

LONDON BOROUGH OF SUTTON

**ST. HELIER, THE WRYTHE AND WANDLE VALLEY LOCAL
COMMITTEE**

TUESDAY, 4 OCTOBER 2011



7.00 pm at the

Muschamp Primary School, Muschamp Road, Carshalton SM5 2SE

SECOND DISPATCH

To all members of St. Helier, The Wrythe and Wandle Valley Local Committee:-

The following papers, which were not available for dispatch with the agenda, are attached. Please bring them with you to the meeting:-

6. BIOREGIONAL BID TO THE MAYOR OF LONDON (Pages 1 - 10)

Members will receive a paper similar to one going to the Executive.
Bioregional will attend the meeting to give local detail and answer questions as they are leading on the Hackbridge bid.

Indicative time: 20 minutes

*Niall Bolger
Chief Executive
Civic Offices
St Nicholas Way
SUTTON
SM1 1EA*

27 September 2011

*Enquiries to: William Reed, Community Development Officer
Tel: 020 8770 4391 Fax: 020 8770 5404 E-mail: william.reed@sutton.gov.uk*

Copies of reports are available in large print on request

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London Borough of Sutton

Local Committees:

St Helier, Wandle Valley and The Wrythe – 4th October 2011

Sutton Central – 6th October 2011

Cheam North And Worcester Park – 13th October 2011

Report of the Executive Head of Planning and Transportation and the Strategic Director of Environment and Leisure

Mayor of London Outer London Fund (Round 2): Bid Proposals

Ward Location:	Sutton Central Sutton South Nonsuch Worcester Park The Wrythe	Author(s) Hermione Brightwell, Senior Travel Planner, Smarter Travel Sutton x4846
Area Served:	Not Applicable	Lead Member(s) Cllr Jayne McCoy, Executive Member for Planning, Economic Development and Housing Cllr Simon Wales, Executive Member for Communities, Transport and Voluntary Sector

Report for Information

Summary

This report outlines the proposals for bids the Council intends to make to Round 2 of the Mayor of London's Outer London Fund (OLF). It also provides an update on the outcome of Sutton's submissions to Round 1 of the fund. The total OLF fund provides £50 million, £40 million of which remains available for Round 2. Round 1 bids were aimed at short term enhancements to areas; Round 2 bids look for more substantial schemes that are designed to enhance the vibrancy and growth of London's high streets and local areas.

A report outlining Sutton's proposed bids was taken to the Executive Committee on 4th October 2011.

Recommendations

The Local Area Committee is asked to:

- a) Note the bid proposals outlined in the document.

1 Background

- 1.1 The objective of the Outer London Fund is to strengthen the vibrancy and growth of high streets and their environs. At the centre of the initiative is funding of up to £50 million over three years, supported by the offer of advice that can be targeted at improving the character, quality and economic vitality of selected high street places.
- 1.2 Given the desire for economic growth across the capital, the Mayor allocated the funding to two rounds of bids. The first round was intended for short term initiatives

- which would have an immediate impact, and the second round to continue the package of support, adding more places, and shifting the balance towards more substantial physical projects that can deliver lasting improvement.
- 1.3 Sutton Council submitted three bids to Round 1 for schemes in North Cheam, Sutton and Carshalton. Feedback from the GLA indicates that Sutton was very close to being awarded funding. However, none of these bids were successful.
 - 1.4 The GLA met with Senior Officers to discuss reasons for Sutton's Round 1 bids not being given funding.
 - 1.5 Key points from the meeting included that all three Sutton bids scored highly for 'geographic suitability' and that the bid for Sutton Town Centre in particular was very close to being funded. In the case of Sutton Town Centre it was indicated that the area near to the station would have had greater support from the Mayor. Overall the GLA sought more evidence of community and business endorsement of the proposals, which the Council know to exist but had not had time to detail in the Round One bids. Sutton's Round Two bids to the OLF will respond to the feedback provided by the GLA.
 - 1.6 Round Two applications must be submitted to the GLA by 14th October 2011. Overall £40m is available for boroughs to bid to and the maximum likely to be awarded for any one bid is £2 million. Sutton is seeking approximately £600K for a Sutton Town Centre bid, and £1.8m for a scheme in Worcester Park and North Cheam. The bids show approximately a 4:1 capital:revenue split. A further bid for Hackbridge, developed by BioRegional and endorsed by the Council, is seeking c£1.2m (final figure to be confirmed).
 - 1.7 The Mayor wants to see proposals that demonstrate a holistic approach to making better places; that unlock barriers to growth and create economic uplift; and that celebrates and improves the quality of local life by supporting the thriving hearts of London's diverse places.
 - 1.8 The Outer London Fund aims to support boroughs that do not stand to benefit from Crossrail, or the Olympics; furthermore the GLA are mindful of offering balanced funding from the Outer London Fund between the boroughs, and therefore those boroughs that did not receive Round 1 funding would be considered favourably in Round 2. However there will be significant competition for Round 2 of the Outer London Fund, and all bids submitted should be of an exceptional quality.
 - 1.9 The GLA indicated that bids from Sutton for Round 2 would be welcomed. Feedback from Expressions of Interest submitted as part of Sutton's Round 1 bids, for Sutton Town Centre, Worcester Park and North Cheam, and Hackbridge, is that any of these could be viewed positively in Round 2. Any bids should demonstrate a high level of community and business support for the proposed works.
 - 1.10 Subsequent to funding being awarded, a formal report will be taken back to the Executive Committee, and the relevant Local Area Committees. The schemes will follow the new project management procedures recently approved by the Executive. Local Area Committees will be fully involved in the implementation of any schemes resulting from OLF funding. The GLA have also procured expert advisers, to lead workshops to help boroughs develop and implement schemes to maximum effect (e.g. urban design, community cohesion, events, and business development).

