

Gloucester City Council

Meeting:	Cabinet	Date:	2nd April 2014
Subject:	City Centre Investment Fund Allocations and Update		
Report Of:	Cabinet Member for Regeneration & Culture		
Wards Affected:	Westgate		
Key Decision:	Yes	Budget/Policy Framework:	No
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Appendices:	1. Summary of proposed allocation of funds		

FOR GENERAL RELEASE

1.0 Purpose of Report

1.1 This report updates Members on the projects within the City Centre Investment Fund delivery programme.

2.0 Recommendations

2.1 Cabinet is asked to **RESOLVE** to:

- (1) Reallocate the sum of £40,000 from the replacement of the boundary wall at Station Road Car Park to improve existing street furniture within the City Centre.
- (2) Note the updates in respect of the specific funding proposals.

3.0 Background and Key Issues

3.1 Cabinet has set up the City Centre Investment Fund utilising some of the money (£2m) from the Tesco deal at St. Oswalds, to help support the attractiveness, vitality and viability of the centre and build on the considerable amount of successful work already being carried out.

3.2 This report provides an update in respect of allocated resources following a March 2013 Cabinet report and subsequent amendments made through a report to Cabinet in September 2013, see Appendix 1.

4.0 Allocations

The following are updates on the areas previously identified for allocation.

4.1 Better Car Parks - £200,000

4.1.1 This allocation reflects the importance that the appearance of car parks has on visitors' impressions. The works needed at various car parks have now been assessed and the following proposals identified and progressed:

Car Parks General

4.1.2 Litter bins (seagull proof) – initial quotes have been obtained for the supply and fitting of litter bins, adjacent to pay and display machines, as follows:

Location	Number of Bins	Cost	Comments
Longsmith Street	7	£900	
Kings Walk	8	£1,000	extra two bins to be placed by the walkway going from levels 2-3 and 3-4
Eastgate Roof top	5	£600	
Total	20	£2,500	

4.1.3 It is expected that all works will be completed by the end of April 2014

4.1.4 Quotes are also in the process of being secured for improved lighting along Hampden Way. A number of options are being considered from changing the existing fittings to LED lights. Costs range from £5,000 to £7,000. Metal halide lighting is also being considered with a cost estimate of £2,000. The final solution will be agreed following consultation with appropriate groups. Implementation is expected early summer 2014.

4.1.5 **Station Road Car Park:** Boundary Wall replacement with railings – the cost of the replacement of the boundary wall with railings is estimated at £40,000. This is deemed to be a considerable sum with limited additional benefit.

4.1.6 The existing markings and signage do not currently comply with corporate standards. There are insufficient bays for those with disabilities, no pedestrian safe routes and the layout does not reflect adequate parking bay sizes or circulation space. Sketch layouts have identified that to achieve current standards for lane widths and disabled parking, will result in the loss of a number of spaces (from 111 including 2 disabled to 96 including 5 disabled). Further alternative layouts are being investigated, using different lane widths and bay sizes, to reduce the impact on the car park. Once a satisfactory layout has been concluded and approved, new markings will be implemented using coloured surface treatments. Costs are estimated at £8,000.

4.1.7 **St. Michaels Square:** As with Station Road Car Park, the existing markings and signage at St Michaels Square do not currently comply with corporate standards. Works are on going to determine an appropriate layout including disabled bay provision and safe pedestrian routes. Both schemes are weather dependant but are expected to be completed by early June 2014. Costs are estimated at £7,000.

4.1.8 **Eastgate Rooftop Car Park:** Reinstatement of lighting and refurbishment of the area above Boots – this work is now complete at a cost of £4,300.

4.1.9 **Kings Walk Car Park:** Improved ventilation and decoration to the stairwells is proposed at a cost of £15,000. The decoration activity cannot take place until the weather warms up. This is to enable the drying process. As a consequence the works are proposed to take place in May. Replacement doors (£10,500) have also been provided which are now locked in the evening. A deep clean of the stairwells has been undertaken (£1,250).

