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| Report to: | Cabinet | Date of Meeting: | Thursday 6 October 2016 |
| Subject: | Bootle Town Centre Investment Framework | Wards Affected: | Derby; Linacre; |
| Report of: | Head of Regeneration and Housing | | |
| Is this a Key Decision? | Yes | Is it included in the Forward Plan? | Yes |
| Exempt/Confidential | No | | |

Purpose/Summary

To seek authorisation to publish the final report of the Bootle Town Centre Investment Framework following the public consultation exercise on the final draft document. It is important to emphasise that when reading the Framework it is strategic document for use over the longer-term. The Framework will be used to guide future developments and attract investment.

Recommendation(s)

That Cabinet approves the publication of the Bootle Town Centre Investment Framework to guide future development and investment opportunities.

How does the decision contribute to the Council's Corporate Objectives?

| | <u>Corporate Objective</u> | <u>Positive Impact</u> | <u>Neutral Impact</u> | <u>Negative Impact</u> |
|---|---|------------------------|-----------------------|------------------------|
| 1 | Creating a Learning Community | / | | |
| 2 | Jobs and Prosperity | / | | |
| 3 | Environmental Sustainability | / | | |
| 4 | Health and Well-Being | / | | |
| 5 | Children and Young People | / | | |
| 6 | Creating Safe Communities | / | | |
| 7 | Creating Inclusive Communities | / | | |
| 8 | Improving the Quality of Council Services and Strengthening Local Democracy | | / | |

Reasons for the Recommendation:

An approved Bootle Town Centre Investment Framework will help promote the opportunity for investment and development potential that can support the Town.

Alternative Options Considered and Rejected:

The draft framework has been the subject of extensive consultation and engagement. Various options have been considered and are contained within the draft and final documentation.

What will it cost and how will it be financed?

(A) Revenue Costs

There are no direct revenue financial implications arising from this report. Emerging initiatives may require revenue resources. This will be addressed as part of the pre development process and a budget identified.

(B) Capital Costs

There are no direct capital cost implications arising from this report. Emerging initiatives may require capital resources. This will be addressed as part of the pre development process and a budget identified. It is inevitable that the vast majority of resources to deliver the framework will be generated through the private sector and the appropriate use of council owned assets.

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

| | | |
|--|--|-------------------------------------|
| Financial Emerging initiatives may require financial resources. This will be addressed as part of the pre development process but will not necessarily be funded directly by the Council. | | |
| Legal Emerging initiatives may require legal support. This will be addressed as part of the pre development process. | | |
| Human Resources Emerging initiatives may require human resources. This will be addressed as part of the pre development process and staff/resources identified. | | |
| Equality | | |
| 1. | No Equality Implication | <input checked="" type="checkbox"/> |
| 2. | Equality Implications identified and mitigated | <input type="checkbox"/> |
| 3. | Equality Implication identified and risk remains | <input type="checkbox"/> |

Impact of the Proposals on Service Delivery:

Not applicable

What consultations have taken place on the proposals and when?

Extensive public consultation and engagement has been undertaken as detailed in Appendix 1.

The Cabinet Member for Regeneration and Skills has been briefed on the Framework. Senior officers and other key stakeholders have been consulted as have members of the public. All comments have been considered and where appropriate incorporated into the final report of the Framework.

The Head of Corporate Resources (FD4319/16) notes there are no direct financial implications arising from this report. However any emerging issues resulting from the approved Investment Framework will be subject of a further report, indicating any financial implications for the Council as appropriate. The Head of Regulation and Compliance (LD.3602/16.) has been consulted and any comments have been incorporated into the report.

