

## APPENDIX A

### MAYLORD ORCHARDS INTERIM MANAGEMENT PLAN

#### RETAIL UNIT OFFER

It is proposed to manage the Maylord Orchards individual units in three separate ways with the larger estate utilised to promote Council and community activity.

- A. Commercial offer** For retail and business opportunity, where there is an established business and product and the tenants are able to enter into a longer lease and more commercial terms. This offer includes identified anchor or cornerstone units that are only for commercial use.

#### Terms:

- Commercial terms, service charges, insurance contribution and rates.
- Generally longer lease terms to provide certainty on investment.
- Within this category, anchor or cornerstone units will be identified and reserved exclusively for a commercial offer.
- Location: Commercial units will be located across the centre, excluding Gomond Street.

- B. Saplings offer** For local community groups and local business who have limited experience of operating a unit of this nature or who wish to promote what they do or market test their product. The offer will aim to support the organisation in the best way.  
This offer will be in a fixed location in smaller, more affordable units in a branded village community in Gomond Street.  
The offer will include leases on small units for a set period but also tester units that can be applied for on a month term with a fixed fee. Application for the tester units may be via a presentation to a panel but may also be direct.

#### Terms (Saplings):

- 12 month use of unit in the branded community village area, with break clause.
- Peppercorn rent, 100% service charge, insurance contribution and rates.
- Commitment to minimum 5 day opening and agreed hours.
- Location: The Saplings units will be located in Gomond Street.

#### Terms (Tester Units):

- A small number of units that offer, by application, a fixed fee for 1 month occupation,
- Location: Tester Units will be located in Gomond Street.

- C. Grow In Hereford offer** For local community, arts and culture groups and local business who wish to take on a lease to trade in a retail environment, are more viable, have experience and require, typically 3-6 year leases. The groups will have the ability to provide local, social value towards rental payments. The current projects identified under the Towns Investment Project have been identified as the Skills and Digital Area.

#### Terms:

- A 3- 5 yr lease with stepped rental plan, turnover rental basis or by negotiation.
- The ability to mitigate an element of rental by demonstrating social value. Social Value to be reviewed and assessed at the end of the lease period and prior to a new lease being issued, if applicable.
- 100% service charge, insurance contribution and rates.
- Location: Grow In units will be located across the centre to meet demands of the tenants, excluding cornerstone units and Gomond Street.

Given the current situation around the national retail sector and effects on local business and community post-covid, it should be noted that any approach will need to be flexible and the categories as outlined below offer the basis of an approach subject to unforeseen events and future requirements.

A zone plan has been developed to demonstrate how the categories might work and where cornerstone or anchor units are located. See Appendix A.

In addition, the community offer will include:

Informal offering -

- For smaller community organisations or those not able to commit to a full time unit and regular costs, the occasional use of stalls in organised events.
- Use of High Town market stalls as required - on line booking, concessionary terms
- Community information centre

ADDITIONAL PLAN ELEMENTS:

Use of Maylord Orchards by Herefordshire Council and its Partners –

- Where the Council or its Partners wish to utilise units within the centre, the revenue budget to cover the rates, insurance contribution and service charge will need to be identified and charged in full.
- Legal or other documents will be implemented as required.

Use of the Wider Site –

- The centre as a whole will be used to promote the Council, as a base for public consultations and information exchanges and for planned events and activities to promote local business, community, arts and develop skills and learning.

Residential Accommodation -

- The Council also recognises the important role that residential accommodation provision plays in the city centre and as a key element to Maylord Orchards. Developing and nurturing this aspect will play a part of future management of the site and wider Council aspirations.

This is a short to medium term management plan to test and review the community offer and understand the national implications of a post-covid world. A review of the management plan will be held by September 2023.

Appendix A(i) - Zone Plan