

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD603

Title: Outer London Fund – Award of Round 1 Grant Funding

Executive Summary:

Formal approval is required for the award of Outer London Fund (OLF) grant funding to 20 London boroughs in respect of 30 projects following the Mayor's in principle approval of the recommendations of the OLF appraisal panel and GLA and LDA officer technical assessment.

The director has authority to consider and approve the recommendations, power to do so having been delegated in this regard under MD840 (see attached at appendix 3).

Decision:

That the Director approves the award of grant funding (with an aggregate value of up to £9,898,568.00 – (£5,834,510 Capital and £4,064,058 Revenue) to 20 boroughs as a contribution to the costs of their proposed OLF projects (details of each set out at sections 1.8, 1.10 and appendices 1 and 3 of this report) and the entry into grant funding agreements with each).

AUTHORISING DIRECTOR/HEAD OF UNIT

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name Fiona Fletcher Smith

Position Executive Director Development and Environment

Signature



Date 29/9/11

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 On 28 March 2011, the Mayor announced the OLF to boost regeneration and rejuvenate town centres at the very heart of local London communities. Working with the Outer London Commission (OLC), as established by the Mayor of London to advise on how Outer London can play its full part in the city's economic success, round One of the OLF was launched by the Mayor on 13th June 2011 and Round Two was launched on July 19th 2011.
- 1.2 The OLF aims to encourage regeneration and growth along high streets and securing a more equitable distribution of regeneration funding among those boroughs which will likely benefit less directly from Crossrail, the Olympics and other major regeneration initiatives. The objective of this fund is to strengthen the vibrancy of high streets and their environs, ranging from local parades of shops to major town centres. This fund will be supported by the offer of advice from GLA Group that can be targeted at improving the character, design quality and economic vitality of selected high street places.
- 1.3 Up to £50 million will be made available over the three years of the programme. It comprises £10 million of revenue funding from the LDA in 2011/12 and up to £40m capital funding from the GLA through Prudential Borrowing over 2011/12 and 2013/14.
- 1.4 To ensure that resources were available for early delivery the Mayor has already
- 1.5.1 approved (under MD 840) the:
- (a) OLF programme and mechanics of its operation;
 - (b) procurement of specialist advisory services required for the programme;
- 1.5.2 directed the LDA to transfer its £10,000,000.00 of OLF Round 1 allocation to the GLA; and
- 1.5.3 delegated to authority to the Executive Director of Housing and Regeneration to approve related matters including award of grant funding under the scheme and use of programme funds to support the delivery of the initiative.

Round 1 Summary

- 1.6.1 The selection of successful boroughs and projects was reached after considering the applications objectively against evaluation criteria set out in a Prospectus issued to all bidders (see appendix 5) and in the light of a rigorous assessment conducted by officers, the consideration of an appraisal panel (details of panel set out at section 1.9 below) and the Mayor. This is illustrated on a map of London at Appendix 2.
- 1.6.2 The Programme was first announced March 23rd by the Mayor. All of the London boroughs were contacted in advance, told of the forthcoming Outer London Fund opportunity and invited to a round 1 launch event at City Hall 13th June 2011. All Borough CEO's and Regeneration leads were then also sent the prospectus and press release and alerted to the posting of the application packs and prospectus on the Greater London Authorities website. The deadline for submission was 18th July 2011.

- 1.6.3 A total of 72 bids were received on Monday 18 July from 26 boroughs. A further 3 bids were non-compliant as they were not submitted from boroughs and were therefore excluded.
- 1.6.4 In accordance with the criteria set out in MD840, an initial officer lead verification process and technical appraisal was undertaken by an Appraisal Team including LDA, TfL, GLA (including EPMU), HCA London staff and an external consultant focusing on economic benefit. The role of the Appraisal Team was to evaluate the bids against the criteria (as set out in the Round One prospectus, and to then present this information to the Appraisal Panel.

Technical assessment and appraisal

- 1.7.1 The Appraisal Panel comprising Daniel Moylan (Chair), Sir Edward Lister, Sir Peter Rogers, Councillor Teresa O'Neill (who absented herself whilst LB Bexley bids were considered) and Will McKee met on Monday 25 July to consider the outcome of appraisal teams assessments of the bids received on 18 July. Their conclusions lead to a recommendation to the Mayor which was accepted by the Mayor 23rd July 2011. See appendix 1.
- 1.7.2 The 30 projects recommended were those that scored highly in the technical exercise see appendix 1, were endorsed by the appraisal panel and also represented value for money following a comparative examination.
- 1.7.3 It can be seen from the map at appendix 2 that the funding may be considered to have been disbursed on a pan-London basis.

