

## Notice of Meeting

# Deputy Leader and Cabinet Lead for Economic Prosperity Decisions

**Date & time**

Tuesday, 17 May  
2016 at 3.00 pm

**Place**

Room 107, County  
Hall, Kingston upon  
Thames, KT1 2DN

**Contact**

Andrew Baird or Joss  
Butler  
Room 122, County Hall  
Tel 020 8541 7609 or 020  
8541 9702

**Chief Executive**

David McNulty



We're on Twitter:  
[@SCCdemocracy](https://twitter.com/SCCdemocracy)

**If you would like a copy of this agenda or the attached papers in another format, eg large print or braille, or another language please either call 020 8541 9122, write to Democratic Services, Room 122, County Hall, Penrhyn Road, Kingston upon Thames, Surrey KT1 2DN, Minicom 020 8541 8914, fax 020 8541 9009, or email .**

**This meeting will be held in public. If you would like to attend and you have any special requirements, please contact Andrew Baird or Joss Butler on 020 8541 7609 or 020 8541 9702**

**Elected Members**  
Mr Peter Martin

## AGENDA

### 1 DECLARATIONS OF INTEREST

To receive any declarations of disclosable pecuniary interests from Members in respect of any item to be considered at the meeting.

### 2 PROCEDURAL ITEMS

#### a Members' Questions

The deadline for Members' questions is 12pm four working days before the meeting (05 May 2016).

#### b Public Questions

The deadline for public questions is seven days before the meeting (04 May 2016).

#### c Petitions

The deadline for petitions was 14 days before the meeting, and no petitions have been received.

### 3 TOWN CENTRE REVITALISATION FUND

(Pages 1  
- 24)

In July 2015 the Leader announced an annual £1m fund, allocated in the Medium Term Financial Plan (MTFP). This fund is to support investment in Surrey's secondary shopping centres with the aim of promoting economic prosperity as well as improving the health and well being of our residents and communities by providing better facilities and an improved retail offer. This is split between two funds:

- The Town Centre Revitalisation Fund (TCRF) which provides for individual proposals of up to £0.35m (dependent upon availability of funding) from district and boroughs to support local centre revitalisation and regeneration initiatives. This fund requires 50% match funding and attracts 75% of the annual £1m.
- The Local Centre Improvement Fund for smaller shopping parades for bids between £5,000 and £30,000 which is being delivered as part of the Community Improvement Fund. This fund attracts 25% of the annual £1m.

The first bid presented has been considered by and received support from the Investment Panel:

Mole Valley Borough Council: Leatherhead Southern Gateway (Church Street)

**David McNulty**  
**Chief Executive**  
Published: Monday, 9 May 2016

### **MOBILE TECHNOLOGY AND FILMING – ACCEPTABLE USE**

Those attending for the purpose of reporting on the meeting may use social media or mobile devices in silent mode to send electronic messages about the progress of the public parts of the meeting. To support this, County Hall has wifi available for visitors – please ask at reception for details.

Anyone is permitted to film, record or take photographs at council meetings. Please liaise with the council officer listed in the agenda prior to the start of the meeting so that those attending the meeting can be made aware of any filming taking place.

Use of mobile devices, including for the purpose of recording or filming a meeting, is subject to no interruptions, distractions or interference being caused to the PA or Induction Loop systems, or any general disturbance to proceedings. The Chairman may ask for mobile devices to be switched off in these circumstances.

It is requested that if you are not using your mobile device for any of the activities outlined above, it be switched off or placed in silent mode during the meeting to prevent interruptions and interference with PA and Induction Loop systems.

*Thank you for your co-operation*

This page is intentionally left blank

**SURREY COUNTY COUNCIL****DEPUTY LEADER AND CABINET MEMBER FOR ECONOMIC PROSPERITY****DATE: 17 MAY 2016****LEAD OFFICER: TREVOR PUGH, STRATEGIC DIRECTOR ENVIRONMENT AND INFRASTRUCTURE****SUBJECT: TOWN CENTRE REVITALISATION FUND****SUMMARY OF ISSUE:**

In July 2015 the Leader announced an annual £1m fund, allocated in the Medium Term Financial Plan (MTFP). This fund is to support investment in Surrey's secondary shopping centres with the aim of promoting economic prosperity as well as improving the health and well being of our residents and communities by providing better facilities and an improved retail offer. This is split between two funds:

- The Town Centre Revitalisation Fund (TCRF) which provides for individual proposals of up to £0.35m (dependent upon availability of funding) from district and boroughs to support local centre revitalisation and regeneration initiatives. This fund requires 50% match funding and attracts 75% of the annual £1m.
- The Local Centre Improvement Fund for smaller shopping parades for bids between £5,000 and £30,000 which is being delivered as part of the Community Improvement Fund. This fund attracts 25% of the annual £1m.

