

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

18 April 2012

PORTAS REVIEW - UPDATE

REPORT OF THE CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3: PROSPEROUS CITY

CORPORATE PRIORITIES: C101: Delivering Customer Focussed Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'

1. Purpose of Report

- 1.1 To receive a report on the proposals and implications for the Council of the Portas Review.

2. Background

- 2.1 On 17 May 2011 the Government announced that it had asked Mary Portas, a retail marketing consultant, to undertake an independent review into the future of our high streets. The report was published on 13 December 2011.
- 2.2 The purpose of the Portas review was to identify what the Government, local authorities, businesses and others can do together to promote the development of new models of prosperous and diverse high streets. The main aims of the review were to:
 - Examine the case for developing town centres that contribute to promoting economic growth, creating jobs and improving quality of life in local areas
 - Explore new business models for high streets relevant to the modern consumer
 - Recommend what action government, businesses and other organisations should take to create diverse, sustainable high streets where small businesses and independent retailers are able to thrive.
- 2.3 The final report contains 28 recommendations which are set out as an appendix.

2.4 The Government provided its response to the recommendations contained in the Porteus report on 30 March 2012.

3 Current Position

3.1 Lee Cranston, Head of Strategy (Economy and Place) will provide an update on the background to the report and its potential implications for the Council.

3.2 Members are invited to receive the report and ask questions on the information provided

4 Recommendation

4.1 That the report be noted.

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