Capital Revenue Split

- 1.8.1 Initially this recommendation would have resulted in a total award of £9,898,568 of which £6,102,020 was to be capital and £3,796,548 was to be revenue.
- 1.8.2 The GLA is now in receipt of a letter from each of the grantee Borough's Chief Finance Officer confirming their capital allocation. Following this verification exercise the capital revenue split has now been confirmed as £5,834,710 Capital and £4,063,858 Revenue. This remains in line with the publicly announced provision of £10m for Round One.

Borough	Project Name	Grant	Cap	Rev
B & D	Barking Town Centre	650,000	582,000	
				68,000
Barnet	Chipping Barnet	416,685	298,685	
				118,000
Bexley	Bexleyheath Town Centre	270,500	243,450	
				27,050
Brent	Willesden Green	500,000	375,000	
				125,000
Bromley	Bromley Town Centre	308,700	133,000	
				175,700
Bromley	Penge Town Centre	70,000	45,000	
				25,000
Bromley	Orpington	90,000	48,000	

	Town Centre		42,000	
Croydon	New Addington	516,000	295,000	
			221,000	
Ealing	Acton	500,000	419,750	
			80,250	
Ealing	Greenford	128,000	37,125	
			90,875	
Enfield	A1010 Corridor	715,000	475,000	
			240,000	
Haringey	Muswell Hill	90,233	0	
			90,233	
Haringey	Greenlanes	99,400	0	
			99,400	
Harrow	Harrow Metropolitan Centre	496,000	124,000	
			372,000	
Harrow	North Harrow	360,400	256,000	
			104,400	
Havering	Rainham	220,000	135,000	
			85,000	
Havering	Hornchurch	225,000	55,000	
			170,000	
Hillingdon	Hayes Town Centre	240,000	200,000	
			40,000	
Hounslow	Brentford	226,500	71,500	
			155,000	
Hounslow	Hounslow	499,000	178,000	
			321,000	
Islington	Archway	92,500	28,000	
			64,500	
Kingston	Kingston High Street	636,000	190,000	
			446,000	
Lambeth	West Norwood District Centre	310,000	195,000	
			115,000	
Lambeth	Streatham Town Centre	375,000	245,000	
			130,000	
Lewisham	Catford Broadway	125,000	80,000	
			45,000	
Richmond	Twickenham	496,700	408,000	
			88,700	
Richmond	Whitton	361,200	307,000	
			54,200	
Richmond	Barnes	376,595	250,000	
			126,595	
Waltham Forest	Wood Street Town Centre	310,000	160,000	
			150,000	
Wandsworth	Tooting	194,155	0	
			194,155	
TOTAL		9,898,568	5,834,510	4,064,058

- 1.8.3 This funding is to be disbursed to the successful Boroughs via 30 funding agreements (containing clear objectives, qualifying activities, milestones, funding profiles and provisions designed to mitigate risk and protect the GLA's interests).

Project Summaries

- 1.9 A brief summary of each of the 30 successful projects and their adherence to the objectives of the fund is set out below. The award and management of grant funding will be governed by the GLA's grant funding terms a which copy of which was provided to bidders as part of the bid process.

1 New Addington

LB Croydon will receive £516,000 to deliver a programme of light touch public realm improvements to Central Parade New Addington and to harness and provide opportunities for community activities and better cohesion. The proposals aim to transform Central Parade, the local high street, into a welcoming, economically vibrant and community focused place. The proposal will deliver -

1. Refurbished paving, removal of street clutter and improved pedestrian links between Central Parade and Village Square.
2. A new usable surface including grass mounds, coloured tarmac and hard paving including power points for stalls
3. A public pavilion, seating and 'plant your own' planters.
4. Meanwhile uses in vacant shops
5. Shop front improvements and artisan sign painting
6. A spectacular Spring fete

The works proposed complement existing plans for the long term regeneration of New Addington.

2 West Norwood

LB Lambeth will receive £310,000 to support a range of complementary measures in West Norwood to support businesses on the high street and build on the enthusiasm of local businesses and friends groups to make the most of Norwood's independent offer and historic assets. Actions include -

1. Improvements to shop fronts
2. A visual merchandising programme to improve the look and feel of the town centre
3. West Norwood Feast November lights, winter weekenders and a Feast Cookbook, a slow food festival and winter lights
4. Support for a West Norwood Business Club

The proposals will complement Lambeth's long term plans for West Norwood.

3 Bromley Town Centre

LB Bromley will receive £308,700 to support its efforts to help Bromley rise to the challenge of competition from other centres and create the right environment for investment to support economic growth. A programme of projects includes -

1. Bromley Traditional Christmas Fayre
2. Are You Bromley marketing programme to highlight positive change in Bromley including a Street Theatre Festival and Poppy street festival.
3. Designs to improve the High Street and links to the green spaces of Church House Gardens
4. Support and mentoring for business in Bromley North
5. Shop front improvements

These projects build on the work that is already underway in Bromley North and South and help to achieve an integrated vision for the town centre as a whole.