The first bid presented has been considered by and received support from the Investment Panel:

Mole Valley Borough Council: Leatherhead Southern Gateway (Church Street)

**RECOMMENDATIONS:**

It is recommended that the proposed grant funding to Mole Valley District Council of £0.2m in 2016/17 from the Town Centre Revitalisation Fund and as set out in Annex 1 is approved.

**REASON FOR RECOMMENDATIONS:**

The Council seeks to work with the boroughs and districts to promote economic prosperity for residents. The primary aim of the TCRF is to provide investment to Surrey's secondary town centres (secondary centres in large towns or district and local centres), with the primary aim of supporting economic prosperity in these areas, including business retention and attracting new businesses, improved footfall and dwell time.

Approval of the funding for Mole Valley will provide the level of investment required to successfully complete a high standard public realm project (as identified by the Coast to Capital Strategic Economic Plan) in Church Street, Leatherhead and provides for an initial impetus to the Transform Leatherhead masterplan.

Approval of the funding will also enable the project to proceed within the prescribed

---

timescale as set out in the bid document in Annex 2

The bid has received the support of the Investment Panel, the Local Committee Chairman (and Local Member) and the officer screening panel.

The project is considered to meet the criteria of the fund and provides sufficient match funding as set out in the Fund Prospectus in Annex 3

The Surrey County Council (SCC) funding will complete the package of funding in order to provide the standard of scheme that meets the objectives of the Local Enterprise Partnership (LEP), without which a lesser standard of public realm project will be achieved.

#### **DETAILS:**

1. The TCRF provides for individual proposals of up to £0.35m from district and boroughs addressing local centre revitalisation.
2. The fund was launched in February 2016 following consultation with district and borough economic development officers.
3. Bids are being developed by the districts and boroughs in consultation with the Council and will be presented to the Investment Panel as appropriate. In March 2016 the following bid was presented to the panel for which it received the Panel's support and it is for this application that approval is sought in this report:

#### **Mole Valley: Leatherhead Southern Gateway - Church Street**

This project provides for the upgrade of public realm in Church Street, Leatherhead, alongside the establishment of a new "Little" Waitrose food store. This will increase the footfall with a mix of uses and provide an impetus for new private sector investment as part of the Transform Leatherhead masterplan.

The project aims to address Leatherhead's vulnerability to competition from larger nearby centres such as Kingston, Guildford, Epsom and Crawley by:

- i) creating a lively and interesting environment with increased footfall and mix of uses and users and;
- ii) providing public realm enhancements in Church Street which will contribute to and lead on the wider regeneration of the town centre, attracting new private sector investment and jobs and underpin both planned and intended investment in the commercial vitality of the town.

#### **CONSULTATION:**

4. Internal consultation has taken place including with the Deputy Leader, the Investment Panel, screening panel officers from finance, economy team, highways as well as with place and sustainability. The Local Committee Chairman who is also the Local Member has been consulted and is supportive of the proposal.

5. External engagement and consultation was led by Mole Valley District Council. Extensive local consultation undertaken as part of the Masterplan process via: paper and on-line surveys; public exhibitions; consultation events with residents, workers, visitors, businesses, major employers and hard-to-reach groups. This was supplemented by the creation of cross County/District Member and community reference groups. The town's retail offer and quality of public realm were amongst the highest priorities identified by this consultation process.
6. Further consultation will be undertaken in early summer with stakeholders to agree the details of the design. An exhibition is planned in April to illustrate the masterplan for Leatherhead and it is intended to include details of the Church Street scheme. A *Transform Leatherhead* Members Steering Group and Stakeholders Group have been consulted on aspects of the master planning and consultation including the proposals for Church Street.

#### **RISK MANAGEMENT AND IMPLICATIONS:**

7. The following risks have been identified and assessed:

<b>Risk</b>	<b>Mitigation</b>
Risk of cost overrun due to proposals currently being based on cost estimates	Cost schedule includes 10% contingencies and 10% risk allocation. Any overrun of costs will be the responsibility of Mole Valley District Council as stated in the terms and conditions within the Funding Agreement.
LEP is agreed in principle, subject to legal agreement.	Funding from the LEP has been allocated for spending in 2016/17. In the unlikely event of this money not being awarded, SCC will work with Mole Valley District Council to identify alternative options within the project scope and in line with the funding agreement.
Public acceptability – SCC being associated with an unpopular scheme	Early design has taken account of previous consultations and scheme being designed to accommodate future changes in the way the street is used.

#### **Financial and Value for Money Implications**

8. The total cost of the project is £805,350. Of this £200,000 is required from the TCRF for 2016-17 with no further funding requested beyond this period. This sum is within the maximum fund amount available for each authority of up to £350,000 and is well within the overall 2016-17 approved capital budget. Match funding of £605,350 has been secured, subject to legal agreements as illustrated in Annex 1. This match funding has provided the opportunity for funding from a variety of sources. SCC funding will enable higher quality public realm to be implemented creating the environment necessary to attract and retain visitors as well as encourage private investment.

