

AGENDA MANAGEMENT SHEET

Report Title:	Town Centre Regeneration Progress Update
Name of Committee:	Cabinet
Date of Meeting:	16 September 2024
Report Director:	Chief Officer Growth and Investment
Portfolio:	Growth and Investment, Digital and Communications
Ward Relevance:	All
Prior Consultation:	Human Resources, Finance and Performance, Town Centre Regeneration Working Group.
Contact Officer:	Ella Casey, Principal Planning Officer (Town Centre Regeneration), ella.casey@rugby.gov.uk
Public or Private:	Public
Report Subject to Call-In:	No
Report En-Bloc:	No
Forward Plan:	Yes
Corporate Priorities:	This report relates to the following priorities: <input checked="" type="checkbox"/> Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C) <input checked="" type="checkbox"/> Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E) <input checked="" type="checkbox"/> Residents live healthy, independent lives, with the most vulnerable protected. (HC) <input checked="" type="checkbox"/> Rugby Borough Council is a responsible, effective and efficient organisation. (O) Corporate Strategy 2021-2024
Financial Implications:	The financial implications are set out in section 4 of this report, however the workstreams identified in Appendix 1 which bear a cost to the Council will be funded using the Town Centre Strategy Reserve and UK Shared Prosperity Fund monies. The committed spend as of 31 March 2024 of the Town

Centre Reserve is reported within section 3 of this report.

Risk Management/Health and Safety Implications:

A dedicated strategic risk register is in place for each strand of the Corporate Strategy. Use of reserves is a key action towards delivering on the corporate strategy priorities.

Environmental Implications:

Environmental implications are set out in Appendix 2. The delivery of the Town Centre Regeneration Strategy workstreams however would positively contribute to the Council's climate change aspirations by encouraging and facilitating more sustainable modes of travel, supporting active travel and encouraging biodiversity enhancements in the town centre.

Legal Implications:

None arising directly from this report.

Equality and Diversity:

Equality and Diversity implications are set out in Appendix 3. Community stakeholder mapping has been carried out for each individual workstream. The lead officer of each workstream is tasked with ensuring the relevant engagement is undertaken. However, the delivery of the Town Centre Regeneration Strategy workstreams will seek to enable accessibility for all in the town centre's physical environment, create opportunities for equality as well as keeping people's health and well-being at the forefront of any decision making.

Recommendation:

IT BE RECOMMENDED TO COUNCIL THAT the Town Centre Regeneration progress report be noted.

Reasons for Recommendation:

To ensure Council is kept up to date on progress with the delivery of Town Centre Regeneration to instigate positive change and to realise the development and investment opportunities in the town centre.

Cabinet - 16 September 2024

Town Centre Regeneration Progress Update

Public Report of the Chief Officer Report – Growth and Investment

Recommendation

IT BE RECOMMENDED TO COUNCIL THAT the Town Centre Regeneration progress report be noted.

1. EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to note the current progress on town centre regeneration. This report is part of the bi-annual reporting cycle to update on progress of the various workstreams and the progress made by the Council.
- 1.2 A governance structure is in place to ensure streamlined decision making to facilitate progress on delivery as well as producing bi-annual progress updates to Cabinet and Council. As part of the governance process a cross-party councillor working group (Town Centre Regeneration Working Group) is also in place to which Councillors were appointed to following the elections. The Councillors sitting on the working group are (Councillors Roodhouse (Chair), Moran, Picker, Poole, Thomas and Robinson).
- 1.3 Officers and the Town Centre Regeneration Working Group (TCRWG) developed 19 workstreams following the publication of the Rugby Regeneration Strategy (2022), with a focus on more short and medium term actions fulfilling their objectives. This report sets out how these workstreams have evolved in 2023/24 and the progress which has been made by the Council.
- 1.4 In May 2024 the Council saw a change in administration. The new administration have reviewed the work programme and the workstreams already in train. The majority of work currently undertaken by Officers is background work to allow significant decisions to be made and to inform a Delivery Plan for Town Centre Regeneration. There are financial resources needed to deliver some of these workstreams, notably public realm, creative and marketing and car parking in the short term, however previous Council reports have agreed to use both UK Shared Prosperity Funds (UKSPF) and the Town Centre Strategy Reserve to fund these workstreams. This report gives an update of the spend of the Town Centre Reserve as of 1 April 2024.
- 1.5 A dedicated Principal Planning Officer for Town Centre Regeneration has been successfully appointed and has been in post since January 2024 to drive the delivery of the Town Centre Regeneration.