4 Penge Town Centre

LB Bromley will receive £70,000 for Penge Town Centre. The funding will be used to support events and celebrations on the high street and to fund targeted small scale public realm improvements. The actions to be funded include -

1. Christmas lights and celebrations
2. Improved seating, lighting and power infrastructure for Empire Square and Arpley Square
3. Training in marketing, shop window presentation, merchandising and crime prevention for local businesses.

The actions are designed to boost confidence in Penge Town Centre and enhance the capacity of local businesses to make the most of its vibrant bustling character.

5 Harrow Town Centre

LB Harrow will receive £496,000 to deliver a robust and wide ranging package to achieve economic uplift by increasing spend and reducing empty Shop units. A mixture of practical and innovative measures will be funded to increase activity and give businesses the confidence to invest and relocate to the centre. This programme is embedded in wider existing efforts to increase footfall and spend and bring about immediate economic uplift.

1. The investment is centred on a major festival Sept 2011 to March 2012.
2. A series of marketing and promotional activities linked to a festival designed to reposition the Town Centre as a leading destination - including 1) a new website to host; a business database, vacant property guide, and the results of public consultation exercises and an online forum for businesses, 2) Harrow community radio - to act as a portal for business and customers.
3. Further development of place making activity including an Area Action Plan, and public realm designs. Support for coordination with major developers. Engagement work with the community to investigate and develop improvements to the public realm. Meanwhile uses and pop up activity using vacant shops,
4. Building town centre leadership and management by funding a programme management role.

5. Efforts to improve business competitiveness of the town centre – pre apprenticeship and training – 100 young people benefit; Visual merchandising training via a staged programme of business engagement

6 Brentford High Street

LB Hounslow will receive £266,500 following an application designed to Help Brentford's High street reach its full economic potential – and unlock significant amounts of public held assets to accelerate development. The Boroughs bid was well developed, strongly embedded in policy and rooted in the business community. Through the actions now receiving funding the Borough will reconnect the town centre to their various watersides and improve the character, quality and economic positioning of the high street. Activities to be funded include short to medium term projects to animate and better market the town centre. Measures include

1. Shop front improvements and enhanced partnership working.
2. Public Art for Brentford – commission and install a temporary public art pieces outside Waterman's Arts Centre in Brentford High Street.
3. Animate Brentford – Brentford High Street Steering group is working to develop and communicate a community vision and are developing a cultural programme of outdoor activities – includes a combination of Markets, music events, and fireworks.
4. Brentford is Brilliant – New life throughout the Christmas festive season – bespoke additional light fittings.
5. Sustainable economy – Strengthen the capability of the high street steering group, support to local businesses, shop front improvement campaign, a web marketing campaign.
6. A study to determine the economic potential of Brentford Town centre

7 Kingston

LB Kingston will receive £636,000 to enhance the vitality of Kingston town centre and to facilitate long term improvements to the Ancient Market Place and connections to the riverside. The measures proposed include -

1. Improvements to signal the main gateways into the town centre
2. Consultation on an integrated moorings business plan and implementation of better signage to the moorings on the river
3. Events including pop up and community markets
4. Detailed design of improvements to the Ancient Market Place
5. Action to promote Kingston as a cultural destination including a buildings projection project, improving the 'shopfront' of the Rose Theatre, a Christmas promenade event and post Christmas outdoor festival.

The actions are designed to position Kingston as an attractive destination for new businesses and draw increased numbers of visitors to the area.

8 Rainham Village Centre

LB Havering will receive £220 000 to deliver a well planned and integrated package of works to boost the economic vibrancy of Rainham Village centre. The proposals build on the strong cultural offer and rich heritage of this outer London location to deliver

1. Christmas cracker event + Heritage lights
2. The Story of Hornchurch workshop events as precursor for heritage trail in future years
3. Supporting Hornchurch festival
4. Shop local – promotional activities for the cultural quarter
5. Form dedicated local business forum – promotional activity
6. Renewing Hornchurch – improving shop displays for Christmas working with independent retailers including public vote
7. Creating a local arts space (capital tbc)

The funding adds value to existing live regeneration schemes and attracts additional match funding.

9 Willesden Green

An Award of £500K to LB Brent to supported the community and local traders in their efforts to help their town centre achieve economic, social and cultural uplift.

Initiatives are centred on improving the retail experience, environment, businesses improve the employment skills of existing residents and utilise vacant premises. These projects will create benefits for the area that will be fostered by delivery agents and replicated in other parts of the borough.