4.1.10 **Westgate Street Car Park:** Works relating to the removal of the attendants hut and reconfiguration of barriers at the entrance to improve access for coaches are proposed. Due to the configuration of the entrance the works need to be undertaken at the same time. They are expected to be completed by the end of April 2014 at a cost of £8,000. Refurbishment of the railings around the toilet block and doors are being progressed (£1,300).

4.2 Major 'Shop Gloucester' Advertising Campaign - £30,000

4.2.1 This allocation is to support a 'Shop Gloucester' Campaign and the related idea of Residents' Weekends where a week or weekend is selected, and participating businesses offer discounts or incentives of one kind or another during this period, coupled with street entertainment to make the city as vibrant and attractive as possible. The first Residents Weekend of 2014 is scheduled for the 28-30th March. These resources are also proposed to contribute towards the delivery of:

- Street Art Festival, being progressed but subject to further external funding to enable delivery
- Visit Gloucester Advertising Campaign, details being worked up for a campaign leading up to Christmas 2014
- Blues festival – event to be held in July 2014

4.3 City Museum Phase 2 - £500,000

4.3.1 The transformation of the ground floor of the City Museum made a great deal of difference to the museum and boosted visitor numbers. Phase 2, the redevelopment of the first floor, will enable this to go even further with an emphasis on the important moments in the history of the City.

4.3.2 Significant work involving consultation across a broad range of Gloucester's communities has been completed. The concept designs for the planned refurbishment of the first floor display and art gallery space are being re-worked in line with the results of the stakeholder engagement. A descriptive narrative is being drafted that details a themed and chronological approach to the display design. The display pieces and star objects are under consideration. Illustrative reports that detail the scheme are under production along with a detailed forward plan relative to the Phase 2 bid. The initial bid was to be submitted in November however, following advice from our HLF consultant, this was postponed. As a consequence the project team will now submit a fully optimised Round 1 bid to the HLF in August with a view to securing a heritage grant. Whilst the outcome cannot be guaranteed, the proposal is being given every chance of success by working carefully through the guidance given by the HLF.

4.4 A new Tourist Information Centre - £130,000

- 4.4.1 The relocation of the Tourist Information Centre (TIC) to new larger premises is currently focussed on 26 Westgate Street. This is a significant listed building in need of re-use. The TIC would be largely contained on the ground floor of the premises and disabled access would be required along the passageway to the side with alterations at the rear. Disabled Groups have been consulted and they accept the rear access in principle, subject to design.
- 4.4.2 To enable the process of negotiation, the owner of the building has now removed the internal shop fittings from the walls to reveal the plaster behind. Encouragingly, this appears (on the face of it) to be in reasonable condition. Costs are now being developed for the fitting out of the TIC which can be used as a basis for discussing terms with the building owner. Once this has been concluded final decisions of the relocation of the TIC can be made, expected in April 2014, subject to the success of those negotiations.

4.5 Enhanced Christmas Lights / Decorations - £75,000

- 4.5.1 Initially these resources were to be used to improve the lights for Christmas 2013. Resources were already in place to deliver those improvements which included an additional tree in Kings Square, additional lighting on the Tree of Light and lit highway trees on the Gates Streets (£30,000). As a result the City Centre Investment Fund contribution will be rolled forward to review existing lights and deliver further enhancements in 2014. This is on the same basis of investing £50,000 in additional lighting for Christmas 2014. The £25,000 remaining will act as a contingency to maintain or repair any of the existing lights. Any remainder can be used in the following financial year which can look at further investment into new lights, or be retained as a maintenance fund.
- 4.5.2 As part of the delivery of the 2014 improved lights, further work will be undertaken with relevant groups to ensure an appropriate display.

4.6 Extend Business Grants - £100,000

- 4.6.1 In September 2013 Cabinet approved funding allocations for the new business grants programme. The following allocations were agreed:
- Evening vitality grants £30,000,
 - Flexible business support grants £18,000,
 - Growing Gloucester grants (existing businesses) £10,000,
 - Growing Gloucester grants (new businesses) £40,000,
 - Marketing support £2,000.
- 4.6.2 Following Cabinet approval the Economic Development Service worked up relevant criteria, scheme details and marketing materials for the various new grants schemes.
- 4.6.3 The new grant schemes were launched at the end November 2013. To date there have been 14 expressions of interest and 8 grants agreed (one Flexible Business Support grant (£1,500) and seven Growing Gloucester grants (£4,800)).