### **Section 151 Officer Commentary**

9. The Section 151 Officer supports the proposed contribution to the Leatherhead Southern Gateway project which will help to enhance the economic prosperity of the area. The project, and the wider TCRF, have been scrutinised by the Council's Investment Panel.
10. The contribution of £0.2m will be met from the approved capital budget and will be subject to a Funding Agreement between the two councils to ensure the funds are correctly managed.

### **Legal Implications – Monitoring Officer**

11. By virtue of the general power of competence in Section 1 of the Localism Act 2011, the Council has the ability to do anything for the benefit of the authority, its area or persons resident or present in its area. As the proposed grant is being made to another local authority there are no state aid implications.
12. The provision of grant funding under the Town Centre Revitalisation Fund is contingent upon the receiving organisation entering into a grant agreement with the Council. This agreement contains a variety of terms and conditions to protect the use of the grant monies. These terms and conditions include provisions enabling the repayment, claw-back or withholding of the grant monies should agreed milestones or objectives not be met.

### **Equalities and Diversity**

13. An Equality Impact Assessment (EIA) has not been carried out for the purposes of the TCRF. The primary aim of the fund is to support economic prosperity to secondary towns. However, it is also envisaged that projects will improve the general health and wellbeing of Surrey's residents and communities by encouraging physical activity, assisting vulnerable groups and supporting independent living.
14. The Leatherhead project will improve public realm and quality of the environment. The project will provide opportunities to improve the facilities for cyclists, declutter the street and include good seating whilst quality footways will make the street safer and more pleasant to use. The scheme will enable footways to be widened facilitating more activity on the street. As such there will be no adverse impacts on any one group. However, further consideration will be given to access as the design stage progresses in consultation with the Mole Valley Access Group. The Transform Leatherhead Strategy will also be integrated into the Local Plan which will be subject to the usual EIA analysis.

### **Climate change/carbon emissions implications**

15. The aim of the Leatherhead project is to increase footfall by improving the quality of the environment, providing a mix of users and improving access. There is a risk of increased carbon emissions as a result of more visitors if these visitors are car drivers. However, this is likely to be insignificant as the focus of the funding is for public realm improvements which encourage greater pedestrian flow, and pedestrian linger time. Decluttering the street and the inclusion of good seating and quality footways will make the street



safer and more pleasant to use. The scheme will enable footways to be widened facilitating more activity on the street. Extra cycle parking will offer further opportunities for cyclists in addition to the present facilities.

#### **WHAT HAPPENS NEXT:**

16. Should the Deputy Leader on 11 May 2016 agree the recommendations, the process would proceed as follows:
17. Leatherhead Church Street Investment:
  - a. decision communicated to Mole Valley and work to put in place funding agreement
  - b. put in place reporting arrangements to track project delivery
  - c. work with Mole Valley to communicate the project implementation and benefits.
20. Town Centre Revitalisation Fund:
  - a. Work is ongoing with the Surrey boroughs and districts to develop proposals for consideration by Investment Panel. Bids that fit with the fund criteria and achieve value for money will be brought to the Deputy Leader for decision.

---

#### **Contact Officer:**

Lesley Harding, Place & Sustainability Group Manager, 020 8541 8091

#### **Consulted:**

Investment Panel

Peter Martin, Deputy Leader and Cabinet Member for Economic Prosperity

Tim Hall, Mole Valley Local Committee Chairman – Divisional Member

Tony Orzieri, Finance Manager

Kevin Lloyd, Senior Policy Manager

Richard Bolton, Local Highways Group Manager

#### **Annexes:**

Annex 1 - Town Centre Revitalisation Fund Recommendation for Decision

Annex 2 – Mole Valley: Leatherhead Southern Gateway Project Application Bid document

Annex 2 - Appendix 1 – Church Street Design Concept

Annex 3 – Fund Prospectus

#### **Sources/background papers:**

- No background papers were used in the preparation of this report.

This page is intentionally left blank

**Annex 1 - Town Centre Revitalisation Fund Recommendation for Decision May  
2016**

	Funding required £									
	2016-17		2017-18		2018-19		2019-120		2020-21	
	SCC	Match	SCC	Match	SCC	Match	SCC	Match	SCC	Match
<b>Mole Valley:</b> Leatherhead Southern Gateway - Church St	200,000	605,350	n/a							
Total	805,350									
SCC unallocated	550,000		750,000		750,000		750,000		750,000	

Match funding has been secured for 2016/17 in order to achieve completion of works as soon as possible after the opening of Waitrose in summer 2016.