The Greenhouse Project will create a successful environment for new businesses and to attract visitors. Investment will:-

- Animate the high street for Christmas and underused spaces until redevelopment of Willesden library in 2012 - use arts and culture to animate the town centre
- Provide visual improvements to internal and external places including shop frontages,
- Reduce empty buildings by opening up spaces in and around the centre for temporary use
- Support In and outdoor markets and tree lighting.
- This project will deliver professional business support and draw on Brent's Artist resource to receive offers from the community to deliver a project or business at the centre under the theme of food, arts, film music or dance.

10 Orpington Town Centre

LB Bromley will receive £90,000 for Orpington Town centre that will help fund a programme of entertainments and events as well as improvements to signage and wayfinding. The programme includes -

1. Orpington Christmas spectacular including traditional Christmas lights.
2. New signage from the station to the high street
3. Training in marketing, shop window presentation, merchandising and crime prevention for local businesses.
4. Vinyl graphics to improve the appearance of empty shop fronts.

These proposals are designed to build on the success that the council has had in attracting business to the town centre and providing leisure and civic facilities. They will help to realise

2) Business support programmes – ‘

- Visual merchandising / business Visibility training

the potential that was unlocked by the recent £2m investment in the high street by Transport for London

11 Greenford

LB Ealing will receive £128,000 to improving the look and feel of the high street, and implement a new market area within the town centre. The initiatives aim to increase footfall and sales through;

- The creation a Street Market in Greenford; street trading in the high street will increase footfall and provides the opportunity to hold community events the market would house a minimum of 30 pitches.
- Visual Merchandising; delivery of a training programme to allow business knowledge to be improve
- Shop Improvements minor repairs and restorations (at ground level only) to approximately 20 key shops on the high street. Setting up a Traders Association with the objective of empowering businesses in the area.
- Art Auction Future Focus Foundation will work with local schools and this will be aimed at ‘A’ level students
- Creating Community Vibrancy bringing together a number of charitable and voluntary organisations in the borough to deliver projects aimed at improving access to art and culture.

12 North Harrow

LB Harrow will receive an investment of £360K to deliver a programme of activities centred on work with traders and the local community and to support the creation of an enterprise zone. Measures include activates to assist with actions to achieve economic uplift by increasing spend and reducing empty units. There is a mixture of practical and innovative measures which are likely to increase activity and give businesses the confidence to invest and relocate to the centre.

- Marketing and promotion – website, business directory community notice boards and local newspapers. Promote the harrow business directory;
- Evening opening and community events; Christmas treasure hunt, a food related Spring event
- Banners, Christmas lights and a Tree planting event.
- Support to market empty property including temporary use and relaxed shop front planning regulations
- Reviving traders meetings and creating a harrow shopping centre partnership (Police, schools, traders, residents, and ward councillors)
- Shop4Support scheme to help disabled and older consumers
- Employing a Partnership manager and a project officer to build capacity of the emerging traders association and district centre partnership. – Eventually these groups will take over the management and delivery of the programme.

Innovatively the proposals also include consultation work on a local development order to allow planning permission to be secured for a wide range of uses to enable quick business start ups and changes of use on empty shops

13 Archway

LB Islington will receive £92500 for a comprehensive package of interventions to expand and support a substantial funding package already allocated to the area.

The proposal is for a series of projects to improve the image and vibrancy of Archway Town Centre in the borough of Islington. The activities include:

- A shop local campaign, which includes a local business directory and integrated advertising campaign
- Winter planting
- Alight Project art installation
- Christmas light installation, switch on event and pantomime
- Business improvement and networking event
- Workshop to encourage market stall start-ups

14 Catford Broadway

LB Lewisham will receive £125,000 for improvements to Catford Broadway a tired local shopping street which could see improvements to streetscape, market and buildings including shop fronts. The proposal includes feasibility study and detailed public realm design, commission technical surveys and consultation.

15 Twickenham Town Centre

LB Richmond will receive £496,700 to support by partners, the community and local traders to uplift the urban fabric and high street of Twickenham. The bid capitalises on successful projects that have been created in other parts of the borough. A cohesive strategy brings together a range of actions that achieve both economic uplift through OLF expenditure and improvements to traffic, the high street and local businesses.