4.7 Targeted Historic Grant Scheme - £200,000

- 4.7.1 In March 2013 Cabinet agreed to make allocations of £200,000 for a targeted Historic Grant Scheme in the core shopping streets. A further £23,000 of remaining monies from the existing High Street Innovation Fund Scheme was also added to the new City Centre Historic Area Grant fund. This provided a total of £223,000 for the new scheme which commenced in July 2013.
- 4.7.2 As of February 2014 three grants have been formally offered and accepted totaling **£33,170**. The schemes which have been awarded grant funding are for the following works:
- 105 - 107 Westgate Street - 15 new timber sash windows, due to commence late spring 2014
 - GA Bakers and Sons, 5 Southgate Street - repairs and cleaning to the clock and figures, due to commence March 2014
 - 21 St John's Lane - repairs to windows. Officers are awaiting confirmation as to when works will commence.

4.8 Lighting - £145,000

- 4.8.1 A total of £145,000 has been allocated to lighting within the fund. This can be broken down as follows:
- 1) £45,000 lighting schemes which is further broken down into:
 - £25,000 'priority schemes' top-up to the existing lighting budget, to potentially cover any cost over-runs for the developing lighting projects (St Nicholas Church, Eastgate Portico, Old Bell, Eastgate Viewing Chamber). Anticipated for completion Autumn 2014. Detail over the supply, cost and responsibility of the electricity supply will be considered and agreed as part of the project development process
 - £10,000 Urban Design Officer project funds (for a period of 1 year starting 12.09.13)
 - £10,000 St. Michael's Tower, which is proposed to be implemented over the next 12 months, and will be developed in collaboration with the Civic Trust.
 - 2) £75,000 allocated for the relighting of Eastgate and Westgate Streets (identified as Option 3 in Cabinet Report considered in September 2013), with a suggested 50% top-up needed from the County Council to reach a more realistic level of funding. Discussions are underway with the County Council with a view to securing these resources.
 - 3) £20,000 maintenance of existing and proposed lighting schemes. It is expected to last between 4 and 6 years, based on our experience over the previous 5 years.
 - 4) £5,000 promotional material, including lighting strategy leaflet. Work has yet to commence but it is proposed that a form of leaflet will be produced. This will

promote the Gloucester Lighting Strategy and the associated benefits of good architectural lighting, particularly of historic buildings within the city centre.

4.9 Treatment of Unattractive Facades £150,000

4.9.1 Following approval Officers have been working on gaining quotations for a variety of approaches including cladding, possible art work and green wall/green power arrays. The following schemes are being developed which will be subject to a further report over the summer which will make recommendations for which treatments to adopt:

- a) **Kings Walk Car Park, Eastgate Street elevation:** Asset Management has discussed the principles of a scheme with the buildings leaseholder, Aviva. They have agreed in principle that a form of improvement is necessary. Further discussions will be held once concept designs have been developed.

Costs for various cladding systems have been received and this approach is considered the most appropriate to increase its attractiveness. This is a relatively simple technique whereby a new facing material is attached to the building by a metal support frame. Cladding systems are relatively maintenance free once installed and have a life span of 40-60 years.

As part of the design stage Computer Generated Images (CGI) are to be produced by architects and these will be used as a basis for the design concept to be developed prior to a planning application being submitted. These images will be available for Members at the end of March 2014.

- b) **The Eastgate Link Bridge:** Permission will be required from the Eastgate Shopping Centre and again a joint scheme may be appropriate. Officers have made contact with the Shopping Centre and there is interest in the scheme depending on proposals being developed. Similar to the Kings Walk Car Park scheme cladding the link bridge will have significant visual benefit.
- c) **Eastgate Shopping Mall:** Again this is in a long lease from the City Council, however, permission will be needed from the Centre and a joint scheme may be appropriate. Officers have made contact with Eastgate Shopping Centre and there is interest in the scheme depending on the development of the proposals. The frontage of both B & M and Paddy Power on Southgate Street have been reviewed for either cladding or Tromp l'oiel, (a form of building wrap) with approximate costs received for both options.

