

Report by the Head of Planning and Community

Economic Regeneration

1.0 Summary

- 1.1 This report updates Members on the major physical regeneration initiatives currently underway or planned in the district and makes recommendations regarding the support resources required to deliver them successfully under the *Revitalising Adur* corporate objective theme.
- 1.2 It describes how the Planning and Community Division is adapting its work programme and level of resources including external funding in response to the council's corporate plan and, in particular, to the challenge of implementing the Shoreham Renaissance Strategy.
- 1.3 The report comprises three main sections describing the measures that are being taken:
 - **Major Sites development**
 - **Shoreham Renaissance**
 - **Management and resources**
- 1.4 The report describes how external funding (SEEDA / AIF) has been secured to temporarily employ a specialist officer to help address the *Revitalising Adur* objective and make progress on several fronts. In addition, the report also flags-up the demands that these initiatives will make on all the divisions within the council, particularly as it relates to Shoreham Renaissance and the development of the council's own land & property, housing strategy and the streetscene programme.
- 1.5 A range of professional and specialist services will be needed i.e. legal, planning, estates, finance and community development. Whether these specialist development skills and staff time are available in-house or should be out-sourced, needs to be considered.
- 1.6 Further to the recent adoption of the Strategy for Shoreham Renaissance, it is proposed that a Task Group be set up to focus on implementation. It is proposed that this group will present a paper to the next meeting of this Committee on 25th May 2006, when more detail is expected to be known about the viability of some potential early projects. The report will also address other issues of implementation including funding.

2.0 Recommendations

2.1 Members are recommended to:

- (i) agree to the arrangements for managing the implementation of Shoreham Renaissance and nominate a Member to join the Task Group;
- (ii) request that the Task Group reports back at the next Committee meeting on 25th May 2006 with:
 - a proposed funding bid to the West Sussex Coastal AIF's 5 Town Network project to support the implementation of the Strategy for Shoreham Renaissance;
 - a proposal for a mechanism to 'pool' the capital receipts generated by the development of council owned sites in order to 'recycle' the money back into new community facilities at Pond Road;
 - a proposal for improving the engagement of businesses in the implementation of the Strategy for Shoreham Renaissance;
- (iii) agree to continue hosting and managing the 5 Town Network project for a further three years and to acting as the lead partner for the AIF capital funding;
- (iv) agree that the current *Business & Local Economy* chapter of the Community Strategy 2004-2009 be used as the *Economic Regeneration* Strategy for Adur instead of producing a separate document to replace the council's economic development strategy 2000-2005;

3.0 Background

3.1 At Policy and Strategy Committee on 23rd September 2004 Members reaffirmed their commitment to the following priorities guiding their corporate and financial planning over the coming years:

1. **Protect and enhance core services to the community**
2. **Create a clean, green and safe environment**
3. **Revitalise Adur**
4. **Keep Council Tax increases to the minimum level practicable**
5. **Contribute to the implementation of the Community Strategy and other partnership initiatives where practical and beneficial to the community to do so.**

3.2 These five core priorities have now been embraced by the Adur DC Corporate Plan 2005 - 2008 which pulls together the high-level objectives, together with more detailed individual divisional actions, for the next three years.

3.3 The third priority, *Revitalising Adur*, is further described:

“Investment in Adur is recognised by the Council as a key determinant of success in delivering its vision and meeting the needs of its customers, local businesses and its citizens. Therefore, it is a priority to promote actions that encourage sustainable investment, renewal and development of homes, businesses and infrastructure (economic, social and environmental) within the district to promote the economic prosperity of the area”.