- Upgrading Lamp columns, appearance of shops fronts, landscape lighting and signage
- Resources will target shops and businesses that require improvements of their exterior, signage and lighting to boost the atmosphere, Christmas trading and night time economy by means of newspaper and local radio.
- Exploring opportunities as a Business Improvement District to support and promote the emerging Trader's Network
- Feasibility study to alleviate the domination of cars. Potential options include a Park and Ride scheme linking attractions to the town centre
- Arts and Culture- the Arts service will partner with the council, schools and businesses to animate the town and create greater participation

16 Whitton Town Centre

LB Richmond will receive £361,200 for a range of initiatives, centred on improving the retail experience, environment, businesses. These projects will deliver quick wins by delivering the Twickenham Action plan and follow consultation with residents and traders to physically improve the town centre, link the high street to its community and promote visitors to the area.

- Shops fronts programme – repairs maintenance and alterations to shop frontages in conjunction with urban design ensuring quality.
- Upgrading lamp columns – replacing street lighting to restore the 1930's area character.
- Building a sense of community – creating links with schools and community to participate in events and work shops to promote local business,
- Using arts and culture to animate the town centre, market stalls – encouraging family visits to visit the high street to take part in events and provide traders with effective merchandising skills.
- Quality signage and Parking signage. Provision of Legible London signage to navigate and guide visitors to key locations or traders.

17 Tooting

LB Wandsworth will receive £194,155 for Tooting town centre to attract more of the local population to shop in and enjoy the cultural offer of the market and the high street. The actions that will be funded include -

1. A cultural and creative programme delivered in Tooting Market
2. Support for the Tooting Business Network
3. Enhancement of the tootinglife.com website
4. A temporary gallery and office space for Tooting Arts Network
5. Street banners and festive lights

The actions will support the objectives of the council to focus on people who work and live in Tooting and their aspirations and needs.

18 Barking Town Centre

LB Barking and Dagenham will receive £650,000 for a range of town centre investments designed to complement existing investments and boost economic uplift. These include.

1. Station forecourt public realm improvements. OLF would fund second phase with phase 1 fully funded and on site. £400k
2. Detailed design study for public realm improvements linking Magistrates Court and Market Square £50k
3. Christmas lights and Christmas event £100k
4. Marketing promotion and security measures £100k (artwork for hoardings, derelict shops, marketing to get hotel users to use T.C. more, alert boxes to link up retailers)

19 Chipping Barnet

LB Barnet will receive £416 685 to help improve the current quality of the environment of Chipping Barnet (LB of Barnet's second largest town centre with a turnover of £83 Million in 2008) by making Improvements to the town centres appearance, by building up capacity and skills of local traders to promote and grow their businesses and by promoting the Town Centres retail and cultural offer. Measure include

1. Improvements to public realm to match the high quality architecture of chipping Camden – including de-cluttering work, an opening up of green space and more street trees and planting. In particular works will be undertaken to John the Baptist Church gardens to make a welcoming green space for visitors.
2. Stronger spatial linkages between the Piers Shopping centre and the high street and an enhanced high street shopping offer.
3. Pavement and crossing improvements – modest investments to have a tangible impact on both the experience of pedestrians and the flow of traffic. More significant junction improvements are also proposed to moderate flows and enhance accessibility.
4. The development and implementation of a signage strategy
5. Marketing and promotional activity - funds will be disbursed to support ideas put forward by the traders association these may include – a Christmas fare, shop front vacant units initiative, loyalty schemes and promotional materials.
6. Enabling retailers to uplift the high street – a bespoke retail training programme delivered by a retail consultancy
7. Increase the capacity of Chipping Barnet's traders association
8. Wider participation and partnership with local residents, schools and colleges

Includes the funding of a dedicated project officer to work alongside the councils Economic Development team to deliver

20 Bexley Heath

LB Bexley will receive £270,500 for a series of improvements for Bexleyheath Town Centre. The proposals build upon two committed TfL funding allocations for Bexleyheath and will deliver

1. Public realm improvements including paint and refurbishment to street furniture, bin replacement and recycling facilities, tree grills and guards, back rest for water feature and a deep clean for the high street.
2. CabSafe scheme extension to extend the scheme into the market place.
3. Way Finding scheme (Legible London) to improve navigation around the town centre and between Bexleyheath and Barnehurst.

21 Acton

LB Ealing will receive £500K to improve the public realm and create a feeling of community spirit. The investment aims to attract more visitors to the town centre, and subsequently increasing economic activity in the area. It complements work already undertaken and funds changes such as converting a junction into a mini-roundabout, better access and crossing options and bus stop relocations. In addition better signage solutions at the four main

stations in the area and in the town centre will be funded. Along with Improvements to Acton Market Square, including a community art project and improvements to St Marys Church garden.

Funding will also support

- Acton Vale Bridge - a community art project;
- Feature uplighting – focusing on buildings of architectural interest;
- High Street – new Christmas lights and Olympics theme bunting.
- Shop Front Surgeries; visual merchandising programme aimed at 25 independent retailers.
- The Establishment if a Traders group and Community and Cultural Events such as art showcases and children’s craft workshops.