The building wraps have a life span of 3-5 years and will require a frame to be erected on the building for the canvas to be applied. This process could be used whereby the original building is recreated or as a means of displaying public art. Cladding, whilst initially more expensive, would provide a longer term solution.

- d) **Longsmith Street Car Park:** This is City Council owned and has the advantage of having a south facing aspect with little shading from neighbouring buildings. This makes it ideal for either a solar facade or a green wall. There are issues however, with the longevity of the structure which means that significant long term investment may be inappropriate. Proposals for this car park will be developed further.

- e) **Wilkinson Northgate:** This property has been identified as the most appropriate building for a public art scheme and could take numerous forms from a simple painted mural, to complex sculptural installations. Officers have made contact with Wilkinson's and have received a positive response and a willingness to work collaboratively.
- f) **Public Art Coordinator:** Officers have made contact and met with a specialist in regards to approaching and understanding the public art element of the project. A brief will be needed to guide the appointment of an artist to design and provide the public art element, this is important given the conservation area designation of much of the target area and the setting of the buildings to be treated.

Overall Officers are moving forward with gaining in principle agreement by building owners for the schemes to be developed. Initial costings have been obtained and practical issues identified in relation to the above schemes. Issues which require further thought are maintenance, planning consents and appropriate methods of improvements to each building.

Officers will continue to keep members informed of progress on the individual schemes and a further update report will be presented early in the summer where a final decision will be made as to which schemes are to be pursued.

The timetable for implementation will be over the following 18 months but it is hoped that all schemes can be in place in time for the Rugby World Cup.

4.10 Heritage Interpretation, Signage and Street Banners

- 4.10.1 **Heritage Trails survey - £10,000:** A review of the existing Heritage Trails was undertaken by Conservation Staff with help from the Civic Trust. The Conservation Projects Officer has been working with Marketing Gloucester to implement a Heritage Trails web based application. Local firm ICON.net has been chosen to develop this application and in addition they will provide a web management solution for 12 months whereby they will monitor web traffic and trends so that it is possible to assess how popular the app is and how people use it.
- 4.10.2 Should this scheme be successful there is the possibility that further grant funding from the Honourable Company of Gloucestershire could be available. Marketing Gloucester is keen to provide the principal staff resource for this project.
- 4.10.3 **Interpretation Boards £40,000:** A design brief has been drafted to allow tendering for two further heritage interpretation boards at Eastgate Chamber and also within the new public realm created at Kimbrose Triangle. £4,000 has been allocated for this work. The boards are in the process of being procured however consideration is being given to expedite their implementation within the shortest period possible with the assistance of the Civic Trust.
- 4.10.4 Marketing Gloucester are leading on the installation of further signage boards/finger posts being installed across the City similar to those for the public realm improvements to the docks and Kimbrose. £36,000 has been allocated to these improvements.

4.10.5 **Event Banner Holders £10,000:** This is being coordinated within the larger banner project for the Rugby World Cup. This initial fund will be taken forward with the aim of having some banner holders in place by summer 2014, possibly with bespoke banners for annual events e.g. the summer carnival. The objective is to ensure the City Centre Investment Fund contributes towards additional banners that benefit the city centre.

4.11 Gate Street Public Realm Improvements - £100,000

4.11.1 Cabinet at its meeting on the 6th February 2013 approved the improvement to traffic restrictions in the Gates Street area. This included changes to the existing four Traffic Regulation Orders (TROs), which will restrict access to all vehicles apart from emergency services and certain specific exemptions between 10.00 am and 4.00pm seven days a week. The main objective being to create a much more clearly defined and enforceable pedestrian zone, so that a safer and more attractive shopping environment is maintained. The TROs are to be enforced through the installation and operation of a series of hydraulic bollards.