1.11 Key Dates:

Date	Item
4th October	Executive Committee
4th October	St Helier, The Wrythe and Wandle Valley Local Area Committee
6th October	Sutton Local Area Committee
13th October	North Cheam and Worcester Park Local Area Committee
14th October	Final submission of bid
Late November	Announcement of Round 2 funding
April 2012	Second year of funding begins
April 2013	Final year of funding begins
March 2014	Fund closes

2 Development of bids

- 2.1 A project team has been set up to oversee the development of the bids and to ensure that formal consultation and reporting to appropriate committees is undertaken.
- 2.2 It is recommended to the Executive Committee that Sutton Council puts in one bid, as outlined in Expressions of Interest in Round 1, for a scheme for Worcester Park and North Cheam and one in Sutton Town Centre.
- 2.3 Sutton Council is leading on the bid Worcester Park and North Cheam and is developing the bid for Sutton Town Centre in collaboration with Sutton businesses. The submission of the Sutton Town Centre bid should come either from the businesses themselves, or from a partnership of Council and businesses.
- 2.4 A bid for Hackbridge is also being developed by BioRegional, subject to endorsement from the Council. The strength of this bid is that it is community-led with endorsement from the Council, but would not require Council resource in the development of the bid. However if the bid is successful it would be delivered in partnership with the Council.
- 2.5 The project team has brought together elements of highways and transportation, landscape architects, environmental sustainability, business development and community engagement to develop strong bids, and draw together clear community and business support for the proposals. The team has also liaised with the GLA in the development of the bids.
- 2.6 An independent landscape architect was appointed to develop designs for Worcester Park and North Cheam to support the bid for these centres. The aim of designs is to enhance the local character of these district centres, as well as to strengthen the connection between them.
- 2.7 The team has also sought to demonstrate the success that the Council has had in delivering schemes of a similar scale and type, such as the Wallington Integrated Transport Package.

3 Outline of the proposed bids

- 3.1 All the bids seek to deliver Sutton's vision of "creating a sustainable suburb", and are aligned to themes set out in the Council's Core Development Plan.
- 3.2 Outline proposals for each of the bids can be found in Appendix 1.
- 3.3 The bid for Worcester Park and North Cheam aims to build on the existing programme to develop an Integrated Transport Package for Worcester Park, applying Smarter Travel principles. The scheme outlined in this package is being further developed to meet the holistic criteria sought by the OLF. In addition to public realm works in both district centres, which will improve the look, feel and community

pride in these places, the bid will cover working with businesses and Scola to create a culture of enterprise, which will help to generate economic uplift. The scheme will be taken forward in full consultation, to ensure that the scheme is fully endorsed by the community.

- 3.4 A programme for consultation on the Worcester Park and North Cheam Integrated Package is underway (Appendix 2). Early feedback from the consultation will feed into the OLF Round 2 bid.
- 3.5 The bid for Sutton Town Centre will focus on community and business activity with a range of measures to utilise and animate the prime public space which has been developed as part of the regeneration of the Town Centre. Enlivening and animating these spaces will make the Town Centre more attractive to existing and future businesses, as well as strengthening community networks. The scheme will also propose small-scale physical additions, such as enhancing the Conservation Area, and introducing way-finding (Legible London) to the Town Centre. However the main focus will be the ownership of the businesses, business development activities and public events, rather than changes to the public realm.
- 3.6 The bid in Hackbridge will build on existing development plans to take forward an integrated transport package, enhance the centre as a sustainable suburb and strengthen links with the River Wandle and the Wandle Trail.

