

Gloucester City Council

Meeting:	Cabinet	Date:	8th November 2017
Subject:	City Centre Investment Fund Allocations and Update		
Report Of:	Cabinet Member for Regeneration & Economy		
Wards Affected:	Westgate		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	None		

FOR GENERAL RELEASE

1.0 Purpose of the Report

1.1 This report updates Members on the projects within the City Centre Investment Fund (CCIF) delivery programme. It also seeks to support activities to maximise the benefits of the CCIF that reflect the Administration's manifesto commitments and the priorities contained within the Council Plan.

2.0 Recommendations

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

- (1) The Head of Place, in consultation with the Cabinet Member for Regeneration & Economy, reallocate resources, totalling £24,000 between the Lighting and Building Improvement Budget to deliver the necessary outputs within the gross budget envelope, to enable funding towards the Digital High Street initiative, and;
- (2) The Head of Place, in consultation with the Head of Finance, further reallocate resources, totalling £17,000 between the Lighting and Building Improvement Budget to put Marketing Gloucester in funds to prepare and submit a Local Full Fibre Network application, and;
- (3) Progress on the delivery of the City Centre Investment Fund be noted

3.0 Background and Key Issues

- 3.1 Gloucester continues to experience significant inward investment activity. The successful progression of a number of major regeneration projects and the continuing delivery of a clear strategy and project delivery plan (Regeneration and Economic Development Strategy 2016-2021) demonstrates the City Council's clear vision in driving forward projects both directly and in partnership.
- 3.2 When its priorities were established in March 2012, the Investment Fund was intended to support the economic performance of the city centre, in line with how it was projected to evolve and respond to increased footfall, increased shopper dwell time and a broader leisure offer. Significant success has been delivered within the past five years, but with the continued progress of the King's Quarter major development scheme, the city centre will have to continue to adapt as its importance as Gloucester's economic heart is further intensified.
- 3.3 This report provides an update on progress with delivery of projects through the Fund, and asks for consideration to be made of future priorities for the city centre. As the environment in which the city centre is operating evolves, it is important the fund adapts to reflect current issues and opportunities.
- 3.4 Just one such issue is the lighting within the city centre. Gloucestershire County Council will shortly be starting work converting the existing dated lighting to a more efficient LED system. This work is expected to be completed prior to Christmas. As a consequence of these improvements being done independently of the CCIF, there is no longer a requirement to retain this allocation.

4.0 Allocations

- 4.1 A number of key projects have now been successfully completed, including the Museum of Gloucester reroofing, a public realm master plan for the four gate streets and a number of highly successful lighting schemes. Also delivered is the pay on foot (supported by ANPR) payment systems for Kings Walk and the Eastgate Centre car parks which is all part of the initiative to support our local businesses and encourage dwell time.
- 4.2 As of September 2017, £1.5M of the total £2M has been spent. As we enter into the residual elements of the budget Officers will need to be mindful that pressure to spend is likely to exceed budget availability. As a consequence, Officers are proposing to amalgamate a number of budgets with underspends to give greater flexibility going forward, including the TIC budget line. This does not mean activity is restricted, but enables better flexibility and use of resources as we move into completing the expenditure of the City Centre Investment Fund.
- 4.3 The table below details expenditure to date:

Cost centre description	Amount spent	Budget	Variance
MUSEUM PHASE 2 HLF	393,187	500,000	106,813
CAR PARKS	190,015	190,000	-15
CHRISTMAS LIGHTS	73,056	75,000	1,944
BUSINESS GRANTS	110,812	150,000	39,188
TARGETED HISTORIC GRANTS	109,637	240,000	130,363
LIGHTING	29,112	56,800	27,688
BUILDING IMPROVEMENT inc TIC	72,447	252,400	179,953
HERITAGE TRAILS	9,995	20,000	10,005
INTERPRETATION & SIGNAGE	46,634	40,000	-6,634
BANNER HOLDERS	10,000	10,000	0
GATES STREETS IMPROVEMENTS	184,353	160,600	-23,753
ST MICHAELS TOWER	104,001	104,000	-1
KINGS SQUARE	38,386	38,400	14
WESTGATE MOSAICS	29,993	30,000	7
SHOP GLOUCESTER	30,000	30,000	0
CULTURAL STRATEGY CAPITAL IMPROVEMENTS	0	30,000	30,000
ECONOMIC PROFILING	20,000	20,000	0
KINGS WALK BASTION	25,148	20,000	-5,148
CITY CENTRE FUND CONTINGENCY	35,552	32,800	-2,752
TOTALS	1,512,327	2,000,000	487,673

4.4 The area incurring additional expenditure is the Gates Street Improvements which initially funded the rising bollards and the LDA designed Public Realm scheme. A number of smaller costs have been incurred against this code including hanging baskets and street furniture painting. Requests for this resource came primarily through volunteers or supporting charities to deliver this activity and as a consequence it was deemed appropriate to support them, not least for the betterment of the city centre.

5.1 Museum of Gloucester

5.1 The most significant CCIF project recently completed is the reroofing of the Museum of Gloucester. An application for Listed Building Consent (16/01511/LBC) was submitted in November 2016 for retiling the Museum roof. Consent was granted on Wednesday 1st February, subject to conditions. Conditions were discharged shortly afterwards.

5.2 Comprehensive works to the Grade II listed roof (*photograph below*) have been completed ahead of schedule and to budget, in early August 2017.



Museum Roof

5.3 Stone repairs, glass repairs, and cleaning, have all also be delivered within this time period.

5.4 The successful delivery of this project will help to improve both the legibility and attractiveness of Brunswick Road as a key traffic route through the City.

6.0 Business Growth Grants

6.1 As of September 2017, there have been five applicants for funding after completing the expression of interest (EOI) stage of their application. Work is continuing with these individuals in the second stage of the application process, to allocate monies to support their businesses.

6.2 The ED and Regeneration team continue to receive a number of enquiries about the scheme, and have offered further support and signposting for groups these businesses can contact for further support to prepare to make a full application.

6.3 ED and Regeneration Officers also now offer an opportunity for businesses to discuss the scheme and eligibility issues to enable applicants to have a full understanding as to how the grants scheme works, prior to them putting in an EOI in person. This approach has been well received.

7.0 City Centre Targeted Historic Grant Scheme

7.1 Members will recall that in the previous update for this scheme, a number of key projects had now seen grant work completed, with a subsequent series of projects for allocations identified.

7.2 The £20,000 offered for works at *78 Westgate Street* have been spent. The Grade II building at risk has seen a broad scheme of works- covering a new shop front and internal works- completed. This has been very well received, with exposition of its success seen in the local press.



78 Westgate Street.

- 7.3 *26 Westgate Street* is still earmarked for grant funding for comprehensive repairs to its roof. This is as a result of a condition survey funded in 2016; it is anticipated that these works will begin shortly and be completed in the coming months.
- 7.4 *39 Westgate Street* and *41 Westgate Street* remain key priorities, as part of delivering targeted grants for buildings on the City's Buildings at Risk register and for the impact they will have on the renewal of the gate streets. Talks are on-going to bring forward project improvements. If these projects are fully funded, this will confirm the majority allocation of the Targeted Historic Grant Scheme.
- 7.5 Officers are still pushing for identified priority projects to come forward, and have been working with owners and developers to ensure that they take advantage of this unique opportunity.

