



## CABINET

28 September 2011

## REPORT

**Subject Heading:**

**Cabinet Member:**

**CMT Lead:**

**Report Author and contact details:**

**Policy context:**

**Financial summary:**

**Is this a Key Decision?**

**Is this a Strategic Decision?**

**When should this matter be reviewed?**

**Reviewing OSC:**

Mayor's Outer London Fund – approval to make Round Two bids

Councillor Robert Benham

Community Empowerment

Cynthia Griffin

Group Director Culture and Community

Robert Flindall

Tel: 01708 432892

Bob.flindall@havering.gov.uk

London Plan

Local Development Framework

Hornchurch Urban Strategy

Rainham Compass programme

The GLA expects to allocate up to £40m in total in the second round of the Outer London Fund initiative.

Guidance suggests that award to any one borough is unlikely to exceed £3m

Maintenance cost for capital projects will be met from existing budgets.

Yes

No

March 2015

Towns and Communities

**The subject matter of this report deals with the following Council Objectives**

Clean, safe and green borough

Excellence in education and learning

Opportunities for all through economic, social and cultural activity

Value and enhance the life of every individual

High customer satisfaction and a stable council tax

**SUMMARY**

The Outer London Fund is a £50m fund aimed at outer London boroughs to support local high streets and boost economic growth in areas benefitting least directly from Crossrail and the legacy of the 2012 Olympic Games. Havering has already successfully secured £445,000 for Round One projects in Hornchurch and Rainham that are designed to celebrate and enhance these areas through a range of events involving local businesses and the community. Round Two bids for those centres are described in this report. A similar bid related to Romford town centre was unsuccessful because the town will have a Crossrail station in the future. Following discussions with the Greater London Authority, however, it is possible that a Round Two bid that relates to a regeneration programme for Elm Park could meet the assessment criteria.

Round Two projects are required to deliver more physical changes to local areas and the submission of further bids for Havering is proposed to total approximately £3m. This report seeks the Cabinet approval required for the submission of Round 2 bids because they will exceed £500,000.

Summaries of proposed Round Two bids that relate to Hornchurch, Rainham and Elm Park are set out in paragraphs 13-15 of this report. Subject to Cabinet approval the bids will be developed with detailed costs for submission before the Round Two bid deadline of 14<sup>th</sup> October 2011.

**RECOMMENDATIONS**

1. To agree the submission of funding bids to Round Two of the Outer London Fund related to Hornchurch, Rainham and Elm Park that are based on the descriptions contained in paragraphs 13-15 of this report.

**REPORT DETAIL**

**Background**

1. In June 2011 the Mayor of London launched the Outer London Fund, a three year £50m scheme, aimed at high streets in London benefitting least directly from Crossrail and the legacy of the 2012 Olympic Games. The fund called for a range of initiatives designed to boost local economies, support local retailers and celebrate and improve the quality of local life.

2. The Outer London Fund has the following assessment criteria: Geographic suitability, deliverability, vibrancy and growth, place-shaping, and collaboration and support, which are supported by nine themes: Love your high street, nurturing street life, dressing up, shop front surgeries, community vibrancy, action for growth, enabling development, adjusting places, and working together.

### **Round One**

3. In Round One of the Outer London Fund £10m was available for preparatory work and celebratory events; this funding must be spent by the end of March 2012. Bids were put forward relating to three of the Council's priority areas for Regeneration – Hornchurch, Rainham and Romford.
4. Hornchurch - Hornchurch's Round One bid incorporated projects that celebrated the cultural offer of the area and the potential for extending this offer through planned activities for the community to develop a deeper understanding of the 'Story of Hornchurch' and to support the local high street to encourage a stronger retail offer. This bid was successful and the Council has been provisionally awarded £225,000.
5. Rainham - Rainham's Round One bid relied on projects that focused on the importance of the Village, its proximity to the marshes and the cohesion of projects with the Rainham Compass Regeneration Programme. This bid was successful and the Council has been provisionally awarded £220,000.
6. Romford - Romford's Round One was unsuccessful. Feedback from the GLA, suggested that despite being of similar quality the Romford bid was not successful because it will enjoy the direct benefits from Crossrail investment. Moreover, it is clear that a Round Two bid could not be recommended for the same reason. There is an opportunity, however to work with the GLA on the development of a bid that relates to a regeneration programme for Elm Park.