4 Financial implications

- 4.1 Outer London Fund Round Two schemes of up to £2m per place are a mixture of capital and revenue schemes at a ratio of 4:1, capital:revenue. The funding is spread over two years.
- 4.2 If the bids are successful, they must be implemented and all funding spent by March 2014.
- 4.3 It is permitted to include project management costs as part of the bid proposals to assist delivery.
- 4.4 There is £100K of LIP and £80K Section 106 funding for 2011-12 to begin work on an 'Integrated Transport Package' for Worcester Park.
- 4.5 A separate report has been submitted to the Executive on 12th September 2011 on the proposed funding submission in 2012-13 for the LIP through TfL. Included in this submission is a bid for Worcester Park and North Cheam Integrated Transport Package of £665K. If the Council is successful in its bid for Worcester Park and North Cheam for OLF funds, the LIP submission will put forward a scheme for Hackbridge Integrated Transport Package instead, using this £665K of 2012-13 LIP funding.

5 Influence of the Council's Core Values

- 5.1 Achieving funding from the OLF will contribute to making Sutton a fairer, cleaner, greener, safer borough.

6 Equalities impact assessment

- 6.1 As part of the development of these schemes a full programme of consultation and community engagement will be taken, including during the development of the bid.
- 6.2 A Members and Stakeholders Group was established to guide the Wallington Integrated Transport Package, representing a diverse cross-section of the local community. A similar group will be set up for Worcester Park and North Cheam.
- 6.3 Developing vibrant and growth-orientated town centres generates both jobs and opportunities for local people.

Appendix 1**Mayor's OLF Round 2: outline of proposed bids**

Bid	Scheme elements
Worcester Park and North Cheam	<ul style="list-style-type: none"> - Develop the existing STEP 1 'integrated transport package' proposal for Worcester Park to include North Cheam and improve the area for pedestrians, cyclists and public transport users, in line with Smarter Travel principles; - Build on successful, and publicly supported, 'Streets for People' (public realm improvements) to gather public support for further community-led public realm enhancements; - Set up a business network and work with Scola to develop a new business 'incubator', creating a culture of enterprise around North Cheam; - Provide funding to improve the appearance of empty retail or business units; - Ensure that works to North Cheam create an attractive area for businesses to invest in. Within this context a key element of the bid proposal is to work with the owner of Victoria House and/or the receiver and adjacent properties to develop a planning brief for the buildings or the plots: the overall project in North Cheam will make redevelopment easier and more attractive.
Sutton Town Centre	<ul style="list-style-type: none"> - Collaboration between Council and business to develop and deliver elements of the OLF bid. - Range of measures to deliver a programme of arts and music events to animate the public space which has been created through the Sutton Town Centre regeneration. Events would be facilitated to ensure community ownership, for example engaging local arts stakeholders such as the Secombe Centre, and local charities and organisations who specialise in outdoor events. The aim is to use the Town Centre as a platform for Sutton talent and creativity, and the programme of activities would build to a large-scale event for the Olympics. Such a programme would strengthen community engagement, and greater animation of the Town Centre would create a more attractive space, with the aim of further incentivising business investment. - Enhancement to and highlighting of the conservation area of the High Street, for example providing shop front grants for businesses to improve the appearance of their facades. - Consider implementing an awards scheme for the 'best dressed' shop fronts to encourage businesses to engage. - Implement way finding in the Town Centre (i.e. Legible London). - Investigate potential of opening the side entrance to the station and if possible ensure relevant public realm improvements are made to ensure a safe and convenient arrival point (e.g. lighting, way-finding). - Encourage the development of a campaign to inspire local loyalty and pride to the town centre (along the lines of 'shop local'/'use your High Street').
Hackbridge sustainable suburb	<ul style="list-style-type: none"> - Enhancements to the public realm and sustainable transport measures; - Working with businesses to create economic uplift and growth – e.g. shop-front grants, business advice, Traders Association; - Improved access to and from the River Wandle from the town centre; - Bid is to be underpinned by One Planet Living principles, and will take the Hackbridge Masterplan as a start point.

Worcester Park Integrated Transport Package

Proposal for Consultation Process

Phase I

Objective: To establish links with the community and carry out initial consultation into what changes people living and working in the area would like to see

Time Frame	Action
September 2011	Preliminary consultation to identify key issues and levels of public support for the scheme
September 2011	Evaluation of Streets for People scheme to identify key aspects to be retained as part of the new scheme
September 2011	Preliminary consultation to aid development of OLF bid
October 2011	Local Area Committee Meeting with recommendation that a Member and Stakeholder group is established to manage the scheme
October 2011	Establish Member and Stakeholder group (Ward Councillors, Residential Groups, and Trader Associations)
November 2011	Development of Personal Stories with traders and residents to engage with the community and promote areas identified for development
Jan / Feb 2012	Undertake formal consultation including a Walk Cycle Reward Campaign – PTP travel awareness exercise and delivery of consultation (what improvements do you want to see in Worcester Park and North Cheam?)
January 2012 infrastructure	Appointment of consultant / agency for design of new
February 2012	Analysis of consultation results and discussion with Member and Stakeholder Group on scheme design