- £297,850 Section 106 funds agreed and available via MVDC
- £262,500 LEP Growth Deal funding agreed subject to legal agreement
- £30,000 developer funds through Section 278 Agreement – final figure to be agreed prior to signing of funding agreement
- £15,000 from SCC Local Committee agreed
- £200,000 from SCC TCRF – requested

This page is intentionally left blank

## Annex 2 – Leatherhead Southern Gateway Bid Application

### Mole Valley – Leatherhead southern Gateway (Church Street)

#### Initial bid application template – Town Centre Revitalisation Fund

##### Application details

Project Name/Location	Leatherhead Southern Gateway Project
Name of Local Authority	Mole Valley District Council
Contact name/s	Rod Shaw
Contact email/s	<a href="mailto:rod.shaw@molevalley.gov.uk">rod.shaw@molevalley.gov.uk</a>
Contact telephone/s	01306 879247

##### Your Project

Please write a short summary of the content & objectives of your project.

The geographical focus is a key section of Church Street, Leatherhead between the junction with The Crescent and High Street (see attached plan). This area forms a gateway into Leatherhead from the south and marks a transition between the conventionally trafficked streets to the shared surfaces of the commercial centre of the town. The aim is significantly to upgrade the public realm alongside the establishment of a new “Little” Waitrose food store. The public realm works will: enable the new store to be adequately serviced; provide an impetus for new private sector investment in Church Street and more widely within Leatherhead; create a significant area of public space that will engender civic pride; provide a better setting to The Theatre; declutter the street and enable it to adapt to a variety of street uses and a range of management scenarios; encourage additional pedestrian foot flow and increase dwell-time; demonstrate the value of joint working between the private and public sectors; set down a marker for the future standards of public realm enhancement in Leatherhead; provide an initial impetus to the *Transform Leatherhead* (Masterplan) agenda. The project will address issues of street surfaces, soft landscaping, lighting, street furniture, signage and access for a variety of transport modes and users. The aim is to create a lively and interesting street with increased footfall where a mix of uses and users can complement one another and produce a vitality currently missing.

This project has the potential to provide the Town Centre Revitalisation Fund with a high-profile ‘early win’. The project has considerable match funding in place, has commissioned design works and an established delivery timeframe linking to a key commercial development. By supporting it, the project will be able to deliver the quality and scope of improvements needed for this to be both the first stage of a significant regeneration of Leatherhead and an important town centre revitalisation zone in its own right.

##### Your planned investment

Please use the space below to give details of the investment that you are planning, including details of any preliminary feasibility assessments or survey work that has been conducted, including their outcomes.

## Annex 2 – Leatherhead Southern Gateway Bid Application

The key design proposals for the public realm have arisen out of the master-planning exercise for *Transform Leatherhead* undertaken by Nexus Planning and a more detailed technical note for Church Street produced by Atkins. A copy of the cost schedule from the technical note is attached. The design principles are underpinned by a desire to produce an uncluttered street that is more legible and transparent, offering views to key places: The Theatre, the High Street and the various businesses that line the street. The following are a list of the main features of the scheme:

- existing planters and trees removed to increase visibility to the Theatre and the street
- introduction of signature lighting and informal seating
- signage rationalisation to remove clutter
- high quality stone paving to unify space
- theatre entrance highlighted
- car parking accommodated within new shared surface space
- widening the eastern footway width by up to 2.7 metres to encourage the use of the space for outdoor seating outside two restaurants thus adding interest, activity and vibrancy to the street
- widening the western footway by up to 0.7 metres to encourage the use of outdoor space adjacent to two additional eating establishments
- Provision of 15 on-street parking spaces, including disabled spaces, (a net loss of 2 spaces more than compensated by the increased capacity of the pay-and-display parking to the rear of Waitrose)
- introduction of new street trees
- rationalisation of street furniture and provision of cycle parking and seating

### **Rationale**

Please provide an explanation of how the project will help to achieve the objectives of this fund as set out in the prospectus – strategic fit/aims, economic prosperity, health and well being. Include any additional strategic aims that are unique to this project and how your rationale for the investment will help to achieve them.

### **Strategic Fit and Rationale**

In strategic terms, the Coast to Capital Strategic Economic Plan (SEP) notes the steady decline in the retail and leisure offer of Leatherhead, together with the decline in the standards of the public realm. The SEP recognises the importance of place and creating the right conditions for enterprise. It states that a quality environment is necessary to attract and retain visitors and encourage them to spend. This strategic view has been confirmed by an extensive local consultation undertaken as part of the Masterplan process via: paper and on-line surveys; public exhibitions; consultation events with residents, workers, visitors, businesses, major employers and hard-to-reach groups and the creation of cross County/District Member and community reference groups. The town's retail offer and quality of public realm were amongst the highest priorities identified by this consultation process. Leatherhead has the potential to be a local destination town and to develop its visitor economy offer in association with the Surrey Hills AONB and to revive its position as a local shopping, recreational, business and cultural centre serving the north of Mole Valley and beyond. In order to do this it must provide an environment in which businesses will thrive.

## Annex 2 – Leatherhead Southern Gateway Bid Application

One of the key components of this is the enhancement of the public realm within the town centre. The other main component is attracting quality retailers that will act as attractors; the work to attract and accommodate Waitrose is a significant step forward for Church Street and this part of the town.