Implementation Date for the Decision

Following the expiry of the “call-in” period for the Minutes of the Cabinet Meeting

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Background Papers:

None

1. Introduction/Background

- 1.1 Lambert Smith Hampton (LSH) were appointed to present their view on how Bootle Town Centre could evolve. Their findings and ideas are presented as the Bootle Town Centre Investment Framework – see attachment.
- 1.2 The Bootle Town Centre Investment Framework is the culmination of the analysis, consultation and appraisal work undertaken in Bootle with Stakeholders and the public and presents a high level concept to bring forward regeneration and investment. The Investment Framework has been prepared at a time when local authorities are operating with significantly reduced budget settlements. This underlines the importance of working in partnership with the private sector alongside the community and local business, to deliver improvements that are needed. This Investment Framework:
 - Is consistent with and has clear strategic links with the Sefton Local Plan;
 - Supports the planning and regeneration priorities for the area and identifies specific development proposals;
 - Will be used to guide the future of the Council's current property and land holdings in the area;
 - Will support future approaches for parking strategies and studies;
 - Is intended to enhance investor confidence and assist private sector developers to either dispose of or develop their assets within Bootle Town Centre;
 - Will facilitate the use of private and public sector resources to improve the overall economic health and vitality of the town.
- 1.3 In developing the investment framework for Bootle Town Centre the process has given consideration to the following issues:
 - Proposals that are capable of attracting inward investment;
 - Proposals that allow a more permeable town centre, increase densities, achieve a broader mix of uses and increase access;
 - Proposals to increase the leisure aspects of the Town Centre, so increasing the night-time economy;
 - Proposals to improve Stanley Road to make it the spine of the Town;
 - Proposals to develop the canal to make it the heart of the Town Centre and develop the sense of place;
 - Developing new public areas in the heart of the town;
 - Incorporating excellent urban design and high quality public realm;
 - Strengthening east west links across the Town Centre;
 - Defining the Town Centre to build distinctive places to live, learn work and invest;
 - Maintaining the retail function of Bootle but encouraging other Town Centre activities;
 - Proposals capable of capturing more of the spending power of local residents, employees and visitors, and the retention of a convenience shopping offer for local residents.

2.0 Delivery Approach

2.1 Proposals that are taken forward by Sefton will be evidenced based and will look to maximise economic opportunities within the Town.

2.2 The Council will support pre-development feasibility, site assembly and are prepared to partner, so the town is in a position to receive new public and private investment requirements that will deliver new services and a more diverse town centre economy. In order to anticipate and confirm requirements the Council will look to;

| Theme | Action | Timescale |
|---|--|----------------------------------|
| Action Plan Report | <ul style="list-style-type: none"> Produce a statement of priorities outlining the delivery approach in further detail Produce a Communication and Engagement Plan | Short |
| Transport & Access | <ul style="list-style-type: none"> work with partners to improve public transport provision work to improve cycling and pedestrian access in and around the Town Centre | Med/Long Med/Long |
| Retail Quarter | <p>Strengthen the destination appeal of the retail quarter. The focus will be adjacent the canal to deliver community and social enterprise, leisure, and a food and beverage offer</p> <ul style="list-style-type: none"> work with Safe Regeneration work with the owners of the Strand Shopping Centre and other investors | Short Med/Long |
| Modern Services and accommodation | <p>Continue its participation in initiatives and structures currently in place and show leadership. For example;</p> <ul style="list-style-type: none"> 'Well North', 'One Public Estate', and the health led Sefton Property Estate Partnership. continue discussions with Hugh Baird College, the Homes and Communities Agency and Social Registered Landlords. | Short Short |
| Business, Social Enterprise and training. | <p>Strengthen the destination appeal of the commercial quarter.</p> <ul style="list-style-type: none"> manage one to one relationships with Bootle's existing property owners, social enterprises and stakeholders understand potential opportunities for business, further and higher education growth and re-purposing the configuration of floor space to start-up size continue to provide business and investment support from Invest Sefton | Short Short Short Short |
| Heritage and Culture Provision | <ul style="list-style-type: none"> Encourage heritage and cultural provision within the Town Centre in respect to opportunities for new town centre investment initiatives | Long |

2.6 Draft versions of the Investment Framework have previously been brought to appropriate Cabinet Members and to Member Reference Group. The draft Framework has also been through consultation with stakeholders, Members, officers and the public.