Phase II

Objective: To consult with the community on proposed designs for the Worcester Park and North Cheam area and finalise revised design for the new infrastructure

Time Frame	Action
March 2012	Appointed consultant / agency to produce proposed designs for second round of consultation
April 2012	Public exhibition and consultation of proposed designs in Worcester Park library (venue tbc)
July 2012	Discussion with Member and Stakeholder Group on revision of designs in line with feedback from consultation
September 2012	Member and Stakeholder group to approve final designs of new infrastructure
Ongoing	Member and stakeholder group engagement

Phase III**Objective: Implementation and completion of engineering works**

NB please note time frame is anticipated at this time but may change slightly if unforeseen circumstances arise in the implementation phase of the project.

Time Frame	Action
October 2012	Implementation of scheme engineering works
April 2013	Completion and launch of new infrastructure
Ongoing	Member and Stakeholder group engagement
Ongoing	Community engagement – newsletters, website, local press

Communications

Community newsletter on behalf of the Member and Stakeholder group
 Member and Stakeholder meetings
 Local press
 Public exhibition
 Walk Cycle Reward Campaign
 Website

Member and Stakeholder Group

Ward councillors
 Traders
 Residential groups
 Members of the local community

NB: Time frames have been estimated and are subject to change

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BioRegional**solutions for sustainability****The Outer London Fund Bid, Hackbridge:****‘Improving the economic and environmental sustainability of the local centre in Hackbridge’**

Bid Partners: London Borough of Sutton & Bioregional

Burning Issues:

Keeping employment regular and local is crucial to the economic stability of the area. Spending by local people in local shops helps retain finances in the area, a feature of sustainable growth. The redevelopment of the Felnax estate in particular has the potential to increase footfall in the high street, however there is concern amongst the town’s businesses that this may not occur, primarily due to:

- a) The lack of safe access to the high street from both the estate and surrounding areas;
- b) The run-down appearance of the high street; and
- c) The introduction of a supermarket within the estate.

Further, the town’s most prominent natural asset, the beautiful River Wandle, is made inaccessible for many residents due to thin, badly lit and overgrown pathways. The proposed Wandle Valley Regional Park, located on the other side of the high street, currently has no physical link to the River itself. Areas of high biodiversity such as these can be found in patches around the town, but no effort has been made to connect them and create a network of nature more valuable to residents than the sum of its parts.

The Proposal:

In response to these issues, the London Borough of Sutton (supported by Bioregional) is applying for a grant from the Outer London Development fund to achieve the following objectives:

- Working with businesses within the local centre to improve their competitiveness and stability in the face of supermarket threat, and take advantage of the potential footfall from the planned new residential accommodation;
- Helping local shops to reduce energy consumption, water consumption and waste, through internal and external refurbishment that enhances their beauty whilst maintaining the distinctive local character;
- Redesigning the layout of the local centre to improve pedestrian access and safety, encourage cycling, and become a more attractive area to visit and shop;
- Improving access to the River Wandle from the local centre by foot and bicycle, and create a ‘green corridor’ linking the River to the Wandle Valley Regional Park.

BioRegional

solutions for sustainability

The bid intends to incorporate all 10 One Planet Principles as indicators of sustainability, with the overall goal the promotion of harmony amongst the economy, society and environment of Hackbridge. These are outlined in the image below.

The overall value of the bid is expected to be in the region of £1.1 million, with the project duration a period of 2 years.

Please direct any comments or queries to Anthony Probert, the Project Manager responsible for the bid, on 0208 4040 4898 or Anthony.probert@bioregional.com

Zero carbon	making buildings more energy efficient and delivering all energy with renewable technologies
Zero waste	reducing waste, reusing where possible, and ultimately sending zero waste to landfill
Sustainable transport	encouraging low carbon modes of transport to reduce emissions, reducing the need to travel
Sustainable materials	using sustainable and healthy products, such as those with low embodied energy, sourced locally, made from renewable or waste resources
Local and sustainable food	choosing low impact, local, seasonal and organic diets and reducing food waste
Sustainable water	using water more efficiently in buildings and in the products we buy; tackling local flooding and water course pollution
Land use and wildlife	protecting and restoring existing biodiversity and natural habitats through appropriate land use and integration into the built environment
Culture and heritage	reviving local identity and wisdom; supporting and participating in the arts
Equity and local economy	creating bioregional economies that support fair employment, inclusive communities and international fair trade
Health and happiness	encouraging active, sociable, meaningful lives to promote good health and well being