The intention behind the public realm enhancements in Church Street is to contribute to and lead on the wider regeneration of the town centre, to improve its physical environment, attract new private sector investment and jobs and underpin both planned and intended investment in the commercial vitality of the town. The Southern Gateway Project is set within the context of *Transform Leatherhead*, providing a strategic context within which a series of individual projects will contribute to the overall revitalisation of the town.

Leatherhead is a small town that is vulnerable to competition from larger centres nearby: Epsom, Kingston, Guildford, Crawley and so on as well as the ever increasing impact of on-line shopping. Significant investment in the town over the last 30 years has been minimal and there is a negative vibe pervading discussions about the future of the town. However, the work on *Transform Leatherhead* shows that there is potential to strengthen Leatherhead's role as a local centre and that there is a genuine wish on the part of the community to make this objective a reality.

The commitment of Waitrose to opening a store in Church Street provides a new optimism. The works to the public realm necessary to accommodate the store provide an impetus to undertake public realm improvements at this time. The opportunity is right for a combination of private and public investment in the context of the emerging *Transform Leatherhead* strategy.

Church Street is important to a variety of users. Cyclists use the parking facilities there, attracted by a popular cycle retailer and the convenience to the commercial centre. The project will provide opportunities to improve the facilities for cyclists. There is important disabled parking conveniently located to the semi-pedestrianised streets of the town centre. The decluttering of the street and the inclusion of good seating and quality footways will make the street safer and more pleasant to use. The scheme will enable footways to be widened facilitating more activity on the street.

Work undertaken as part of *Transform Leatherhead* shows dissatisfaction with the range of retailing in the town and the need for future investment. At the same time, consultations indicate that residents and visitors see the main assets of the town being its riverside setting and its historic buildings. The basis of an attractive town centre is already there if the town centre retail and business environment can be improved. This project provides an early opportunity to demonstrate the standards of public realm enhancement to which *Transform Leatherhead* aspires and which will underpin the investment by the private sector, including the investment by Hague Investments and Waitrose in Church Street.

The report on the *Transform Leatherhead* consultation identifies Church Street as one of the key places where public spaces could be enhanced or created. Of the five ideas for improving the town centre spaces, one states:

*'Revitalising and celebrating Church Street as a place for arts and leisure and as the southern gateway to the heart of the town centre.'*

This project will enable the draft vision for *Transform Leatherhead* to be delivered. This reads:

*'high quality, people friendly streets and space will combine to link the riverside, railway station, business and residential areas and the wider Mole Valley into the heart of the town'*

## Annex 2 – Leatherhead Southern Gateway Bid Application

centre.’

### **Funding**

Please state the total cost of the project and show evidence match funding of at least 50%. Match can be revenue funding, including a maximum of 10% of total project costs allocated to development costs. Please indicate how much funding is being requested and how this is to be split across the four years

	2016/17	201718	2018/19	2019/20
Funding request (capital) (£)	£200,000			
Match funding secured (capital) (£)	£590,350			
Match funding (revenue) £	£15,000			
Total Cost £	£805,350			

### **Please provide status of match funding**

£297,850 Section 106 funds agreed and available via MVDC

£262,500 LEP Growth Deal funding agreed subject to legal agreement

£30,000 developer funds through Section 278 Agreement – final figure to be agreed between parties in next couple of weeks

£15,000 from SCC Local Committee agreed

### **Project dependencies**

Please indicate any specific dependencies which determine the timescale for delivery and funding requests.

The agreement between Hague Investments and Waitrose is that the food store will be open



## Annex 2 – Leatherhead Southern Gateway Bid Application

for trading at the end of the summer of 2016. Alterations to the public highway to accommodate delivery vehicles will need to be completed for the opening. The wider works of enhancement will need to follow quickly on to minimise the period of transition.

Funding from the LEP has been allocated for spending in 2016/17

### **Value for Money**

Please provide an explanation of how the project provides value for money.

#### Value for Money

First, the project provides an opportunity to combine funding from a variety of sources. Without this opportunity to combine the funds, the project would not succeed in a form that would raise standards to the level necessary for a meaningful impact.

The project enables public realm improvements to level and complement private property improvements.

By using quality, robust materials the cost-in-use over a longer time period will be reduced. By undertaking a comprehensive scheme, longstanding issues of maintenance can be tackled and revenue costs in maintaining the street reduced.

Rationalising street furniture, including lighting and signage, can reduce maintenance costs.

Improving the street will raise property values, encourage a range of business activity, make empty premises easier to let and increase income from business rates.

Careful tendering and project management will ensure control over costs.

### **Consultation**

Please give a summary of any consultation undertaken:

#### Member Engagement

Prior to setting up the project a meeting was held with town centre representatives, including Members, to agree the focus on Church Street. The principle of the project has been agreed with the Council's Executive.

*Transform Leatherhead* consultations have been extensive and a report produced, on the back of which the current project has emerged.