### **Round Two**

7. Round Two applications are required to be submitted by 14<sup>th</sup> October 2011. The GLA expect to allocate up to £40m in total in the second round. The likely maximum is £2m per place, though there may be exceptions. Informal discussions with the GLA suggest that the award to any one borough is unlikely to exceed £3m.
8. Guidance for applications states that Round Two applications can either be for more action and projects in the same places that succeeded in Round One (Hornchurch and Rainham) or be focussed on further places. The Mayor will choose places that deserve this support the most, where there is local enthusiasm and the desire to work together. The Mayor is particularly keen to support projects that embrace collaboration with community, creative, cultural and business groups, both local and London-wide. Given the need for

economic growth, prompt deliverability that can give an early boost to local economies will be a key qualification.

9. The impact of the Outer London Fund will be magnified if the applicant can achieve coordination with investments from other partners, including transport for London (through existing programmes) in either new or already live schemes. The support should be used wherever possible to lever additional resources and add value to existing or proposed investments.
10. There is flexibility about the actions and projects the initiative can support as long as they form part of a coherent package focussed on the uplift of high streets and communities and will clearly help boost self-confidence, vibrancy and economic growth. It is anticipated that Round Two projects will have a higher proportion of more substantial actions than Round One with a focus on physical projects. The available funding is, therefore, predominantly capital.
11. The funding period will be 2012/13-2013/14. At Round One stage three expressions of interest (EOI) were submitted for Round Two. These related to Romford, Hornchurch and Rainham. The Council will receive feedback on these EOI's but at the time of writing this report just informal comments had been received. Most significantly the Mayor's advisers have advised against the submission of a Round Two bid for Romford for the reasons previously outlined. Round Two bids can be submitted without a previous EOI and it is suggested that a bid related to Elm Park could meet the assessment criteria.
12. Subject to Cabinet approval it is proposed that that three Round Two bids are prepared and submitted related to Hornchurch, Rainham and Elm Park. These are summarised in paragraphs 13-15 below. Considerably more development work will be needed on each bid before the 14<sup>th</sup> October 2011 deadline.

### **Hornchurch**

- 13 The 2012/13-2013/14 programme will build on the first year of celebration, discovery and renewal of Hornchurch's heritage, High Street and cultural attractions through a comprehensive programme of renewal within and beyond the Hornchurch Conservation areas. We will continue to work with businesses and the Hornchurch Town Centre Partnership and engage with the community to establish a lasting legacy of celebration and improvement, which will support the economy of the Town. Programmes will include;
  - Works complementary to the Hornchurch Major Scheme that will ensure that the capital programme reflects the unique cultural, artistic and historical heritage of the town centre.
  - Celebration and events in Hornchurch – this will include celebrations for the 2012 Games (Cultural Olympiad), future Christmas events as well as the Hornchurch Festival and outdoor performances on the Hornchurch Green and other spaces in Hornchurch.

- Discovering Hornchurch's Heritage, Culture and High Street – this will include the establishment of a heritage trail and signage through the town centre with interpretation, which will explore the cultural attractions and historic features of the town and create points of interest for children and young people to enjoy.
- Renewing Hornchurch's Heritage, Culture and High Street – this project will complement the High Street works and develop improved links with the Cultural Quarter through the upgrade and enhancement of the public realm through the Conservation areas leading to the High Street including pedestrian and cycle improvements as well as community safety initiatives. It will provide an appropriate setting for the heritage of the town and support businesses through making Hornchurch a more pleasant and enjoyable place to shop and visit. The project will also bring forward improvements between the car parks and the High Street and create information points about the town and its heritage at these important gateways. This theme will include the first phase of the establishment of exhibition space in the listed Fairkytes Arts Centre.
- A celebration of the Ingrebourne Valley marshes that link Hornchurch and Rainham, of their landscape, ecological and cultural significance. It will deliver programmes that will complement the Sustrans Big Lottery funded Connect2 project and the Heritage Lottery funded Ingrebourne Valley project, and start to deliver the Ingrebourne Marshes 'Living Landscapes' initiative in partnership with Essex Wildlife Trust and Thames Chase Community Forest. This will include contribution towards the capital cost of the proposed Hornchurch Country Park visitor centre, a partnership between the Council and Essex Wildlife Trust, otherwise funded by the Heritage Lottery Fund and the Veolia Havering Riverside Trust.

## **Rainham**

14 The 2012/13-2013/14 programme will build on the first year of celebration, discovery and renewal of Rainham to the River through a comprehensive programme of revitalisation within and beyond the Rainham Conservation area. We will continue to work with businesses in Rainham and the Business Improvement District, and engage with the community to establish a lasting legacy of celebration and improvement, which will support the economy of the Village. Programmes will include;

- Celebration and events in Rainham – this will include celebrations for future Christmas events and a May Fayre as well as outdoor performances and activities in Rainham Hall Gardens and the Rainham Walkway.
- Discovering Rainham to the River – this will include the establishment of a carefully designed and subtle heritage trail, signage and arts projects through the Village and onto the Marshes with interpretation, which will explore the cultural attractions and historic features of Rainham to the River. It will be an opportunity to engage with children and young people and create points of interest for them to enjoy.