22 Enfield A10/A1010 Corridor

LB Enfield will receive £715,000 to deliver 16 projects along the A1010 corridor along the A1010 corridor from Angel Edmonton to Ponders End. Each Project is categorised by three themes (Physical works and environmental schemes; developing the retail offer; Marketing, events and festivals)

In Line with the aspirations of the Upper Lea OAPF the works will promote the various centres along the High Road as a single entity high street and an area for growth..

Projects to be funded include are:

- Zone A1010, public art works
- Shop front improvements
- Window dressing
- Urban design features on Edmonton Green
- Edmonton Green Railway Station Clean-up
- New street market in Ponders End
- Refurbishment of canopies and street lighting
- Cycle parking bays
- Utilising vacant shops
- Retailer Training
- Crime prevention
- Support for evening economy
- Shop local campaign
- Culturally specific community events
- Edmonton green food and music festival
- Christmas Festival of light and world communities market

23 Muswell Hill

LB Haringey will receive £90,233 to support the Muswell Hill Traders group to deliver on five specific initiatives in the area, which are in some instances already underway and need investment to enable them to be scaled up and expanded. These will raise the profile of business by creating a Muswell hill brand and be supported by a programme of events to bring people into the area.

The programme is supported by borough-wide initiatives. The bid for a small level of investment will provide significant support and capacity building to Business forum and will considerably scale up marketing activity. Specifically the funding will enable

- A marketing strategy centred on developing a brand for the area, website, and programme of events
- Signage
- Window transfers and lamppost banners, intersection maps to promote the brand and appeal to shoppers.
- Muswell Hill festive magazine – following research carried out in Jan 2010 showing a lack of local business knowledge in locals and visitors – highlighting business activity through Muswell Hill.

All of these specific interventions will be supported by the council's town centre toolkit – to include a training programme, information, advice and guidance for websites and marketing materials to be shared and adapted for individual businesses. This will include introductory workshops to ascertain local business needs, an area audit to critique existing communications and marketing initiatives and identify resources, opportunities and challenges, brand development to change community perception of the area – posters flyers merchandise.

24 Hounslow Town Centre

LB Hounslow will receive £499K to address an inherent lack of competitiveness. The proposal draws on recent visioning and master planning work to unlock significant amounts of publicly held assets and accelerate development.

The funding will support initiatives to smarten up the streets, create a much desired town-centre partnership to sustain future growth, develop exciting animation programmes and improve the street trading offer. These include short to medium term projects to animate and market the town centre, improve public realm and enhance partnership working.

- Animate Hounslow – the development of a cultural programme of outdoor activities – includes Diwali celebrations, two day event during the Christmas festive period and a two day event celebrating local talent.
- Brighten up Hounslow - new bespoke Christmas light fittings to boost activity throughout the Christmas festive season – and additional banners for other times.
- Sustainable economy for Hounslow – strengthen the capability of the town centre partnership, support to local businesses, shop front improvement campaign, establishing a brand and unique identity for Hounslow.
- Adjusting Hounslow – establish a cohesive approach to public realm in Hounslow high street, clean up and declutter the high street, create focus elements and new spaces, - increase quality of street trading (not clear how) encourage restaurants and cafes to spill out onto the footway. Includes audits, feasibility and scoping studies

25 Streatham High Road

LB Lambeth will receive £375,000 for Streatham High Road. The funding will be used to improve the look and feel of the street and shopfronts and to extend works to improve the

pedestrian environment by removing guardrails and making changes to the central reservation as well as funding seasonal events along the street. Actions to be funded include

1. Shop front improvements
2. Public realm improvements to the central reservation including treeplanting
3. A Streatham Festival and Winter Skyline
4. Business advice and support

These actions help to support Lambeth council long term plans to create a better balance between the needs of private vehicles, pedestrians, shoppers, cyclists and local businesses.

26 Barnes

LB Richmond will receive an investment of £376,595 to deliver a programme of activities focused on increasing the use and activity of the town centre and its three high streets. The bid builds on the councils 'Uplift Strategy' focusing on promoting and improving the town centres in the borough and undertaking the following

- Essential upgrading of paving – addressing both footpath and business forecourts.
- Development of the 'Barnes Trail' which mirrors similar initiatives such as the Princess Diana Memorial Walk. The 'Barnes Trail' will mark places of interest for visitors.
- Enhanced Christmas focus – improving Christmas lighting thus giving the town centre an appropriate festive feel.
- Enhancing road signage and flower displays.
- Social Enterprise and Retail Entrepreneurship – incentivising the development of business initiatives which would benefit the local area. For example, 'Amazing Barnes' – the peoples supermarket.
- 'Word on the Street' – this will be part of Richmond's Literature Festival and will include a literary trail.
- Attracting people to Barnes using a marketing campaign and updating and improving Barnes' current website.
- Developing a new Traders Network.