Project meetings with Hague Investment have included County Councillor Tim Hall, MVDC's Executive Member for Town Centres and a local District Councillor.

Further consultation will be undertaken in early summer with stakeholders to agree the details of the design. An exhibition is planned in April to illustrate the masterplan for Leatherhead and it is intended to include details of the Church Street scheme. A *Transform Leatherhead* Members Steering Group and Stakeholders Group have been consulted on aspects of the master planning and consultation, including the thinking on Church Street.

#### Wider local consultation

## Annex 2 – Leatherhead Southern Gateway Bid Application

As above. It should be noted that the decision by Mole Valley District Council to focus available funds on Church Street and treat it as a priority project arose out of a meeting of community representatives in the Leatherhead Theatre two years ago. There was overwhelming support for this course of action.

### **Risks and Mitigation**

Please provide a summary of identified risks for associated with this project and what measures will be put in place to mitigate these risks

<b><u>Identified Risk</u></b>	<b><u>Mitigation</u></b>
Contractor not available to undertake the work	Discussions underway at an early stage to ensure contractor available. SCC already has a contractual relationship with the preferred contractor.
Delay between completion of Waitrose store and public realm works	Comms planned to minimise reputational risk and close links developed with Hague Investments
Adverse reaction to details of scheme	Early design has taken account of previous consultations and scheme being designed to accommodate future changes in the way the street is used.
Overrun of costs	Atkins estimates have made allowance for possible cost overruns. Further clarification of costs will be made during the detailed design work.

### **Monitoring and Evaluation**

Please set out how the impact of investment will be monitored and evaluated.

The following can be used to monitor the health of Church Street:

- Footfall counts (dependent on measurement infrastructure)
- Vacancy rates
- Car park income
- Reference group opinions

Annex 2, Appendix 1

Mole Valley – Leatherhead southern Gateway (Church Street)



# 14. CHURCH STREET - POTENTIAL ENHANCEMENTS

Church Street is an early opportunity for public realm improvements

1. Existing Planters and Trees removed to increase visibility to the Theatre from High Street.
2. Signature lighting and informal seating
3. Signage rationalised to remove clutter
4. New high quality stone paving to unify space
5. Theatre entrance highlighted
6. Car parking accommodated within new shared surface space
7. Additional parking
8. New "Slim" street trees



Proposal for Church Street



Signature lighting



Shared surface treatment



New tree planting



Illustrative view up Church Street



[www.transformleatherhead.com](http://www.transformleatherhead.com)

This page is intentionally left blank

# Investing in Surrey's Secondary Shopping Centres

**Funding Prospectus**

**DRAFT**



## **SECONDARY SHOPPING CENTRES FUND PROSPECTUS**

### **Introduction**

In July 2015, the Leader announced an annual £1m fund for 4 years from 2016/17 – 2019/20 to support investment in Surrey's secondary shopping centres.

*The council seeks to work with its partners in the boroughs and districts to promote economic prosperity for our residents. Many district and boroughs seek to support the development of secondary, local shopping areas. Through the use of match funding the County Council can increase the effectiveness of these investments. It is recommended that provision of up to £1m each year is made available to match funding provided by Surrey districts and boroughs to develop secondary, local shopping areas. The Deputy Leader will approve schemes after agreement with the Leader of the relevant borough or district council.*

### **Approach**

The funding will be distributed through two separate funding streams in order to enable investment at a range of levels of scales, ensure the fund meets local needs and supports borough and district plans for their centres.

**Town Centre Revitalisation Fund** - Up to £3m will be allocated to borough and district plans for secondary centre revitalisation, in individual proposals of up to £0.35m, requiring match funding of at least 50%. This will be planned through a 4 year investment programme in order that those boroughs with less well developed plans can have further scope to develop plans and those with developed plans can commence early implementation.

**Local Centre Improvement Fund** - Up to £1m will be allocated through an annual competitive process as part of the Leader's Community Improvement Fund. The fund will be open to bids from local community groups, parish councils, local business organisations etc for between £5k - £30k, with no minimum match funding requirement.

## THE TOWN CENTRE REVITALISATION FUND

### Aims and Objectives

The aim of the TCRF is to provide investment to Surrey's secondary town centres (secondary centres in large towns or district and local centres), with the primary aim of supporting economic prosperity.

The objectives of the fund are:

- To support SCC priorities:
  - Economic prosperity outcomes including business retention and attracting new businesses, improved footfall and dwell time
  - Health and well-being outcomes including encouraging cycling and walking to access, improved access for people with disabilities, supporting people to live independently
- To align with and help to deliver borough and district priorities for their centres
- To leverage at least 50% in match funding

### Approach

The fund will be distributed to boroughs and districts through a 4 year programme aligned with borough plans and timescales. The total fund available for the 4 years is £3m, with any individual body entitled to bid for in the region of £250k - £350k.