2 INTRODUCTION

- 2.1 The purpose of this report is to provide an update on the progress of town centre regeneration. Appendix 1 provides an updated list of workstreams as of April 2024 with section 2 of this report accounting for changes in the workstreams since the October 2023 report and associated progress. Appendix 2 then provides an update on the work carried out in relation to each of the 18 workstreams as of July 2024.

3 TOWN CENTRE REGENERATION PROGRESS UPDATE

- 3.1 A governance structure has been in place for the last year to enable streamlined decision making, with a cross party working group, known as the Town Centre Regeneration Working Group (hereafter referred to as working group in this report).
- 3.2 Officers, including representatives from Warwickshire County Council's Place and Infrastructure Team and the Working Group previously identified 19 workstreams (October 2023 update), each with a set of objectives for the short and medium term to set the wheels in motion for realising greater positive change in Rugby Town Centre. These workstreams and some of the associated objectives have evolved over the past year with some ongoing and some being completed. As of April 2024, 18 workstreams are in place. The following workstream has been removed for the reasons given:
- Development Site Delivery plan – This workstream is no longer being progressed as a standalone workstream. It has been subsumed into the Assets workstream so that a holistic approach can be taken to asset regeneration in the town centre.
- 3.3 The two assets workstreams set out within the October 2023 report were in their infancy at that time and hence the associated objectives have evolved since then with the addition of the short-term objectives. The most up to date objectives associated with this workstream are set out in Appendix 1.
- 3.4 The implementation and delivery of town centre regeneration must be looked at holistically and the current 18 workstreams cover a broad spectrum of subjects from development sites, marketing, business and stakeholder engagement and public realm to education, health and sustainable travel. Many of the workstreams are the required background work to allow key decisions to be made and projects to be delivered and are interlinked with one another. All current workstreams and objectives are detailed in Appendix 1.
- 3.5 The change of administration in May 2024, in addition to the background workstreams currently being undertaken by the Council, wishes to focus on the following for 2024/25:
- A clear delivery plan for the town centre
 - Engagement with key property owners
 - Public Realm improvements/County Council engagement
 - Improvements to St Andrews Church and Gardens

- Enhancement of the Rugby Outdoor Market
- Building specific projects (identifying a handful of locations for investment and upgrade)
- Enhanced programme of town centre events (positive collaboration with Rugby First and internal RBC events team)

4 TOWN CENTRE RESERVE

4.1 A £5 million Town Centre Reserve was approved at Council on 22nd February 2023 to support the regeneration of the town. However, where alternative funding pots have been available and in cases where spend is time limited these funds have been used instead of the reserve. For example, the assets workstream has been funded by One Public Estate Funding and the Public Realm Masterplan has been funded by the UK Shared Prosperity Fund. These workstreams/projects are therefore not captured below. Additional alternative funding will be required for different projects in the coming years due to the significant funding required for some workstreams e.g. delivery of public realm schemes.

4.2 As of 31 March 2024, the following from the reserve has been spent/committed:

Item	Total Approved Budget £000	Actual Spend at 31.03.24 £000	Variance £000	Notes
Voluntary and Community Sector Estate Rationalisation. Health Wellbeing Hub	1,000	0	(1,000)	
Staffing (over 3 year period)	486	173	(313)	Continue into 2024/25 forecast
Events - Diwali	12	13	1	
Vacant Shops Audit	9	4	(5)	Continue into 2024/25 forecast as report commissioned in 23/24 but work to be carried out in 24/25
Creative & Marketing	64	0	(64)	Continue into 2024/25 forecast as report commissioned in 23/24 but work to be

				carried out in 24/25
Total		190		

5 FINANCIAL IMPLICATIONS

- 5.1 The workstreams that required financial support to progress such as the creation of a Public Realm Masterplan will be funded through existing budgets such as the UK Shared Prosperity Fund or Town Centre Strategy Reserve both of which have had previous Council approval for spend on Town Centre Regeneration projects. The spend to date of the Town Centre Reserve is shown above.

