tuesday, Wednesday, Thursday, Friday and Saturday from 8.30am to 4pm.

### **City Centre Management and Tourism**

Commercial Operations via its Visitor Destination Centre promote Peterborough as a place to visit and enjoy and manages Tourism in the city.

The Visitor Information Centre and Bus Station services are both open Monday to Saturday 9.30 – 5.00pm. Both sites sell a combination of the following.

- Local event ticket sales
- Key Theatre tickets
- Bus Station tickets
- National Express tickets
- Railcards
- Bus Passes
- Holidays
- Shaws Holidays
- Maps
- Gifts

City centre management host a business forum for local businesses each month, at which 60 to 80 businesses and or city centre stakeholders attend to discuss issues, including marketing plans and overall performance of the city.

### **Events**

Creating high quality events, creating a vibrant atmosphere, as well as a memorable and positive visitor experience. As well as organise small scale events, such as Jazz on the Square, Classical music recitals and street markets.

### **Key Strategic Objectives**

Objective 1 - Promoting the city

- Broadening the visitor offer of the city by extending the events diary and marketing existing attractions more extensively.

Objective 2 - Managing the City

- To communicate and co-ordinate the work of all city stakeholders and monitor outputs.
- To communicate and engage effectively with businesses.

Objective 3 - Improving the Environment and the public spaces

- To encourage and facilitate improvements to the environment and public spaces that is inviting, clean, and is safe environment to be enjoyed.

Objective 4 - A Prosperous City

- Diversifying and strengthening the economic base. The city should be the catalyst for encouraging the growth of both new and existing business within the city.

## **5. KEY ISSUES**

### **5.1 Redevelopment**

Urban design determines the very shape of the streets and public spaces which make up our city. It influences how easy and pleasant it can be to move from area to area. During 2012, both Bridge Street and Cowgate will undergo redevelopment.

The proposed works provide an opportunity to emphasise the historic character of Cowgate and help revitalise Bridge Street. Both areas are viewed as main commercial parts of the city centre. It is envisaged that we will help to bring some of the open space element of the scheme alive by expanding the events, street market and trading offers to both schemes.

## **6. IMPLICATIONS**

6.1 Securing sponsorship for projects and events during the current economic climate could prove challenging.

## **7. CONSULTATION**

7.1 None

## **8. NEXT STEPS**

8.1 Any recommendations from the Committee for changes should be referred to the Cabinet Advisor to the Leader for Business Engagement, Tourism and International Links.

## **9. BACKGROUND DOCUMENTS**

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

None

## **10. APPENDICES**

10.1 None

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