27 Hornchurch

LB Havering will receive £225,000 toward the first part of a 3 year programme building on strong cultural offer and rich heritage. The OLF funding will deliver:

1. Christmas cracker event + Heritage lights
2. The Story of Hornchurch workshop events as precursor for heritage trail in future years
3. Supporting Hornchurch festival
4. Shop local – promotional activities for the cultural quarter
5. Form dedicated local business forum – promotional activity
6. Renewing Hornchurch – improving shop displays for Christmas working with independent retailers including public vote
7. Creating a local arts space (capital tbc)

An investment of £500K to deliver a programme of activities centred around

8. Further work to Hornchurch Green to use as outdoors performance space (capital)

28 Green Lanes Haringay

LB Haringay will be receiving £99 400 to develop the unique culinary / retail along Green Lanes. This culture and heritage is something that is already at the foreground of the local business community's efforts to market itself and this investment will support traders priorities to build a clear identity around latent ethnic heritage and the night time economy of food and drink. The area has a lot of locational advantages including high PTAL's which belie its current economic positioning. It is claimed that moderate investment could unlock this potential.

Proposals will provide significant support and capacity building to The Green Lanes Strategy Group. The proposals to support traders will promote resilience, independence and in turn enable them to support growth independently of the council. The extended programme will provide critical support to a struggling but otherwise vibrant and culturally diverse retail community.

1. The main activity will focus on the expansion and development of an existing food festival - a one day biannual event that in 2009 attracted over 10000 people into the area.
2. A Christmas Street Market that will focus on the local food offer and include community activity - and promote Christmas menus's from around the world
3. The launch of a loyalty card at the food festival and a programme of events - over 10000 cards.
4. A Pop up shop / shop front art project - including visual merchandising advice form HTA
5. New gateway signage and banners - designed following a competition.
6. Town centre place making competition - to engage residents and young people in designs for Christmas lights

29 Hayes Town Centre

LB Hillingdon will receive £240K to supplement and to deliver the council's 'Total Approach' programme in Hayes. The extended programme will provide critical support to a struggling but otherwise vibrant and culturally diverse retail community through better quality and co-ordinated infrastructure and public realm enhancements and shop front improvements. Initiatives include

- Design advice including a study to provide a design framework for the town centre to influence the quality and delivery of all other elements of delivery. Buying in expertise.
- Extending the scope of commercial expertise provided to independent traders via visual merchandising training and retail apprenticeships in partnership with the local college.
- Shopfront Improvements

30 Wood Street

LB Waltham Forest will receive £310,000 to carry out 11 initiatives focused on the Wood Street neighbourhood. The proposals all aim to enliven and boost trade along a much loved high street and neighbourhood centre. Initiatives include.

- Use of vacant shops;
- Marketing of the town centre;
- Way Finding;
- Graffiti removal;
- Planting
- Outdoor artworks;
- Festive lighting;
- Shop front improvement planning application;
- Business support including funding to set up a business forum.

2. Issues for consideration

a) Links to strategies and Strategic Plan

London's town centres, including many of its high streets, are a key spatial priority of the London Plan, providing access to a range of services and enabling all parts of London to contribute to London's economic success. The Fund will support and help deliver the policy aspirations of the London Plan and the Mayor's Economic Development Strategy with regard to their emphasis on the crucial role of the capital's network of town centres and more local and neighbourhood centres to the economic and spatial development of London. The originating and Subsequent Policies in the London Plan are as set out in the Stage 1 Paper section 1B.

b) Impact assessments and Consultation

The Outer London Fund has the full support of the Mayor and was developed in conjunction with the Outer London Commission, GLA and LDA.

Analysis drawn from work commissioned by Crossrail Ltd and Transport for London on the wider economic benefits of Crossrail has helped underpin the development of the initiative, together with advice from the OLC and the Outer London Boroughs. This evidence base will also serve to support the selection panel with their assessment of bids and recommendations for Investment.

A comprehensive briefing paper was sent to the OLC who were invited by the Mayor to provide him with advice on his proposals for a London Town Centre Renewal Initiative. The Commission was asked to comment on the initiative and, more specifically on its timing, and the locational and other criteria that should be used to allocate funding in the first year of the scheme and in subsequent years.

As part of Round 1 applications, an early expression of interest for Round 2 will be issued this will solicit wide ranging discussions with applicants on the next phases of the initiative.

c) Risk

Reputation: There is a risk that negative perceptions of the initiative could emerge regarding the geographic distribution of funds. This has been mitigated via the rigorous application of well communicated and soundly devised criteria as part of a transparent recorded process of selection - which is available for scrutiny. The whole rationale of the Fund is that it will help in a fairer distribution of total regeneration funding i.e. help redress the balance between those who get most and least benefit from Crossrail and the Olympics.