- 3.4 In this respect, corporate priority 3 is very much about land usage in the district and the regeneration of the built environment, including public realm areas. Getting the balance right between the need for homes, for jobs and for community facilities will be key and this needs to be reflected through the planning processes, particularly in relation to the emerging Adur Development Plan (ADP). In addition, the council’s own land & property assets will have a role to play.
- 3.5 At a more detailed level, The *Community Strategy for Adur (2004)* sets out the strategic aims of the regeneration team in its *Business & Local Economy* chapter. The *Community Strategy* is scheduled to be reviewed in 2007 and formally updated in 2008/09 and it is proposed that this chapter be re-named ‘Economic Regeneration’. It is further proposed that this section of the *Community Strategy* replaces the *Adur Economic Development Strategy 2000 – 2005* which has now ended. This will be a more time efficient process, developing a new revised Economic Regeneration strategy through a *single* consultation process rather than running two in parallel.
- 3.6 It is recognised that, because of Adur’s size and limited resources, it has to identify very clear objectives and ensure that available resources ‘follow’ the priorities as set. The physical renewal of Adur’s environment, in its broadest sense, is therefore an extremely significant task to be addressed and one which should be managed and controlled, using our planning powers if necessary, to provide the desired blend of development needed for the whole community rather than leaving it to market forces.
- 3.7 Whilst many council and non-council services contribute to the overall *Revitalising Adur* objective, they too very much rely on the provision of a fit-for-purpose built environment or ‘framework’ in which to operate.
- 3.8 The *Revitalising Adur* objective is further broken down into six core action areas:
1. **Devise planning policies and procedures to help deliver this priority efficiently and effectively and to achieve the highest possible standards of design within Adur’s built environment.**
 2. **Seek to identify sites and opportunities to increase housing provision, including affordable housing and commercial development encouraging new businesses to come to Adur and existing businesses to grow.**
 3. **Support businesses to foster a strong, diverse and sustainable local economy.**
 4. **Regenerate neighbourhoods, town centres and business areas.**

5. **Help to create more and better job and training opportunities for local people.**
6. **Seek improvements to economic, social and environmental infrastructure, including transport and accessibility.**

- 3.9 To ensure progress across all these areas, the economic regeneration team needs to adapt the way it works by putting in place new methods of delivering the desired outcomes. In effect, decisions at a corporate level to prioritise some areas of work over others needs to cascade down the organisation and be reflected by changes on the ground at divisional and section levels.
- 3.10 Therefore, in supporting the council to deliver the *Revitalising Adur* agenda, this report outlines some of the changes underway within Adur's economic regeneration team (within the Planning & Community Division) together with new projects and initiatives made possible through the securing of additional external funding.

4.0 Major Development Sites

- 4.1 As Adur Council prepares the new Adur Development Plan (ADP) it is clear that the requirements of the new planning legislation call for a much more rigorous analysis and assessment of proposed development projects, particularly as they relate to the realism of actually *delivering* schemes, in order to avoid allocating land to proposals that have little or no chance of actually happening.
- 4.2 The ADP therefore has to assess land allocations to ensure that they are viable and realistic and this puts a greater responsibility on the planning authority to test deliverability of potential schemes.
- 4.3 Physical regeneration must occur in a joined-up way across the district to ensure that the various opportunity sites deliver the desired blend of development, each contributing its part of the jigsaw. A recently completed Employment Study commissioned for the ADP process, reinforced the need for new commercial floorspace to support employment retention and growth and provide appropriate, modern accommodation locally to attract and keep businesses in Adur. The successful regeneration of major opportunity sites in the district, guided by strong planning policies, is vital in providing such employment land at a time when many believe that physical regeneration efforts are aimed too frequently solely towards residential development.

The major development sites are listed below:-

4.4 Shoreham Airport

- 4.4.1 The airport is being sold to a private company on a long lease. The new owners are committed to retaining the airport and intend to make significant investment. They have said they will be renovating the listed terminal building and are likely to submit a planning application in the near future for the redevelopment of the land around the terminal building. They also wish to see new business space developed on the site.

- 4.4.2 Following public consultation in 2004 the council stated it did not support the proposal for a new realigned runway (note the adjoining land would be needed for this purpose). However, it is acknowledged that the airport needs to change and develop to remain viable.
- 4.4.3 The emerging preferred option for the airport in the ADP is to recognise its role as a general aviation and commercial airport and as a key location for new employment, building on the recent success of attracting new firms and jobs to the site. This is likely to involve major additional business space; maximising the potential of the airport using the existing runway (subject to mitigating the environmental impact) and marketing the airport as a visitor attraction.

