

Project Progress Report

To be completed by the project manager as a summary each week

Project Name:	Clay Cross Town Centre Regeneration		Ref:		Ver:	1.00
Project Manager:	Maria Curran		Ext:		Issue Date:	03.03.2022
Project Sponsor:	Gill Callingham		Ext:			
Project Start date:	June 2021	Project End Date:	2026 for build in line with Town Deal Funding programme			
Period covered:	From:	17.02.2022	To:	03.03.2022		

Overall RAG Status: **Red/Amber/Green**

Overview

<p>Phase 1 of a mixed-use redevelopment within the town centre for commercial, retail, leisure and residential purposes.</p> <p>One consideration for progressing is to now look at the separate schemes of Bridge Street and Market Street as an overall Town Centre regeneration scheme. This has resulted from the study by Thomas Lister undertaken and a subsequent evaluation of the best way to achieve the outputs defined in the TIP.</p> <p>A future direction needs to be established for the development of Clay Cross, to create a town centre that more people want to visit and spend time and money in.</p> <p>Clay Cross has a mostly utilitarian centre, based around shopping. Unfortunately the future of shopping is radically changing and it will not create a viable town centre in the future. There needs to be a nice space in the centre, where people want to meet up. Cafe culture, restaurants, leisure activities etc.</p> <p>Improve collateral footfall, e.g. with the Market St and High St shops, and whatever goes on this site, and major retail / SPLC sites</p> <p>Night time economy improved</p>	
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Formal Outputs & Goals

<ul style="list-style-type: none"> - 3,100 sqm of commercial space - 40 new homes - 5,000 sqm of new or improved public realm - 2,500 sqm of land brought back into use - Increased footfall p.a. in the town centre by 200,000 - Improved perception of place - % TBC - 1,700 sqm of commercial space - 40 new homes - 2,000 sqm of new or improved public realm - 2ha of land brought back into use - 200m of enhanced linkages across the town centre 	A
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Progress Summary

<p>In order to evaluate the feasibility of redefining how the outputs of the Market Street and Bridge Street schemes will be delivered a meeting has taken place with DLHUC to understand their appetite for and willingness to adapt options. This was met very positively and felt that a programme approach would open up opportunities and reduce risk overall. There is a process to follow should the decision to be to accept the proposal to combine projects into a redefined Town Centre Regeneration Scheme.</p> <p>Transport considerations need to support the variety of methods that people will travel to the town and be based on data driven information to support the appropriate provision. There are currently</p>	A
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studies analysing the usage of the car parks in the town with additional layers to understand how they are used and by whom.	
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Plan milestones achieved

Milestones achieved since last report	
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Tasks not achieved as planned

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Tasks / products to be undertaken/developed during the next period

<ul style="list-style-type: none"> o Robust understanding of car parking requirements needed. Not just what happens today, but what should be happening to promote use of the town centre. o What are the goals for bringing into Clay Cross, to revitalise it. Right mix of shops, food and drink, leisure activities, events etc. What sort of mix of retail / commercial / restaurants / night life / open space / residential is the target. o Formally request for a time extension to various projects, in particular town centre and connections - needs reprogramming those projects also, and a plan to hit that timescale. o Tom, Cllr Kenyon and Gary Golden to meet - at Worcester Bosch 	A
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Budget status

Approved Budget	Planned in FY 21/22	Actual to Date	Variance	Projected Total	
Town deal funding: £9m Intended match funding: £19.5m	£2m	£1,612			G
Overall Programme position					
DCC Project Leads Accountable Body Project / Programme Management	£80,000 £161,000	£72,429			

Project issues/risks status

<ul style="list-style-type: none"> • Failure to identify clear objectives for the project consistent with the TIP and strategic aims of the Board and partners • Any change in scope of project not agreed by MHCLG/other funder. Reduction in allocation of funding and withdrawal of funding. • Viable design not found, to achieve commercial match funding • Failure to significantly improve usability of the town centre 	A
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Management action requests

Should we combine most of this project with the Market St regeneration project, and move the majority of the funding to that, with a portion going to some of the other projects?	
Formally request an extension of time for projects.	