6 CONCLUSION

- 6.1 It is recommended that the progress update be noted. This update provides the most up to date information in relation to town centre regeneration and demonstrates that the Council is actively progressing delivery of the strategy to bring benefits to its businesses, residents and stakeholders and meet all of the Council's growth, economic and levelling up aspirations.

Name of Meeting: Cabinet
Date of Meeting: 16 September 2024
Subject Matter: Town Centre Regeneration Progress Update

Originating Department: Growth and Investment

DO ANY BACKGROUND PAPERS APPLY YES NO

LIST OF BACKGROUND PAPERS

Doc No	Title of Document and Hyperlink

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A

Appendix 1

Appendix 1 – Town Centre Regeneration Workstreams

Appendix 1

Workstream	Objectives
<p>Business and Community Hub– A physical hub for business and community support with private and public sector partners.</p>	<ul style="list-style-type: none"> • Provide a space for start-ups and early-stage businesses with support and resource. • Provide a collaborative ecosystem that fosters innovation, drives economic growth and creates a sustainable and prosperous business environment for all stakeholders involved.
<p>Business Engagement</p>	<ul style="list-style-type: none"> • To ensure that local businesses are involved and supported in the delivery of the Town Centre Regeneration Strategy. • To encourage new businesses to locate in the town centre. • To build sustainable relationships with stakeholders who have a connection to the town centre.
<p>Car Parking Strategy</p>	<ul style="list-style-type: none"> • To ensure that the best use of the Council's Assets are realised to deliver physical regeneration in the town centre. • Car parking provision meets the needs of the town centre and opportunities for electric charging are maximised.
<p>Community Safety</p>	<ul style="list-style-type: none"> • To identify options to further enhance town centre community safety.
<p>Community Stakeholder Engagement</p>	<ul style="list-style-type: none"> • To identify community stakeholders to be involved in the progression of the Town Centre regeneration.
<p>Communication Strategy</p>	<ul style="list-style-type: none"> • To update residents, businesses and partners of the progress of the Town Centre Regeneration Strategy workstreams.
<p>Councillor/Internal Engagement (Governance)</p>	<ul style="list-style-type: none"> • Ensure there is cross party support for the delivery of the Action Plan and Town Centre Regeneration Strategy. • Ensure that the delivery of the Town Centre Regeneration Strategy is undertaken using a project management approach with the ability to make decisions. • Ensure engagement with wider Member group.
<p>Creative & Marketing – to positively influence people's associations and feelings about the Council and the town centre regeneration.</p>	<ul style="list-style-type: none"> • Promote Rugby town centre as a place to visit, live, do business and invest. • Positively market Rugby as an investment opportunity. • Positively influence people's perception of and association with Rugby and its town centre. • Provide confidence to the public and potential investors that Rugby Borough Council can deliver on its aspirations and is a successful partner to collaborate with. • Support Rugby town centre retailers in promoting their businesses.
<p>Education</p>	<p>To integrate higher, further and vocational education facilities within the town centre.</p>

