

BARNSLEY METROPOLITAN BOROUGH COUNCIL

**North East Area Council Meeting:
October 1st, 2015**

Agenda Item: 11

**Report of North East Area Council
Manager**

The Development of the Love Your High Street initiative**1. Background**

- 1.1 The North East Area Council has agreed that the Economy and Regeneration, Health and Wellbeing and the Environment, in their local communities should be priorities.
- 1.2 In order to further support these priorities in the local communities it is proposed that a Love Your High Street initiative is developed.
- 1.3 Research shows that first impressions count, so when people visit the High Streets in the North East Area Council it is important that the `streetscape` reflects the distinct character of the area, whilst being clean, safe and green.
- 1.4 In order to develop this concept it is proposed that a Working Party, comprising of a Councillor from each of the Wards and the Chair of the Area Council, should work with the Area Team, to look at how the High Streets can be improved.
- 1.5 The initiative could include projects such as a comprehensive audit of the street furniture, a local business survey with regard to volunteering and engagement, a disability audit, and exploring ways to create a positive local image.

2. Recommendation

- 2.1 That the Members support the further development of the Love your High Street initiative.**

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