Boroughs are currently drawing up outline plans with a view to agreement of a first draft 4 year investment plan by February, with Deputy Leader sign off by March 2016. The programme will be reviewed on an annual basis to confirm or amend the next tranche of schemes.

<b>Timeline</b>	<b>Activity</b>	<b>Gateway</b>
<b>December 2015</b>	Investment Panel review fund approach	Sign off funding approach and criteria and agree level of information required from Bs and Ds to approve funding
	Letter to Boroughs and Districts to confirm approach	
<b>January/February 2016</b>	Draft investment programme developed with boroughs and districts	Bs and Ds come forward with first tranche of funding proposals
<b>February/March 2016</b>	Officer review – strategic fit and deliverability	Officer review to assess compliance with SCC priorities, deliverability and funding criteria
<b>March 2016 (bids can be taken on an ongoing basis based)</b>	Investment panel to review to confirm value for money	Value for money assessment
<b>April/May</b>	Cabinet to sign off and delegation of responsibility for programme amendments to Deputy Leader	

## Town Centre Revitalisation Fund Criteria

Tests	Notes and Guidance
<b>Strategic Fit</b>	
Is there a clear vision for the town centre	For example, set out in the Local Plan, corporate plan, economic strategy or emerging plans and proposals.
Is the proposal focused on secondary shopping centres and unlikely to attract investment from other sources	<p>For example, a secondary shopping centre in a large town centre or a district or local shopping centre</p> <p>The town centre or area targeted for funding is not part of investment currently in place and is unlikely to attract investment from other sources.</p>
<p>Primary Criteria: How does the bid support economic development outcomes?</p> <ul style="list-style-type: none"> <li>- Attract and retain visitors</li> <li>- Diverse retail, culture and leisure offer</li> <li>- High quality public realm including pocket parks etc</li> </ul>	<p>For example:</p> <p>Improving look and feel eg restoring architecturally significant buildings, public realm, public art</p> <p>Developing events and attractions</p> <p>Improved signage or installation of wayfinder scheme</p> <p>Improving diversity of local offer eg upgrade of pavement areas for cafes and events</p> <p>Improved use of digital technology to improve local offer</p> <p>Acquiring assets and/or better managing assets</p> <p>Improve use of vacant or underutilised space to expand offer eg community facilities, flexible workspace</p> <p>Create temporary uses for vacant sites awaiting redevelopment</p> <p>Supporting mixed use development</p> <p>Making better use of spaces above shops for employment or residential use</p>
<p>Secondary Criteria: Does the bid additionally support health and wellbeing outcomes?</p> <ul style="list-style-type: none"> <li>- Encouraging physical activity</li> <li>- Supporting vulnerable groups</li> <li>- Supporting independent living</li> </ul>	<p>For example:</p> <p>Additional / upgraded cycle parking</p> <p>Measures to improve access for people with mobility issues eg dropped kerbs</p> <p>Improved lighting</p> <p>Signage and street furniture in line with dementia friendly guidance</p> <p>Better pavements and crossing facilities for pedestrians</p> <p>Measures to address road casualty issues eg junction improvements</p> <p>Improved access to key services in town centre locations</p>
<b>Business Case</b>	
Is there evidence of need / what data is currently collected to support evaluation of outcomes	<p>Eg</p> <p>Town centre health check data</p> <p>Vacancy rates</p> <p>Measures of footfall</p> <p>Business turnover</p> <p>Modal shift</p> <p>Satisfaction surveys</p> <p>Inward investment levered</p> <p>Business rate income</p> <p>Schemes identified in Local Transport Strategy</p>
Operational arrangements	How will the project be procured and delivered, role of BIDs / town centre management arrangements
Evidence of member engagement	Have local members (borough and county) been involved / informed and do they support the proposals.
Is there evidence of wider partnership working	Evidence of local consultation Partnership with local retailers, other businesses, residents associations etc
<b>Deliverability</b>	



Timescale	What is the proposed timescales for delivery of the project across the period 2016/17 – 2019/20
Have risks and mitigation measures been identified	Evidence of risk management plan
<b>Funding</b>	
How much funding is being requested?	We are proposing that each borough can bid from the 4 year fund, with bids in the region of £250k to £350k. The funding can be split across years.
Is there evidence of match funding of at least 50%	Match can be revenue funding, including a maximum of 10% of total project costs allocated to development costs. Statement of confirmation of match funding in place and committed to the project.
Is the proposed expenditure capital?	Confirm that SCC funds will be spent only on capital items
How is risk and contingency being managed?	Is there an allowance for risk and contingency? Any shortfall would need to be met by the borough and district or third party funds.
What are the longer term ownership and maintenance implications?	Need to clarify long term responsibility for additional infrastructure, eg public art, green space etc.
<b>Procurement</b>	
Procurement plan	Procurement in line with public sector procurement regulations

### **Funding Mechanism**

Further consideration is being given to the funding mechanism, with advice from Finance and Legal services, to cover issues such as eligible match funding, liability for future maintenance costs, treatment of underspends, etc. A funding agreement will be in place, using SCC's standard grant funding terms & conditions, which will specify outcomes and payment terms.