3.0 Consultation

3.1 To produce this Framework document Lambert Smith Hampton engaged with key stakeholders and reviewed property market issues, planning policy, property title, highways, transportation and design

3.2 Following guidance from the Consultation and Engagement Panel a range of consultation activity took place. More detail about this process is given in appendix 1.

3.3 The consultation carried out for the Bootle Town Centre Investment Strategy, although limited in the number of responses received, showed that people are very supportive of the ideas contained within the Strategy. As expected a wide range of comments and opinions were provided as part of the consultation process. However many of the comments were not directly relevant to the Strategy and were around broader Bootle, and other, issues. More information about the consultation responses is given in appendix 1.

4.0 Conclusion

4.1 The Bootle Town Centre Investment Framework is a high level strategic document that is fixed at a point in time. The Framework provides a potential direction of travel for Bootle Town Centre, it is not a prescriptive document and it will not prevent Sefton Council from exploring other development opportunities that may emerge.

4.2 Regeneration is a dynamic process and ideas, proposals and conditions will change over time. Local Plan Policy and the Supplementary Planning Documents (if required) will support the Framework. The regeneration of Bootle Town Centre will also need to align with the Sefton 2030 Vision.

4.3 The Framework aims to inform and provide clarity to investors, so they have the confidence to commit.

4.3 Sefton Council will facilitate development in Bootle through negotiation with major landowners, stakeholders and potential developers. It will actively consider the role, use and potential disposal of its property assets to create viable schemes and facilitate the regeneration of Bootle Town Centre.

Appendix 1 - Consultation

1.0 Officers brought the consultation proposals to the December Consultation and Engagement Panel for advice. Following guidance from the Panel the following consultation activity took place:

- Public consultation
 - Ran from 4th January to 7th March 2016
 - 2 drop-in sessions in Bootle Strand
 - Hard copies of documentation available in Bootle Library, Bootle One Stop Shop and Magdalen House
 - E-consultation through the Sefton website
- Stakeholders event - Approximately 30 attendees

The Framework consultation was publicised by:

- Information on the Sefton website
- Tweets out from Sefton Council
- Press releases to local papers
- Leaflets in town centre locations, including offices

1.2 34 responses were received. Approximately 134 people also spoke to officers about the Strategy at the drop-in sessions.

1.3 The consultation carried out for the Bootle Town Centre Investment Strategy, although limited in the number of responses received, showed that people are very supportive of the ideas contained within the Strategy. Of people that provided a written response:

- 96% broadly agreed with the Strategy for Bootle, as described in the Bootle Town Centre Investment Strategy consultation document
- 90% broadly agreed with the proposals for the retail quarter
- 96% liked the prospect of more leisure focused in the retail quarter
- 93% thought the canal area should be improved to encourage more people into the Town Centre
- 92% broadly agreed with the proposals for the commercial quarter

1.4 As expected a wide range of comments and opinions were provided as part of the consultation process. However many of the comments were not directly relevant to the Strategy and were around broader Bootle, and other, issues. Broad themes picked up through the consultation were:

- Retail; more national names, better quality shops
- Parking; cheaper parking, more parking
- Town Centre Management; including issues around cleansing, maintenance and anti-social behaviour
- Area between Balliol Road and Liverpool boundary; cleansing, retail offer

- Leisure facilities; cinema, restaurants, bowling
- Culture/heritage; museum, concerts, heritage centre
- Sport; sporting activity in/close to town centre
- Access; pedestrian crossings, routes through
- Signage; at entrances to Bootle, to carparks, to key sites
- Employment; more choice of jobs, opportunities for local people
- Housing; more housing in town centre, social housing, better quality housing
- Night-time economy; encourage people to stay in Bootle after work/college, encourage people to come into Bootle of a night