Appendix 1

<p>Health Facilities</p>	<ul style="list-style-type: none"> • To provide opportunities for expansion and co-location of health services within the town centre.
<p>Meanwhile Uses – Short term interventions to create opportunities for enhancements and trials of new uses and concepts to promote activity in the town centre.</p>	<ul style="list-style-type: none"> • Boost the visitor economy and increase footfall and dwell time in the town centre. • Reduce shop vacancy by introducing temporary alternative uses (music, art, pop-up shop, etc.) • Improve the look of buildings across the town centre. • Have a successful and thriving outdoor market provision. • Support the growth of a Rugby indoor market and other start up facilities. • Enhance diversity and inclusion within the town centre.
<p>Planning Document/Status – Documents required in order to facilitate development and realise the regeneration potential within the town centre.</p>	<ul style="list-style-type: none"> • To ensure that the Local Plan supports the delivery of the Town Centre Regeneration Strategy and ensure that any Supplementary Planning Documents are developed which will guide development and improve the look of the town centre and its connectivity and useability. • Ensure planning policies support and assist delivery of regeneration. • Ensure the Council has a satisfactory planning framework in the interim before the new Local Plan is adopted to de-risk development and remove barriers.
<p>Public Realm – Creation of a high quality and better connected public realm across the town centre.</p>	<ul style="list-style-type: none"> • Create accessible and high quality places to build civic pride, to attract visitors, workers and residents and to increase dwell time and improve health and wellbeing. • Create a public realm that reflects the heritage of Rugby. • Provide opportunities for active travel. • Ensure that all improvements are adaptable to climate changes. • Integrate water management, biodiversity, air quality priorities, renewable energy creation as part of healthy streets and spaces. • Enhancing and connecting green spaces across the town centre. • Provide clear priorities for improvements and direction for future developments within Rugby town centre.
<p>Station Gateway</p>	<ul style="list-style-type: none"> • Deliver significant change in creating a high quality arrival and interchange experience. • To ensure that the railway station has a sense of arrival as a gateway to the town centre. • To ensure better connectivity to the town centre by improving transport, cycleways and footways. • To ensure the development potential in and around the railway station is realised. • Improve air quality and address traffic congestion.
<p>Sustainable Transport & Modal Shift – Shift transportation</p>	<ul style="list-style-type: none"> • To ensure that sustainable transport is a first choice for those living and visiting the town centre in line with the climate emergency, air quality and wider Council aspirations. • Promote opportunities for Active Travel.

Appendix 1

<p>relying on the private car to greener, more sustainable and economic options.</p>	<ul style="list-style-type: none"> • To ensure potential routes are destination led. • Ensure that all workstreams within the Action Plan enable modal shift and sustainable transport.
<p>Town Centre Asset Options</p>	<p>Long Term Objective:</p> <ul style="list-style-type: none"> • To ensure that the best use of the Council's Assets is realised to deliver physical regeneration in the town centre. <p>Short Term Objective:</p> <ul style="list-style-type: none"> • To agree an asset project delivery plan.
<p>Town Centre Civic and Cultural Assets</p>	<p>Long Term Objectives:</p> <ul style="list-style-type: none"> • To ensure that the best use of the Council's Assets is realised to deliver physical regeneration in the town centre. • To ensure that the Council's cultural and civic offer acts as a catalyst for visitor activity. <p>Short Term Objective:</p> <ul style="list-style-type: none"> • To agree an asset project delivery plan.
<p>Voluntary & Community Sector and DWP</p>	<ul style="list-style-type: none"> • To ensure facilities within the town centre meet the needs of our residents. • To create opportunities for co-location of services where possible.

Appendix 2: Town Centre Regeneration Workstream Update

An update on the status of each of the 18 workstreams within the TCR Action Plan and Appendix 1 is as follows:

Workstream	Update (July 2024)
Business and Community Hub	Council approval was gained in March 2024 for £254,080 of UKSPF funding for a Business and Community Hub. This workstream is being progressed by officers to provide phase 1 & 2 (digital & initial engagement and pilot physical space) by September 2024. Whilst the Town Centre Reserve is not being used for this project it links directly to the Council resolution (22.02.23) to 'work with Town Centre businesses to identify immediate options for progression and support required.' Work on the reception refurbishment has begun with an anticipated September completion.
Business Engagement	A business breakfast was held 21 st March 2023 and business engagement has been ongoing since. The Council has been working to expand its Economic Development function within the Growth and Investment portfolio and as of April 2024, now has both a Economic Development Lead and Economic Development Officer in place who are leading on the engagement with businesses and looking to strengthen relationships and provide support. Town Centre business grants have been distributed as part of Year 2 UK Shared Prosperity Funding and will be rolled out again in 2024, but on a borough wide basis. Year 3 grants were advertised through an engagement event held at The Benn Hall on 25 th July 2024.
Car Parking Strategy	This project is currently out to tender with a view to appoint a consultant to undertake this specialised workstream. The strategy will be completed by March 2025.
Community Safety	Various interventions and initiatives are ongoing within the borough and specifically the town centre e.g. serious violence intervention initiatives, safer business action days, safer place initiatives. CCTV has been improved throughout the town centre.
Community Stakeholder Engagement	Community stakeholder mapping is currently being identified for all of the workstreams to ensure that the correct stakeholders are consulted.
Communication Strategy	The town centre regeneration webpages have been created and are updated as and when further information/updates become available. A communications

