



**REGENERATING OUR CITY OVERVIEW  
AND SCRUTINY MEETING  
Date 1 December 2015**

**ITEM 5**

Report of the Acting Strategic Director of  
Neighbourhoods

**Normanton Regeneration Proposal**

**SUMMARY**

- 1.1 In August ROC Overview and Scrutiny agreed that Normanton Regeneration would be part of their work programme and Topic Review. The Regeneration Team were set the task of exploring the notion of developing a long term Area Based Regeneration Masterplan for physical improvements seeking to establish a secure future for Normanton and Cavendish District Centres
- 1.2 Derby City Council's Vibrant District Centres Strategy includes a masterplanning approach for Normanton; however there is no funding allocated in the current Regeneration Capital Programme. The recommendations made in this report are consistent with the overall VDC Strategy.
- 1.3 The City Centre Masterplan 2030 is now being developed into a delivery plan and it is considered appropriate for Derby's 'flagship' District Centre to be on a par with the City Centre.
- 1.4 A Business Improvement District for Normanton has been discussed in the past; however it has never been considered in great detail. Perhaps now is the time to do this and this report sets out the reasons why this should be so.
- 1.5 It was intended that this report would update on the Inner City Renewal Partnership; however there are further discussions taking place and it was not possible to provide a report at this time. The lead for its further development is John Tomlinson, Director of Communities, Environment and Regulatory Services.
- 1.6 There are other initiatives developing, such as Housing Renewal aiming to bring about improvements to current housing stock

## **RECOMMENDATION**

- 2.1 To recommend to Cabinet the endorsement of a physical masterplanning approach for Normanton and Cavendish, and give approval to the Project Brief attached in Appendix 2 at a cost of £30k. The extents of the masterplan are shown in Appendix 3.
- 2.2 To recommend to Cabinet the endorsement of the plan to establish a Business Improvement District for Normanton and Cavendish, based on the information contained in Appendix B at a cost of £40k.

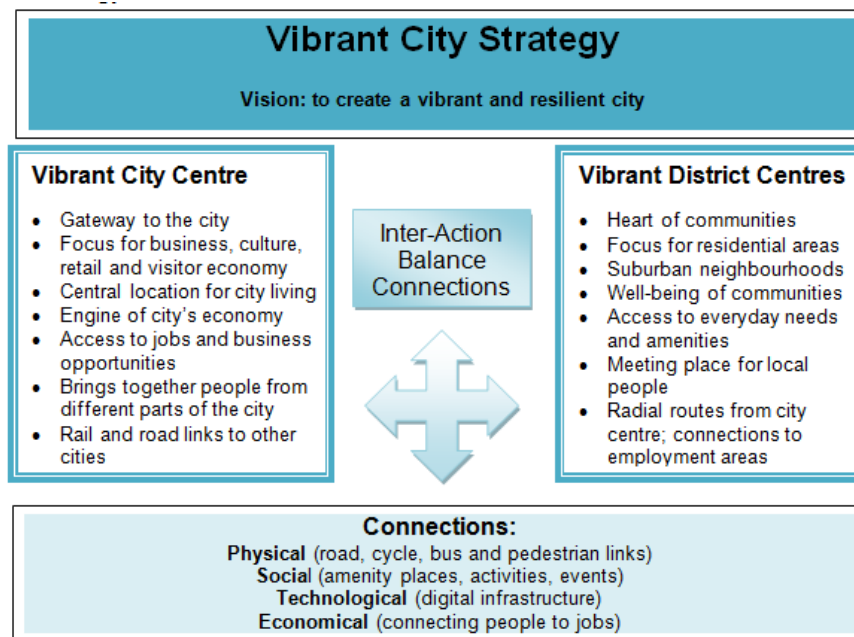
## **REASONS FOR RECOMMENDATION**

- 3.1 An Area Based Regeneration Masterplan to be developed and delivered over a period of 15 years will help maintain and secure the economic prosperity of the area. The Masterplan will define what physical interventions would bring about the most successful outcomes for the area with its scope defined in section 4.4 below.
- 3.2 Business Improvement Districts already exist in Derby these being the Cathedral and St Peter's Quarters. There are many benefits associated with BID's and most notably businesses working together to a set of shared aims and objectives. Conversely the establishment of a BID can, if not established in partnership, isolate some small businesses who cannot afford the levy. It is worth noting that the BID process relies on partnerships and an enthusiasm to see the process through to its completion, every 5 years from inception.

## **SUPPORTING INFORMATION**

- 4.1 Derby City Council in October 2014 adopted a new Vibrant City Strategy. This strategy placed our District Centres on an equal footing with the city's main economic driver, the City Centre.