### **Communications**

A joint approach to communication on impact of the investment will be agreed with each borough and district.

### **Evaluation**

Evaluation of the fund will be carried out annually to consider:

- Individual scheme delivery
- Achievement of fund objectives
- Amendments to future programme as required

The evaluation and revised programme will be presented to Investment Panel, Scrutiny Board and Local Committee Chairmen on an annual basis.

## THE LOCAL CENTRE IMPROVEMENT FUND

### Aims and Objectives

The aim of the LCIF is to support small improvements in local shopping facilities and areas that can have a positive impact on local quality of life.

### Objectives

- To support delivery of the county council's corporate priorities:
  - Health and well-being
  - Economic prosperity
  - Resident experience
- To support improvements to local shopping areas which enhance their attractiveness and value to the local community
- To support improvements to local shopping areas that improve their accessibility and attractiveness for all members of the local community including vulnerable groups
- To enable local community groups and associations to secure funds that meet local needs

### Approach

This new capital fund provides local communities with the opportunity to make improvements to their local shopping parades and facilities, improving the public realm and local environment of benefit to all within the local community.

The focus of the fund is on local shopping parades and village centres rather than town centre locations. The types of measures that may be funded include: seating, signage, environmental improvements.

Bids are invited between £5,000 and £30,000 for one off capital schemes. Funders are required to provide evidence of some match funding from other sources in order to show commitment/support to the project. However this may be either financial or time offered free of charge that contributes to reducing cost of project.

Bids will be open to any organisation with an interest in their local area including town and parish councils, community and voluntary sector groups and business groups. The fund will be run as an annual competition as part of the Leader's Community Improvement Fund but with a specific focus on benefits to local shopping facilities and areas. Appropriate checks will be undertaken before any funded is agreed.

Up to £1m will be distributed over the 4 years of the funding period.

Date	Activity
1 <sup>st</sup> April	Fund goes live
15 <sup>th</sup> July	Closing date for bids
20-22 July	Scoring of bids by officers
22 – 29 July	Opportunity to request further information from bidders and amendments made
August	Final officer assessment of bids
September	Bid assessment by Panel
October	Decision by Leader

### Fund Criteria

Types of Initiative that the	Funding of up to £30k (or more in exceptional circumstances)
------------------------------	--

funding might support	<p>where need and local support can be clearly demonstrated) is available for capital schemes that improve the quality of local shopping parades and facilities. The types of improvement might include:</p> <ul style="list-style-type: none"> <li>• Seating</li> <li>• Highways improvements including signage, raised tables</li> <li>• Paving improvements</li> <li>• Planting</li> <li>• Decluttering of broken and unnecessary street furniture</li> </ul>
Primary Criteria: The proposal must meet all of the following criteria	<ul style="list-style-type: none"> <li>▪ Funding is focused on local shopping centres or parades</li> <li>▪ Improvements should be accessible to all and not for exclusive benefit of any one section of the community</li> <li>▪ Funding should be focused on investments that improve the economic vitality and environmental quality of the area and / or improve local health and well-being</li> <li>▪ Bidders should be able to demonstrate their role in supporting the local community in which the funds are being targeted</li> <li>▪ For any proposals relating to highways activity, the support of the SCC Area Highways Manager should be sought.</li> </ul>
Secondary Criteria: the proposal should seek to meet these additional, desirable criteria	<ul style="list-style-type: none"> <li>▪ Evidence and value of any match funding – bids are welcomed that can demonstrate support from other sources – this might be financial or time offered free of charge that contributes to reducing cost of project</li> <li>▪ Proposals should demonstrate the support of local elected members and/or the Local Area Committee</li> </ul>
Deliverability	<ul style="list-style-type: none"> <li>▪ Outline the timescale in which the funding will be spent</li> <li>▪ Detail of any permissions required to carry out the work, including status of permissions</li> </ul>
Grant Conditions	<ul style="list-style-type: none"> <li>▪ Must get minimum of three written quotes for any works</li> <li>▪ Must provide receipts for expenditure within 12 months of being awarded the grant</li> </ul>
Eligibility	<ul style="list-style-type: none"> <li>▪ Bids must be from properly constituted groups and include evidence of at least one year of audited accounts. Where this is not possible at the very least there must be a current/valid bank account and required signatory.</li> </ul>
Restrictions. The funding cannot be used for the following activities	<ul style="list-style-type: none"> <li>▪ Support for any political party or affiliated organisation</li> <li>▪ Ongoing revenue costs</li> <li>▪ To replace funding from other sources that has been withdrawn</li> <li>▪ To fund activities that are the statutory responsibility of a public sector body</li> <li>▪ To fund anything that contravenes County Council policy</li> </ul>

	<ul style="list-style-type: none"><li>▪ Retrospective funding for activities already undertaken.</li></ul>
--	--