Appendix 2

	plan relating specifically to the milestones identified within the workstreams is also in place.
Creative & Marketing	Hemingway Design have been commissioned to undertake this project and are progressing this work. Baseline analysis is currently being undertaken with stakeholder engagement to follow late summer.
Education	Discussions are ongoing with Warwickshire Colleges as part of their estate planning and expansion programmes.
Health Facilities	Discussions are underway with various NHS health providers about their presence within the town centre.
Meanwhile Uses	A Vacant Shop Audit is underway to identify vacant units and put together an action plan to target vacancies in the town centre. An events programme is being developed. All organised events are promoted on The Rugby Town website and across all of the Council's social media channels.
Member/Internal Engagement (governance)	A governance structure is in place to enable streamlined decision making which comprises a project board, programme board and working group. The working group is formed of cross-party councillors (Town Centre Regeneration Working Group).
Planning Document/Status	Rugby Borough Council Local Plan Review is being progressed to facilitate a planning framework for the town centre regeneration. A Shop Front Supplementary Planning Document was adopted in July 2024.
Public Realm	A Public Realm Masterplan has been commissioned and Planit.I.E have been appointed to carry out this work. This will provide overall principles for the public realm within the Town Centre. It will also identify priority projects for further detailed design work. Public engagement is scheduled for late summer with stakeholder engagement taking place in September. Improvements have been undertaken around the Town Centre using UK Shared Prosperity funding i.e. new gates and footpath in Caldecott Park to improve the connectivity of the park to Regents Place and the north of the town centre, improved public realm and planting in St Andrews Gardens and work in and around St Andrews Church.
Station Gateway	The connectivity to Rugby Railway Station and its gateway/arrival is being reviewed through the Public Realm Masterplan. The Masterplan will also look at wayfinding across the town centre to ensure routes (including to the railway station) are clearly defined.

Appendix 2

	Options for the wider regeneration of this character area (as set out in Rugby Regeneration Strategy) are being investigated by WCC and RBC officers.
Sustainable Transport & Modal Shift	This workstream feeds into the majority of the workstreams and is central to the regeneration of the town centre. The public realm masterplan brief is to review connectivity and sustainable transport options. Rugby Borough Council is currently updating the traffic modelling for the town centre alongside Warwickshire County Council so that officers can understand traffic movements, where capacity issues are and development/regeneration implications.
Town Centre Asset Options	The Council resolution (22 February 2023) included progressing options appraisals for the Council's Albert Street premises and all other Council owned sites in the town centre. Albert Street has been decommissioned in the last year and options are currently being investigated. The Council is considering its options for the wider redevelopment of the town centre and has been liaising with various developers about sites within the Town Centre. CBRE have been instructed to review development proposals and provide strategic advice on the first phase of physical regeneration.
Town Centre Civic and Cultural Assets	This workstream includes but is not limited to the Town Hall, Benn Hall and the Rugby Art Gallery and Museum. The Council is undertaking a base line assessment around their current capacity requirements and needs for the future.
Voluntary & community Sector & DWP	This workstream is based on the Council resolution (22 February 2023) to commit up to £1million to enable voluntary and community sector estate rationalisation and facilitate co-location with other partners to provide a Health and Wellbeing Hub in the town centre. This workstream is therefore tied with the Health Facilities workstream as well as the Asset workstreams which are both in their infancy but being progressed.