#### 4.2 The Vibrant District Centres Strategy and Objectives



- reduced vacant buildings
- enhanced built environment
- reduced clutter
- improved access arrangements
- better connections to jobs and amenities particularly in the city centre
- reinforced community spirit

4.4 A masterplanning approach will help to create a more unified approach to the built environment, building on the success of Normanton. The masterplan is described in more detail in Appendix A, but in summary a masterplan would provide;

- A comprehensive site analysis, success stories and areas of failure, vacant floorspace, including existing car parking stock (public and private, on and off street)
- Case study analysis, a look elsewhere at similar masterplans
- Spatial analysis, a factual description of the built and natural environment
- Develop a Transport Strategy, working in partnership with internal and external stakeholders
- A 15 year delivery plan, clearly setting out the key priorities, interventions, phasing and potential funding mechanisms.
- A document that could be used to inform any future development, through the planning system

4.5 To initiate the development of a masterplan will require £30,000 to commission expertise, that we do not have internally. Derby City Council's Regeneration Framework can be used to make an appointment, subject to funding being made available. The project would be managed by the Regeneration Projects Team.

- 4.6 A detailed Project Brief and Programme Plan is attached in Appendix 2. This sets out the scope, objectives and requirements of a commission.
- 4.7 Business Improvement Districts are business led partnerships which are created through a ballot process to deliver additional services to local businesses. They can provide a powerful tool for directly involving local businesses in local activities and allow the business community and local authorities to work together to improve the local trading environment.
- 4.8 It is proposed that Derby City Council lead, initially, on this initiative and set aside sufficient funds for a new resource within the RP team on a single year contract at a value of £40,000. This will enable all of the ground work to be put in place and for the BID to be established. Once in place the BID will take responsibility to deliver.
- 4.9 The process for establishing a BID is attached in Appendix 4.

**This report has been approved by the following officers:**

<b>Legal officer</b> <b>Financial officer</b> <b>Human Resources officer</b> <b>Estates/Property officer</b> <b>Service Director(s)</b> <b>Other(s)</b>	
<b>For more information contact:</b>  <b>Background papers:</b> <b>List of appendices:</b>	Andy Smart, Regeneration Manager 01332 643017 andy.smart@derby.gov.uk None Appendix 1 – Implications Appendix 2 – Business Improvement District information

## IMPLICATIONS

### Financial and Value for Money

- 1.1 The creation of a ABRM for Normanton and Cavendish will establish interventions for the physical regeneration of these vital community hubs. Local Growth Deal 3, Vibrant District Centres programmes includes £30k to establish the masterplan, subject to its approval. The completed masterplan can then be used as the basis for further external funding bids to deliver the masterplan.

The £40k required to establish the groundwork for a BID represents the DCC contributions in creating a more formal partnership for the existing and new businesses in Normanton and Cavendish. Improved local ownership and collaboration are the right ingredients for a more secure and sustainable local economy.

There is currently no revenue budget provision for the above. If Cabinet were to support to recommendations then revenue provision would need to be identified.

### Legal

- 2.1 There are no legal implications at this time.

### Personnel

- 3.1 The ABRM would require the appointment of external consultants, procured in line with DCC procurement codes. It would be project managed in the Regeneration Projects Team.

An additional FTE, 1 year contract, would be required, and be based in the Regeneration Projects Team.

### IT

- 4.1 Those associated with a new FTE only.

### Equalities Impact

- 5.1 There are no Equalities Impact implications at this time.

### Health and Safety

- 6.1 There are no Health and Safety Implications at this time.

## **Environmental Sustainability**

- 7.1 There are no Environmental Sustainability implications at this time

## **Property and Asset Management**

- 8.1 There are no Property and Asset Management implications at this time

## **Risk Management**

- 9.1 There are no Risk Management implications at this time.

## **Corporate objectives and priorities for change**

- 10.1 ABRM will create a holistic set of initiatives delivering across the pledges made in the Council Plan 2015 to 2018, in particular;

Ambitious Derby – securing and providing future sustainable economic stability  
Strong Derby – creating a masterplan to deliver the commitment of the neighbourhood as a whole.

The BID offers the potential for existing businesses to grow and develop together. New businesses would potentially be attracted to the BID area.

Ambitious Derby – to make sure that the areas have the best possible chance to thrive and is an attractive place for businesses, residents and creating jobs.