4.5 East Worthing Access Road (EWAR)

- 4.5.1 Worthing Borough Council and Adur District Council jointly commissioned consultants to undertake a study of this proposed road-based development that could release 10 hectares of private sector land on the Adur/Worthing boundary for potential residential, commercial, amenity and waste use. It could also provide substantial transport benefits, directing heavy traffic away from east Worthing residential roads and providing some easing of congestion at the Lyons Farm junction.
- 4.5.2 Worthing BC and Adur DC bid successfully for £30k of AIF funds to undertake the study which concluded in March 2006. WSCC transport planners, the Highways Agency and the landowner have all been consulted and fully involved in the study.
- 4.5.3 EWAR currently appears in both local authorities Local Plans and also in the West Sussex Structure Plan. The scheme was first proposed some 20 years ago and focused on the need to relocate WSCC's waste transfer station from Halewick Lane, Sompting. For the purposes of the ADP, an updated assessment of the scheme was required, in part reflecting new solutions for waste transfer, but also testing the general deliverability of the scheme. This study reviewed previous work and assessed the current viability and financial balance, in line with transport, planning and economic regeneration requirements, to establish whether there was a realistic likelihood of the scheme being delivered.
- 4.5.4 The envisaged scheme is complex and would require a new junction onto the A27 trunk road. The study looked closely at highway, junction and traffic issues; civil engineering and environmental impact assessments; options for uses and corresponding land values; planning and strategic gap policies.
- 4.5.5 The main conclusion emerging from the study is that the existing scheme and road alignment as proposed is *not* considered viable or deliverable. However, the consultants did make suggestions that an alternative road alignment joining the A27 further to the east appeared to provide greater transport and development benefits and would, in principle, receive support from both the Highways Agency and the landowner, subject to further investigation and detail. The conclusions of this study will need to be incorporated into the preferred options in the ADP due for public consultation in July. Future studies will need to look at whether an alternative alignment of the relief road is possible or desirable, cutting as it would more deeply through a strategic gap area than the original EWAR proposal. A detailed look at the study will be presented to SEMs.

4.6 Shoreham Maritime

- 4.6.1 The Shoreham Maritime Vision (1999) provides for the consolidation of the operating port, with land lost as a result of the consolidation process being replaced by new land to be reclaimed from the sea, creating no overall loss of port operational land.
- 4.6.2 Land released from port operational use in both Brighton & Hove and Adur would then be redeveloped for a mix of business, leisure and residential uses. The long-term vision, including a new road, is estimated to deliver 225,000 sqm of mixed-use development delivering between 2,680 - 4,427 FTE jobs and 509 – 1,259 dwellings.
- 4.6.3 To enable this development, a new surface road link between the eastern end of the consolidated port and the A270 is necessary. However, further studies have indicated the high costs of such a road and, in addition, the strong political resolve that would be necessary in B&H to deliver it.
- 4.6.4 Whilst the majority of port land is owned by the port authority, a further complication is that many smaller parcels of land are in various private ownership's making assembly difficult. In addition, the WSCC Minerals Plan has safeguarded those port sites and wharfs deemed to be essential for the import of sea-won minerals used to sustain the sub-regional construction industry. Despite these restrictions, there has been development in Adur in line with the vision (i.e. Ropetackle and Sussex Wharf) with more in the pipeline via Shoreham Renaissance (see below). In addition, a planning application for major development at Lady Bee Marina to provide a mix of business space and leisure facilities has been submitted by the port authority. The start of the final phase of the Ropetackle development, which includes most of the commercial space, is being actively discussed. A planning application for a revised scheme is expected later this year. A revised scheme for the business element of the Sussex Wharf development is also expected. The former Parcel Force site has recently been purchased and officers are now in talks about creating a mixed-use waterfront development. It should therefore be recognised that progress has been made in regenerating the Shoreham Maritime area, but clearly a review of the strategy is now needed.
- 4.6.5 In this regard, there is a sense that the wider aspirations of the Vision have stalled. There was to start with very strong partnership working and considerable public funding allocated to driving the vision forward. However, the partnership has languished in the last two years and B&HCC in particular has the view that a link road is not financially fundable or politically desirable, hence the Vision, for them, is not deliverable. In addition, the insistence by the Port Authority that extensive (and expensive) seaward reclamation would be necessary to replace the land 'lost' to other development, increases an already large financial gap. It is difficult to see how this shortfall can be solved – successful waterfront schemes seen elsewhere invariably start with an assembly of genuinely vacant, surplus land made redundant through some form of economic decline. In Shoreham, this is not the case – the port is thriving and the port authority does not wish to see any loss, overall, of operational port land.
- 4.6.6 In recognition of these difficulties, Shoreham Port Authority, in partnership with SEEDA, commissioned consultants King Sturge in 2005 to reappraise the deliverability of the Shoreham Maritime Vision. The completion date for the study