4.11.2 Work to implement the bollards will commence in April 2014 with the Eastgate night time closure. Works to implement the remaining Gate Streets bollards will commence end of April early May. This will enforce the existing TROs. Work will commence to remove existing exemptions within the TROs during April 2014.

4.12 Quality Public Toilet Provision - £100,000

4.12.1 This allocation recognised the need for high quality public toilet facilities in the City Centre. We are awaiting clarity regarding the Kings Square redevelopment which is expected to provide additional facilities which may remove the need for a further separate facility. In addition the possibility of a public toilet provision as part of the relocation of the TIC is being evaluated.

4.13 Kings Square Refresh - £20,000

4.13.1 £20,000 of the City Centre Investment fund has been allocated to improvement works in Kings Square. With the longer term redevelopment of Kings Square in mind, the planned works are to focus on the provision of new seating, painting walls and the possible resurfacing of the main square (coloured resin). Works are scheduled to commence following the completion of the archaeological excavations during 2014.

4.14 Replace Westgate Mosaics £30,000

4.14.1 As detailed in the September 2013 report, these are being regularly damaged. Their replacement will add to the attractiveness of a key historic street.

4.14.2 Quotations have been received to undertake the works which are expected to commence on this project in early summer 2014. To avoid a repeat of the damage caused, a more robust means of construction is proposed including the setting of the mosaics in stainless steel trays.

4.15 St Michaels Tower stonework repairs. £100,000

4.15.1 English Heritage have now confirmed that no formal application is required for these works. A tender package has been completed and procurement commenced in February. Works are anticipated to start (subject to the weather) in early April with completion in early June/July 2014.

5.0 Alternative Options Considered

5.1 The alternatives for the allocation of the remaining money in this fund were assessed in Section 5 of the September 2013 Cabinet report.

6.0 Reasons for Recommendations

6.1 The recommendations for further allocations have been based on the objectives of the City Centre Investment Fund which is to improve the attractiveness of the City Centre.

7.0 Future Work and Conclusions

7.1 A considerable amount of further specific work will be required. A six monthly update report will be brought back to Cabinet so that progress and potential re-allocations can be considered.

8.0 Financial Implications

8.1 The report proposes the spending of an element of a capital receipt received as a result of the sale of a piece of land to Tesco.
(Financial Services have been consulted in the preparation this report.)

9.0 Legal Implications

9.1 There are no specific legal implications arising out of this report although there will be specific issues where it will be necessary to involve colleagues from Legal Services.

(Legal Services have been consulted in the preparation this report.)

10.0 Risk & Opportunity Management Implications

10.1 The recommendations offer an opportunity to improve the appearance and attractiveness of the City Centre.

11.0 People Impact Assessment (PIA):

11.1 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

12.0 Other Corporate Implications

Community Safety

12.1 There are no community safety implications.

Sustainability

12.2 There are no sustainability implications.

Staffing & Trade Union

12.3 There are no staffing implications.

Background Documents: None

Appendix 1

Summary of Allocations of Funds

	Cabinet Approval 6 March 2013	Additional allocations following Cabinet 11 Sept 2013	Cabinet Approval 11 Sept 2013 Final Allocations
Car parks	£200,000		£200,000
Shop Gloucester	£30,000		£30,000
City Museum	£500,000		£500,000
TIC relocation	£130,000		£130,000
Christmas Lights	£75,000		£75,000
Business Grants	£100,000		£100,000
Targeted Historic Grants	£200,000		£200,000
Lighting	£70,000	£75,000	£145,000
Unattractive Facades	£100,000	£50,000	£150,000
Heritage trails	£10,000		£10,000
Interpretation and Signage	£10,000	£30,000	£40,000
Banner Holders	£10,000		£10,000
Gates Streets	£100,000		£100,000
Toilets	£100,000		£100,000
St Michael's Tower		£100,000	£100,000
Kings Square		£20,000	£20,000
Westgate Mosaics		£30,000	£30,000
Contingency		£60,000	£60,000
Total Planned Expenditure	£1,635,000	£365,000	£2,000,000
Budget	£2,000,000		£2,000,000
Balance	-£365,000		£0