8.0 Public Realm Strategy (Four Gates Streets Public Realm Scheme)

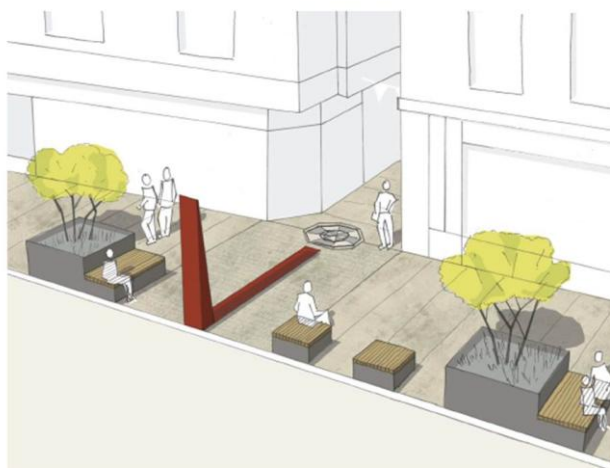
- 8.1 Officers in ED and Regeneration have worked closely with appointed consultant LDA Design since February to prepare a plan for the development and implementation of a distinctive, high quality public realm that creates a strong sense of place throughout the Gloucester Four Gates streets.
- 8.2 LDA Design completed their work two months ahead of schedule, in July. After a consultation event open to members of the public on some preliminary design options, feedback from this was used to create a proposal covering the Cross, Eastgate Street and Westgate Street. Representatives from the emerging BID (Business Improvement District) board and the Gloucester Civic Trust were also consulted.
- 8.3 The final proposed layout for The Cross (*see below*) incorporates popular elements from multiple designs into one which consists of strong central

lighting features, mixed with an open space that encourages the public to engage with it in a variety of ways.

- 8.4 Westgate Street and Eastgate Street see a simplification of street furniture, and a clearer definition of pedestrian pathways alongside vehicular passages. 'Moments', placed strategically at alleyway entries across the Gate Streets, will allow the public to learn more about the historical fabric of the City (*picture below*).
- 8.5 It is anticipated that the delivery timescale for this scheme, and the next steps involved in doing this, will emerge alongside the King's Quarter development scheme. It has been identified that pedestrian footfall between Gloucester Cathedral- the primary tourist anchor for the City Centre- and King's Square will be encouraged through an understandable public realm that guides and directs the public between these two key sites.
- 8.6 Officers are now exploring next steps to deliver these works, including exploring potential funding streams and engaging with other local authorities to understand ways to leverage capital investment.



Final proposed design for the Cross



'Moments' street features.

9.0 Cultural Strategy: Capital Components

- 9.1 The City Council formed the Gloucester Culture Board in 2016, with an aim to improve Gloucester's cultural offer by engaging and empowering local communities and leaders to transform the city. £30,000 was set aside at Cabinet on July 2016 to support the development of capital components of the Council's Cultural Strategy (2016-2026). A commitment has been made to contribute towards The Music Works and its new studio in Gloucester.

10.0 A Digitally Enabled City

- 10.1 Our comprehensive approach to regeneration cannot overlook our objective to make Gloucester a digital leader that focuses on enabling businesses to use digital technologies, digital inclusion, safety and security and BIG Data. We

already have city centre wide free Wi-Fi and are pressing to make Gloucester a digitally advanced city.