- Renewing Rainham to the River – this project will complement the existing physical regeneration programme. It will create a new public space at the Rainham War Memorial to encourage events and pavement cafes. It will re-inforce the Rainham to the River Parklands funded project that has sought to restore the links between the village community, the River Thames and its associated marshes. It will deliver a first phase of the Rainham creek improvements, rediscovering the ancient wharf and allow future phases with the acquisition of land in order to open up the creek and facilitate development more appropriate to historic scale of the village. It will also provide improved river walk facilities on the Thames, with potential for a temporary café.

## **Elm Park**

- 15 The 2012/13-2013/14 programme will support the delivery of a range of events focussed on bringing people into Elm Park for celebration and to boost the local economy alongside a range of physical improvements to improve the 'high streets'. We will work with businesses in Elm Park and the Elm Park Regeneration Partnership to establish a lasting legacy of celebration and improvement, which will support the economy of this district centre. Programmes will include;
  - Christmas events and decorations and support for the Elm Park Fiesta, a shop local campaign and projects brought forward by the Partnership. This will include local information and promotions as well as a 'Talk of the Town' award scheme where residents can vote for their favourite shop.
  - There will be support for local businesses for promotion and marketing and help to improve their shopfronts, encouraging shoppers into their shops. This will improve the attractiveness of the town centre as well as supporting the local economy.
  - Environmental Improvements including upgrades to footways and roads, improved street furniture, signage and planting along the main shopping areas and security improvements around the Parades. This will involve working closely with businesses and the community to improve the shopping experience in Elm Park and encourage more people to enjoy and use the centre. We will also seek to improve links to existing open spaces.

**REASONS AND OPTIONS**

**Reasons for the decision:**

16. The Outer London Fund is an important opportunity for Havering to benefit from funding from the Mayor of London. In Round One £445,000 was secured for the borough and it is therefore likely that further bids for round two will have good chances of success provided they meet the bid criteria.
17. In order to maximise the benefits from the Outer London Fund to Havering a decision by Cabinet is required to authorise the submission of funding bids in excess of £500k. The Constitution sets out that pursuant to the delegated authority for general functions in Part 3 Section 2.1 in the following paragraphs to Cabinet:-

(g) To allocate and control financial and land and property resources, to determine priorities in the use of these resources, and take any other action necessary to achieve those objectives; and

(r) To be responsible for all executive matters even if not expressly set out in Part 3 of this constitution.

Pursuant to Corporate Functions under Part 3 Section 2.2:-

(a) To take decisions on all matters relating to the Council's finances including but not exclusively:

(i) budgetary control

**Other options considered:**

18. To maximise the likelihood of submitting successful bids it is essential to build on established coherent programmes to demonstrate the greatest benefit for the Mayor's funding. For this reason it is proposed to prepare bids based on the existing comprehensive programmes running in Hornchurch and Rainham and to submit a bid for Elm Park, building on the work of the local community and the earlier regeneration programme
19. Submitting bids above £500k requires Cabinet approval, without which there are no other options for approval.

**IMPLICATIONS AND RISKS**

**Financial implications and risks:**

20. The GLA expects to allocate up to £40m in total in the second round of the Outer London Fund initiative.
21. Guidance suggests that award to any one place is unlikely to exceed £2m. Informal discussions with the Mayor's advisors suggest that the total award to any one borough is unlikely to exceed £3m.
22. Subject to Cabinet approval detailed bids for Havering will be developed before the October deadline for bid submission. Projects described in paragraphs 13-15 above have not yet been fully costed, but will be to inform the basis of the bid.
23. Maintenance cost for capital projects will be met from existing budgets.

**Legal implications and risks:**

24. The legal implications and risks associated with this decision relate to the need to secure cabinet approval before making funding bids of more than £0.5m and to seek cabinet authority to make Round Two bids pursuant to constitutional authority set out in the report.
25. Should bids be successful there will be contractual arrangements relating to funding agreements, and other arrangements required to deliver specific projects that must comply with the Council's approved procedures for procurement.

**Human Resources implications and risks:**

26. There are no direct human resources implications and risks associated with a decision to make bids to Round Two of the Outer London Fund. Should bids be successful the workload associated with delivering the projects will be managed within existing staff resources.

**Equalities implications and risks:**

27. Issues of equality will be central to the delivery of these projects which will endeavour to develop an inclusive and cohesive community bringing opportunities for participation in heritage, arts, celebratory events and other activities.

**BACKGROUND PAPERS**

Outer London Fund Round Two bid guidance

Outer London Fund Round One bid documents and approvals