Appendix 2 – Normanton Regeneration Extents Plan (extend the line outside the ‘red line plan’)

TO BE MADE AVAILABLE ASAP

## Appendix 3 – Normanton Regeneration Outline Project Brief

### **Purpose and Commission Value**

Commission external consultants, from Regeneration Consultancy Framework, to undertake the development of an Area Based Regeneration Masterplan for Normanton and Cavendish District Centre in an area defined in Appendix A (full extents plan in preparation).

The masterplan will be developed to align with existing policies and strategies, those emerging, such as the Transport Vision 2040, and build upon knowledge that already exists;

### ***15 year Vision and Ambition for Economic and Physical development***

A Shared Vision (to be agreed by stakeholders identified by DCC), and a series of ambitions, such as;

- An attractive neighbourhood with clean streets and good quality well used open spaces
- A well connected, with exemplar public realm, neighbourhood, both within and to other destinations, for example the City Centre
- A clean and green neighbourhood
- A safer neighbourhood, well lit both functionally and creatively
- A place where business is secure, sustainable and growing

***Commission Value - £30k, only funded from LGF3, if successful***

### **Initial Requirements of the Commission**

The work is to comprise the following components:

**Stage 0:** Analysis of current policies and emerging strategies that may apply to the development of the masterplan, such as ICRP and Housing Renewal.

**Stage 1:** The development of a Strategic Framework, (including aims and objectives and a review and analysis of baseline data, using case studies and document reviews).

**Stage 2:** Stakeholder and community engagement, including workshops, to scope aspirations and potential issues that may influence the Masterplan.

**Stage 3:** Draft Masterplan and options, including an implementation plan to turn the vision and options into reality. Test the viability, VfM and deliverability of the proposals, plus soft market testing (includes plans, visuals and written documentation). Review of requirements for retail and other business in Normanton.



**Stage 4:** Revisions and finalise Masterplan.

**Stage 5:** Publication and dissemination.

### **Outline Programme**

- Develop detailed project brief by January 2016
- Commission Consultant by end March 2016
- Stages 1 to 5 Design Process, 20 weeks and by end August 2016.

### **What the masterplan could look like?**

**Section 1 - Introduction:** Introduction to the masterplan including what the area is like now, opportunities, SWOT and planning and highways information

**Section 2 - The views of the community:** Consultation carried out and feedback from the community

**Section 3 - Shaping Normanton - the vision:** What Normanton will be like in the future and how this will be delivered

**Section 4 - The masterplan:** The map that sets out the plans for improving the area based on consultation with local residents and businesses

**Section 5 - Regeneration Options:** Provides guidance and ideas for each different regeneration option in the area, accompanied by maps and visuals

**Section 6 – Masterplan guidance:** Explains, in more detail how we will improve the area

**Section 7 - Delivery, putting the plan into action:** Explains the strategy to implement the masterplan, including economic viability and Value for Money, initial 5 years with certainty, remaining 10 years in outline.

Supported by a number of appendices;

- Policy Context, The Derby Plan, Economic Strategy, Core Strategy, Transport Vision and Regional Strategic Economic Plan
- Jobs and Cultural Growth
- Evidence base
- Economic Appraisal Methodologies
- Transport Impact and Web TAG appraisals

## Appendix 4 – Business Improvement District, BID

### Benefits

- Businesses decide and direct what they want for the area
- Businesses are represented and have a voice in issues affecting the area
- BID levy money is ring-fenced for use only in the BID area – unlike business rates which are paid in to, and redistributed, by government
- Increased footfall
- Improved staff retention
- Business cost reduction
- Area promotion
- Facilitated networking opportunities with neighbouring businesses
- Assistance in dealing with the Council, Police and other public bodies

### Developing a BID

- A BID can only be formed following consultation and a ballot in which businesses vote on a BID Proposal or Business Plan for the area.
- The ballot is run by the local authority or outsourced by the local authority to a third party.
- All businesses eligible to pay the levy are balloted for a minimum of 28 days.
- In the UK, for a BID to go ahead the ballot must be won on two counts: straight majority and majority of rateable value. This ensures that the interests of large and small businesses are protected.
- There is no minimum turnout threshold.

### Governance and Management

- The vast majority of BIDs are not-for-profit companies limited by guarantee.
- BIDs set out how they will be governed in their BID Proposal or Business Plan and Company Articles of Association.
- Most BIDs are governed by a board made up of BID levy payers representing the BID area.
- BID management teams vary with the size, focus and budget of each BID but will generally encompass management, administration, business engagement, marketing and communications and project management

For further information the following link provides more information

<http://www.britishbids.info/about-bids/what-is-a-bid/>