- 10.2 To facilitate this digital city environment, further funding is proposed to be allocated to the following:
- 10.3 **Digital High Street:** the digital programme proposed High Street Digital Hub trials is aimed at helping participating high street stakeholders take full advantage of the digital revolution to create a vibrant, attractive and engaging experience for all and validate the approaches that can effectively scale these advantages to other high streets throughout the UK.
- 10.4 Led by GFirst LEP, the Great Gloucestershire High Street aims to bridge the 'digital divide' and establish digitally-confident High Street businesses and services in Gloucestershire. The City Council has already made a contribution of £29,000 towards this scheme. That investment has made a major contribution towards:
- i) Gloucester is now ranked 12th in the UK Digital Influence Index, up 41 places since January 2017. Digital influence is how much people are talking about your town online. The more you're talked about, the more people are likely to visit and shop.
 - ii) Gloucester is the fastest moving city in top 25. This is a measure of the TOTAL social output of over 150K businesses in 1300 UK towns and cities
- 10.5 Now that momentum is being achieved towards creating a digitally enhanced city it is important to maintain that momentum. To facilitate this Officers are proposing a further investment of £24,000 into this programme over the next 12 months. This investment is intended to:
- i) Increase our businesses digital output linking activity to your existing footfall measures
 - ii) Development of a Social Media Management program for Gloucester. This will include at least one local person who will be fully supported by the #WDYT team to increase the reach of the local campaign nationally.
 - iii) The team will engage with as many of the Gloucester high street businesses as possible through email, Twitter, Instagram and Facebook.
 - iv) Involvement of local influencers to increase the impact of the campaign.
 - v) Access to a tool set that will help identify and amplify the digital activity of Gloucester. This data will rank the digital output of every business in Gloucester providing the BID and the Council with visibility of digital output by retailer that can be linked to footfall.
 - vi) Provide a report that will enable the BID and Council to demonstrate the level of promoting that they are delivering for each business through the #WDYT campaign.

- 10.7 To further underpin Gloucester's digital credentials, Officers are proposing to appoint Marketing Gloucester, our lead in the digital economy, to prepare a bid to DCMS for Gloucester to be part of **the Local Full Fibre Networks (LFFN)** programme.
- 10.8 To help provide the fastest and most reliable broadband available, central government is looking to invest £200m in locally-led projects across the UK. Starting in late 2017 the LFFN programme will invite bids into a Challenge Fund from local bodies who can leverage local investment and activity to stimulate more fibre connections in their local areas. The cost of the bid, through Marketing Gloucester is identified as £17,000.
- 10.9 The LFFN programme will include: harnessing long-term public sector internet demand, providing gigabit connection vouchers to increase business take-up, upgrading connections into public buildings with fibre and improving access to publicly-owned infrastructure. These approaches focus on improving the business case for the private sector to invest in fibre networks to connect even more homes and businesses.
- 10.10 At this stage the LFFN programme will only offer capital funding; no revenue funding, or contribution to admin costs will be eligible.
- 10.11 The Digital High Street contribution would be paid directly to the LEP. The cost of both this and the LFFN bid would be met through a reallocation of the CCIF money.
- 10.12 The total to be reallocated, to provide funding for both schemes, would be £41,000.

11.0 Alternative Options Considered

- 11.1 Options considered included not reallocating the budget; however, this approach may not deliver the improvements identified as part of the on-going regeneration of the city centre. It would also not reflect changes to the city and operating within a modern economy.

12.0 Reasons for Recommendations

- 12.1 To enable the CCIF to be flexible and to ensure that the decisions taken help to benefit a modern and dynamic city.

13.0 Future Work and Conclusions

- 13.1 Work continues with those projects that have allocated funds. A new report will be issued in six months to monitor progress on these allocations, and to consider re-allocations where opportunities are identified.

14.0 Asset Based Community Development (ABCD) Implications

14.1 A number of community based organisations are involved in the delivery of CCIF funded activities.

15.0 Financial Implications

15.1 The report proposes the spending of an element of a capital receipt received as a result of the sale of a piece of land at Tesco.

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

16.0 Legal Implications

16.1 The Council is required to comply with the Contract Rules in respect of any contractual arrangements necessary to deliver the projects and initiatives set out in this report.

16.2 The Council may 'passport' services to Marketing Gloucester Limited without seeking to procure those services because it is a council owned company.

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

17.0 Risk & Opportunity Management Implications

17.1 The recommendations offer an opportunity to improve the appearance, functionality and attractiveness of the City Centre.

18.0 People Impact Assessment (PIA):

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

19.0 Other Corporate Implications:

19.1 Community Safety

There are no direct community safety implications.

19.2 Sustainability

Use of LED lighting is more efficient than standard street lights and will reduce energy consumption.

19.3 Staffing & Trade Union

There are no direct staffing implications.

Background Documents: None