Rugby Borough Council

Climate Change and Environmental Impact Assessment

CONTEXT

In 2019 the UK Parliament set a commitment in law to reach net zero carbon emissions by 2050. Achieving this target will require considerable effort with public bodies, private sector organisations, the third sector and individuals working together to take action. Rugby Borough Council declared a climate emergency in 2019, in doing so committed to:

- To move the Council's operations towards Carbon Neutrality by 2030.
- To establish action to tackle climate change as a key driver of all decision-making.
- To provide community leadership in reducing the impact of Climate Change.
- To take action to mitigate the impact of climate change on a Borough wide basis and beyond, through adaptation.

The Council's Corporate Strategy (2021-2024) [link](#) sets ambitious outcomes in relation to Climate Change. These ambitions must now be progressed through the decisions which the Council makes.

It is therefore important that Rugby Borough Council gives due regard to climate change when making decisions. In the context of the Council's business, Climate Change includes carbon emissions, biodiversity, habitat loss and environmental destruction. When putting forward recommendations for decision, officers must assess how these recommendations are likely to influence our climate change commitments by completing the following Climate Change and Environmental Impact Assessment.

A copy of this Climate Change and Environmental Impact Assessment, including relevant data and information should be forwarded to the Deputy Chief Executive.

If you require help, advice and support to complete the form, please contact Dan Green, Deputy Chief Executive.

SECTION 1: OVERVIEW

Portfolio and Service Area	Growth and Investment
Policy/Service/Change being assessed	Major Projects and Economic Development
Is this a new or existing Policy/Service/Change?	An existing strategy (Town Centre Regeneration Strategy 2022) that is now being delivered.
If existing policy/service please state date of last assessment	17 November 2022
Ward Specific Impacts	Borough-wide
Summary of assessment Briefly summarise the policy/service/change and potential impacts	The Rugby Town Centre Regeneration Strategy focuses on Rugby Town Centre, including the Town Hall and the key movement corridors of Corporation Street and North Street. The strategy seeks to link key sites and spaces within the town. It provides a clear framework for regeneration and development by setting parameters for development, steering investment priorities and providing the basis for landowners and investors to progress their plans. As the strategy is currently at the start of its delivery journey it is envisaged that there will be no negative impacts in relation to the assessment in stage 2 of the document. Positive impacts are identified in relation to sustainable transport/travel and biodiversity and habitats. These positive impacts are envisaged to be delivered in the next 2 years.
Completed By	Ella Casey (Principal Planning Officer – town Centre Regeneration)
Authorised By	Nicola Smith (Chief Officer for Growth & Investment)
Date of Assessment	19 April 2024

SECTION 2: IMPACT ASSESSMENT

Climate Change and Environmental Impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
Energy usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Fleet usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Sustainable Transport/Travel (customers and staff)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	One of the workstreams specifically looks to improve key routes and improve pedestrian and cyclist routes within the town centre. It also seeks to Improve bus connectivity, accessibility and reliability, creating a modal shift in transport. This workstream has various independencies with other identified workstreams i.e. public realm masterplan. The public realm masterplan will be the first to deliver change to the environment of the town centre and promote sustainable transport.		Growth and Investment	Ongoing Public Realm Masterplan has September 2024 completion date and delivering schemes will therefore follow this.
Sustainable procurement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The Council will work proactively with partners and businesses to implement actions to adopt to sustainable procurement policies and practices.		Growth and Investment	On-going

Appendix 3

Climate Change and Environmental Impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
Community leadership	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The Council will proactively work with the community, partners and businesses to implement actions to adopt to net zero/decarbonisation processes and practices		Growth and Investment	On-going
Biodiversity and habitats	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public realm interventions look to introduce tree planting, connect green spaces, and additional community spaces into the town centre		Growth and investment	On-going
Adaptation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Impact on other providers/partners	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

SECTION 3: REVIEW

Where a negative impact is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

Review date	19th October 2024
Key points to be considered through review	The Town Centre Regeneration workstreams will be reviewed bi-annually and as will all of the climate change and environmental impacts in this assessment.
Person responsible for review	Ella Casey (Principal Planning Officer – Town Centre Regeneration)
Authorised by	Nicola Smith (Chief Officer for Growth & Investment)

