

Leicester  
City Council

**WARDS AFFECTED**  
Wycliffe

**FORWARD TIMETABLE OF CONSULTATION AND MEETINGS:**

**Cabinet**

**8<sup>th</sup> May 2001**

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**HUMBERSTONE GATE WEST MANAGEMENT PLAN**

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**Report of the Director of Environment, Development and Commercial Services**

**1. Purpose of the Report**

- 1.1** This report concerns the Humberstone Gate West Management Plan, which is intended to establish roles and responsibilities for maintaining and managing Humberstone Gate following the significant investment the City Council and the private sector has put into the pedestrianisation of this previous heavily trafficked street. It also seeks to establish the basis for the active involvement of the new City Centre Manager in managing promotions and events.

**2. Summary**

Humberstone Gate West is the largest pedestrianised space in the City Centre and offers tremendous opportunities to stage events that will make the City Centre a more attractive place to visit. There is also great potential to attract considerable income from promotions and similar activities. This income can and should be used for the benefit of the City Centre. I am also investigating further restrictions on vehicular access to Humberstone Gate West, which will facilitate even further the holding of events.

The new City Centre Management initiatives provides a resource that could attract and organise events and promotions. This needs to be done within agreed guidelines and framework so that the City Council's highway responsibilities are not adversely affected, and to ensure clashes with other events and activities that may be planned.

The attached information provides the background, further details and members are asked to agree the recommendation in order to allow the initiative to be taken forward.

**3. Recommendations**

- 3.1** Members are asked to endorse the attached Management Plan and support the following way forward.

- (a) Optimise income from promotions in Humberstone Gate West subject to this not unduly interfering with the use and enjoyment of this valuable space by the general public.
- (b) Support a proactive approach, in conjunction with the City Centre Manager, in programming a series of events which will add to the attractiveness of the City Centre to visitors.
- (c) Support a high standard of cleanliness and maintenance for Humberstone Gate West to ensure its status as the City Centre's most prestigious space is maintained. Additional expenditure should be considered from any income received from promotions in Humberstone Gate West.
- (d) Support the efforts of City Centre Management in attracting and organising key promotions and events while recognising that the City Council remains legally responsible for the highway and structures or activities it sanctions in or on it. Consequently, overall control over any activity or structure in the highway put forward by City Centre Management will remain with the City Council.
- (e) Agree that proposals for the expenditure of income received by City Centre Management from the use of Humberstone Gate West should be put forward by the City Centre Management Board and endorsed by the City Council prior to the commitment of such expenditure. The Council's costs resulting from any activity should be included in these expenditure proposals.
- (f) Consult the City Centre Management Board on the Management Plan and the proposed operating framework set out in this report.
- (g) Bring back a report to Cabinet on any significant issues raised by the City Centre Management Board.
- (h) Cabinet to receive a further report on proposals to restrict further vehicular access to Humberstone Gate West.

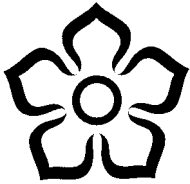
#### **4. Financial Implications**

- 4.1 These are potentially significant. Properly organised promotions could generate tens of thousands of pounds each year. The City Council is entitled to recover its reasonable costs in supporting these events and these need to be covered in the approved working arrangements.

#### **5. Legal Implications**

- 5.1 The City Council has significant legal responsibilities in relation to the highway. These cannot be passed on to other parties such as City Centre Management. Consequently, whatever arrangements are put in place in order to provide City Centre Management with a leading role in managing Humberstone Gate West they must protect the City Council's position. The Head of Legal Services has been, and will continue to be, consulted on the details of any formal arrangements with City Centre Management.

**Report Author: Meredith G. Evans**  
**Extension: 7295**



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**SUPPORTING INFORMATION**

**1. Report**

- 1.1 From the outset it was envisaged that, following its pedestrianisation, Humberstone Gate West would be the best location in the City Centre for various attractions and events to entertain the public. It is recognised that such events now form a key part of successful City Centres and give them an additional advantage over competing out of town centres.
- 1.2 The new City Centre Management initiative, and the arrival of the City Centre Manager with a specific role in promoting and attracting people to the City Centre, provides a new vehicle for taking forward this exciting initiative.
- 1.3 Many of these events (such as the Ice Rink at Christmas), whilst very popular, do not cover their costs and need subsidising. Consequently, attractive events need to be balanced with income generating activities such as trade promotions. These can be a lucrative source of income. However, we need to maintain a balance so that this previous space is also available for the benefit of the public to use and enjoy.
- 1.4 In addition, Humberstone Gate West has been laid out using high quality materials and street furniture, which need to be maintained to a high standard if the quality of the space is not to deteriorate. High standards of cleanliness are also required. While the City Centre already benefits from regular cleaning, Humberstone Gate would benefit from additional cleaning. This should be a priority for funding from any income raised.
- 1.5 In order to facilitate significant events/attractions, I am exploring the possibility of further restrictions on vehicular access in Humberstone Gate West and will report back to Cabinet on this in the near future.
- 1.6 The City Centre Manager is very keen to attract, organise and manage events in Humberstone Gate West. He sees this as an important source of income to fund City Centre Management initiatives. The City Centre Manager is well placed to undertake

this activity and his involvement is, in principle, desirable. However, the Head of Legal Services advises that legal liabilities in the highway remain with the City Council and cannot be passed on to another organisation. Consequently, the City Council must retain overall control of any activity in the highway. The way forward is to develop a clear mechanism for involving the City Centre Manager to the best effect, whilst protecting the City Council's position. Roles and responsibility must be clearly set out from the outset. The Head of Legal Services will need to be involved in this process. The key contact on this will be the new post of City Centre Co-ordinator, within my department.

- 1.7 The balance of events/promotions needs to be agreed with the City Council and a general framework of operations and spaces allocated agreed in advance. Within this framework, the City Centre Manager would be able to operate relatively free – subject to the overall sanction of the City Council as mentioned previously. A mechanism also needs to be in place in order to cross-reference with other events taking place in the City Centre.
- 1.8 The proposals for the allocation of the income received will be drawn up by the City Centre Management Board – which the City Council is represented on, and these proposals will need to be subsequently agreed by the City Council.

## **FINANCIAL, LEGAL AND OTHER IMPLICATIONS**

### **2. Financial Implications**

These are potentially significant. Properly organised promotions could generate tens of thousands of pounds each year. The City Council is entitled to recover its reasonable costs in support these events and these need to be covered in the approved working arrangements.

### **3. Legal Implications**

The City Council has significant legal responsibilities in relation to the highway. These cannot be passed on to other parties such as City Centre Management. Consequently, whatever arrangements are put in place in order to provide City Centre management with a leading role in managing Humberstone Gate West they must protect the City Council's position. The Head of Legal Services has been, and will continue to be, consulted on the details of any formal arrangements with City Centre Management.

**4. Other Implications**

<b>OTHER IMPLICATIONS</b>	<b>YES/NO</b>	<b>Paragraph References Within report</b>
Equal Opportunities	<b>No</b>	
Policy	<b>No</b>	
Sustainable and Environmental	<b>Yes</b>	<b>2</b>
Crime and Disorder	<b>No</b>	
Human Rights Act	<b>No</b>	

**5. Background Papers – Local Government Act (Access to Information) 1985**

**None.**

**6. Consultations**

Head of Legal Services  
All Chief Officers

**7. Report Author**

Meredith Evans  
Extension 7295