Financial: There is a possibility that the projects will under spend and the full fund will not get disbursed to the London boroughs. This will be mitigated by well defined project schedules including milestones and project programming and the support of well resourced project management. It will also be mitigated by funding additional staff and an expert advice panel to encourage and support the boroughs to put together well defined bids with strong delivery strategies to maintain delivery. Lastly if the Fund remains undersubscribed, the GLA will aim to re-profile spending accordingly.

There is a risk of overspend which will be mitigated by stringent project monitoring and ensuring applicants receive funding in arrears having demonstrated eligibility against criteria and funding profiles set out in the grant awards.

Quality Delivery: There is a risk of delay and potentially poor quality results due to the compressed timescales associated with the programme most pressingly with round 1. This can be mitigated through well defined objectives and targets, clear project delivery processes and well resourced project management structure.

3. Financial Comments

- 3.1 Details of the amounts awarded to each project and how this is split between capital and revenue are set out in the main body of the report. As the GLA is funding the capital elements of projects which will be delivered directly by boroughs, reliance has to be placed on certification by boroughs of the total amount of capital spending in each project and the period over which benefits of that spending accrue. Borough Chief Finance Officers have therefore been required to certify that this is in accordance with regulation and proper practice and how this will be reflected in their own accounts.
- 3.2 The annual financing costs arising from the proposed capital grant funding are estimated to be £0.87 million per annum on a full year basis. Prudential borrowing costs are being funded from the contingency budget approved in MD771 and the costs in this decision are consistent with the assumptions which underpin this provision and the provision made for the £50m Regeneration Fund.
- 3.3 As set out in MD840, there will be additional revenue costs to support programme delivery e.g for graphic design and printing, and additional staff programme management costs up to and including 2012-13. These will need to be confirmed so that allocations for Round 2 funding can be managed within the envelopes available for overall revenue and capital budgets.
- 3.4 All necessary budget adjustments will be made.

4. Legal Comments

- 4.1 The foregoing sections of this report indicate that:

- 4.1.1 the decisions requested of the Mayor fall within his statutory powers, acting on behalf of the Authority, to promote economic development and wealth creation, to promote social development, to promote the improvement of the environment, and/or to do anything which is facilitative of or conducive or incidental to the promotion of those purposes, in Greater London; and
- 4.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:
- (a) pay due regard to the principle that there should be equality of opportunity for all people;
 - (b) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - (c) consult with appropriate bodies.
- 4.2 Officers have indicated in sections:
- 4.2.1 1.1-1.4 of this report that the contribution of funding to the proposed recipients and projects will amount to the provision of funding and not a payment for services rendered;
- 4.2.2 1.6-1.10 and appendix 1 of this report that a process was followed to identify the proposed recipients of funding fairly, transparently, and which are considered to afford value for money.
- 4.3 Therefore, the director (having delegated authority via MD840 pursuant to section 38 of the Greater London Authority Act 1999) may approve the proposed award of grant funding and entry into corresponding funding agreements if satisfied with the content of this report.
- 4.4 Officers must ensure that funding agreements are put in place and executed by each of the recipients and the Authority before any commitment is made to the grant of funding.

5. Background/supporting papers

- Appendix 1: Appraisal Panel Recommendations to the Mayor - A full list of the ranked bids, including the breakdown of scores and the individual bid capital/revenue split at the time of submission – highlighting the successful bids which now require a grant award to be executed.
- Appendix 2: A map showing the geographical spread of all the bids.
- Appendix 3: MD840.
- Appendix 4: Outer London Fund Round 1 Prospectus.

Public access to information

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Information on this decision will be included in the Mayor's report and decision list. The form will be available publically from then. Any facts and advice that should not be made automatically available on request should not be included in Part 1 but instead on the separate Part 2 form. Deferment is only applicable where release before that date would compromise the implementation of the decision being approved.

Is the publication of this approval to be deferred? No

If yes, for what reason:

Until what date:
Is there a part 2 form – No

ORIGINATING OFFICER DECLARATION:

Tick to indicate approval

Legal Advice:

The Commercial Law and Projects team have commented on this proposal. (✓)

Financial Advice:

The link accountant for the Development and Environment team has commented on this proposal on behalf of the Assistant Director of GLA Finance. (✓)

Executive Director, Resources

I have been consulted about the proposal and confirm that financial and legal advice have been taken into account in the preparation of this report.

Signature

M. D. Belle

Date

29.9.11