EQUALITY IMPACT ASSESSMENT (EqIA)

Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
 - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
 - advancing equality of opportunity between people who share a protected characteristic and those who do not,
 - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
 - age
 - disability
 - gender reassignment
 - marriage/civil partnership
 - pregnancy/maternity
 - race
 - religion/belief
 - sex/gender
 - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published online.
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.
10. For advice and support, contact:
Aftab Razzaq
Chief Officer for Legal and Governance
aftab.razzaq@rugby.gov.uk
01788 533521

Equality Impact Assessment

Service Area	Growth & Investment – Major Projects and Economic Development
Policy/Service being assessed	Rugby Town Centre Regeneration Progress Update and Resourcing
Is this a new or existing policy/service? If existing policy/service please state date of last assessment	The Town Centre Regeneration Strategy is an existing strategy assessed 17 th November 2023. This report is about delivering the strategy.
EqlA Review Team – List of members	Ella Casey – Principal Planning Officer (Town Centre Regeneration)
Date of this assessment	19 th April 2024
Signature of responsible officer (to be signed after the EqlA has been completed)	Ella Casey

A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Chief Officer for Legal and Governance.

Details of Strategy/ Service/ Policy to be analysed

<u>Stage 1 – Scoping and Defining</u>	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	This document is a corporate vision for the town centre which sets out a strategy for the regeneration of the town centre. This report identifies 17 workstreams to deliver the strategy and updates on their progress.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	It primarily fits in with priorities on: <ul style="list-style-type: none"> • Working together to further improve the Borough's connectivity and encourage greener travel. • Promoting the Borough of Rugby as a place to do business. • Encouraging and supporting sustainable economic growth, consistent with our social and environmental priorities. • Helping businesses thrive and provide jobs for our residents. • Developing and promoting our town centre as a place to live, socialise and work. • Regenerating Neighbourhoods that need support and build communities that sustain change. • Nurturing and supporting independent shops.
(3) What are the expected outcomes you are hoping to achieve?	The Town Centre is no longer fit for purpose and therefore to support local residents, businesses and communities a shift in how the town centre feels, looks and operates is needed to generate a want to visit, dwell, live and do business in Rugby town centre.
(4) Does or will the policy or decision affect: <ul style="list-style-type: none"> • Customers • Employees • Wider community or groups 	Yes. It is believed that the workstreams identified, when delivered will affect customers and wider community groups. Employees will be affected as they will help enact these workstreams.
<u>Stage 2 - Information Gathering</u>	As a minimum you must consider what is known about the population likely to be affected which will support your understanding of the impact of the policy, e.g. service uptake/usage, customer satisfaction surveys, staffing data, performance data, research information (national, regional and local data sources).

Appendix 4

<p>(1) What does the information tell you about those groups identified?</p>	<p>How these workstreams will impact on customers, community groups and employees will be monitored through stakeholder engagement, which has been mapped for each identified workstream. Each workstream should therefore consider stakeholder and community engagement.</p>		
<p>(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?</p>	<p>Stakeholder and community mapping was a workstream which is now complete as set out within the report. Each workstream has identified stakeholders which will be engaged with through the evolution of the town centre regeneration. Currently no workstream is at the point of being consulted on.</p>		
<p>(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.</p>	<p>It is intended that engagement with communities will commence on various workstreams from June 2024 onwards.</p>		
<p><u>Stage 3 – Analysis of impact</u></p>	<p>No engagement on progress of the delivery of the town centre regeneration has occurred and therefore it would be premature to truthfully identify impact on the identified protected characteristics.</p>		
<p>(1) <u>Protected Characteristics</u> From your data and consultations is there any positive, adverse or negative impact identified for any particular group, which could amount to discrimination? If yes, identify the groups and how they are affected.</p>	<p>RACE</p>	<p>DISABILITY</p>	<p>GENDER</p>
	<p>MARRIAGE/CIVIL PARTNERSHIP</p>	<p>AGE</p>	<p>GENDER REASSIGNMENT</p>
	<p>RELIGION/BELIEF</p>	<p>PREGNANCY MATERNITY</p>	<p>SEXUAL ORIENTATION</p>

Appendix 4

<p>(2) <u>Cross cutting themes</u> (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how? (b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how?</p>	<p>No engagement on progress of the delivery of the town centre regeneration has occurred and therefore it would be premature to truthfully identify impact on the identified protected characteristics.</p> <p>However regeneration by its general nature is to instigate positive change and reduce inequality gaps by providing opportunity, which is supported by Government's Levelling Up agenda.</p>
<p>(3) If there is an adverse impact, can this be justified?</p>	<p>N/A at this stage</p>
<p>(4) What actions are going to be taken to reduce or eliminate negative or adverse impact? (This should form part of your action plan under Stage 4.)</p>	<p>N/A at this stage</p>
<p>(5) How does the strategy/service/policy contribute to the promotion of equality? If not, what can be done?</p>	<p>The Council is now starting to deliver on its adopted Town Centre Regeneration Strategy and as we are at the start of this journey, this is the best time to start engaging with community groups, businesses and residents to see how regeneration can promote equality.</p> <p>Human Resources advice has been sought and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied throughout the recruitment process.</p>
<p>(6) How does the strategy/service/policy promote good relations between groups? If not, what can be done?</p>	<p>Engagement has been undertaken with various groups as part of the creation of the Town Centre Regeneration Strategy itself and the responses have been considered and intertwined into the strategy. However as we start to deliver the strategy, engagement with groups to foster good relations can be explored.</p>
<p>(7) Are there any obvious barriers to accessing the service? If yes how can they be overcome?</p>	<p>N/A</p>

Appendix 4

<p><u>Stage 4 – Action Planning, Review and Monitoring</u></p>																														
<p>If No Further Action is required then go to – Review and Monitoring</p> <p>(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.</p>	<p>EqlA Action Plan</p> <table border="1" data-bbox="891 536 2130 762"> <thead> <tr> <th data-bbox="891 536 1135 612">Action</th> <th data-bbox="1135 536 1379 612">Lead Officer</th> <th data-bbox="1379 536 1624 612">Date for completion</th> <th data-bbox="1624 536 1868 612">Resource requirements</th> <th data-bbox="1868 536 2130 612">Comments</th> </tr> </thead> <tbody> <tr> <td data-bbox="891 612 1135 651"></td> <td data-bbox="1135 612 1379 651"></td> <td data-bbox="1379 612 1624 651"></td> <td data-bbox="1624 612 1868 651"></td> <td data-bbox="1868 612 2130 651"></td> </tr> <tr> <td data-bbox="891 651 1135 689"></td> <td data-bbox="1135 651 1379 689"></td> <td data-bbox="1379 651 1624 689"></td> <td data-bbox="1624 651 1868 689"></td> <td data-bbox="1868 651 2130 689"></td> </tr> <tr> <td data-bbox="891 689 1135 727"></td> <td data-bbox="1135 689 1379 727"></td> <td data-bbox="1379 689 1624 727"></td> <td data-bbox="1624 689 1868 727"></td> <td data-bbox="1868 689 2130 727"></td> </tr> <tr> <td data-bbox="891 727 1135 766"></td> <td data-bbox="1135 727 1379 766"></td> <td data-bbox="1379 727 1624 766"></td> <td data-bbox="1624 727 1868 766"></td> <td data-bbox="1868 727 2130 766"></td> </tr> </tbody> </table>					Action	Lead Officer	Date for completion	Resource requirements	Comments																				
Action	Lead Officer	Date for completion	Resource requirements	Comments																										
<p>(2) Review and Monitoring State how and when you will monitor policy and Action Plan</p>	<p>The workstreams will be reported to Cabinet and Council Bi-annually and therefore the next review will be December 2024.</p>																													

Please annotate your policy with the following statement:

‘An Equality Impact Assessment on this policy was undertaken on 19th April 2024 and will be reviewed in December 2024.’