has slipped and it is unclear at the moment when SEEDA and SPA will be in a position to share the outcomes of the study with the council and other partners.

- 4.6.7 There is a possibility that this may lead to closer joint working between SEEDA and Shoreham Port Authority, with options ranging from an informal structure up to a corporate joint venture with the capacity to commit to the redevelopment of the port and a series of major property development schemes. Experience gained by SEEDA in leading on the delivery of major infrastructure schemes in Medway, Hastings and the Isle of Wight, may be behind the idea for a new approach to Shoreham Maritime.

4.7 Shoreham Cement Works

- 4.7.1 Since the refusal by the planning inspector of the planning application in 2003 (refused essentially on the grounds of including 84 homes in an unsustainable location and the owners not proving the financial case for them) the Cement Work's owners have apparently been working on a revised plan, but there has not been any discussions with officers for over a year. This is a very large 46 ha site, mostly situated in Horsham DC area. The role (if any) of the site for a waste facility still needs to be resolved.

4.8 Eastbrook Allotments

- 4.8.1 This area of land comprises mainly of allotments, some unused grazing land and a disused former market garden site. The land is partly owned by Brighton & Hove CC and partly by Adur DC. There are approximately 200 allotments of which only about 40% are under cultivation.
- 4.8.2 In an effort to bring the disused land back into use, specialist consultants have been engaged jointly by BHCC and ADC (with AIF funding support) to investigate options for developing the site which potentially could include substantial business, housing and leisure uses. BHCC have now received approval from the government to release some of the allotment land for other uses.
- 4.8.3 The site is constrained by an electricity sub-station, overhead and underground electricity power lines and also by poor road access and junction issues. In particular, the Adur-owned land will be difficult to unlock because it is encircled by housing and by BHCC allotment land making access a complex feature of any scheme. A large local business has expressed interest in relocating their offices to the site – Members are aware of this approach and discussions are continuing with officers of both councils about whether this is achievable.
- 4.8.4 On conclusion of the consultant's study, it is expected that wide consultation about the future of the site will take place later this year, possibly proposing a specific large office building scheme for a local employer who might otherwise have to locate outside Sussex or alternatively a more general employment scheme, yet to be decided.

4.9 Waste Facility, Halewick Lane, Sompting

- 4.9.1 This large facility is scheduled for closure in December and the landowner (WSCC) has carried out consultation with the local community and other stakeholders regarding options for the future use of the site.
- 4.9.2 A range of ideas were looked at and WSCC recently made the following statement:
- (i) the site will be declared surplus to WSCC requirements at the end of 2006;
 - (ii) consideration of a future use of the site be restricted to light commercial use or some form of site restoration;
 - (iii) the final decision on the use will be left to Adur Development Plan process.
- 4.9.3 This site will therefore be considered when preparing the sites allocation process as part of the ADP, due to start later this year.

4.10 Former Southlands Hospital Site, Upper Shoreham Road

- 4.10.1 This site is due to be transferred from the NHS to English Partnerships (EP) in the very near future. EP will then prepare plans based on the council's development brief (agreed in 2000) to sell the site to a private developer for a housing scheme. Preliminary discussions have already started. The key issues being discussed are the provision of affordable homes, achieving the eco-homes standard and retaining the former hospital buildings that are in the designated conservation area, subject to financial viability.
- 4.10.2 WSCC have entered into discussions with EP about including a new 60 bed care home on the site and there is a separate current planning application due to be considered by the planning committee in the near future. Other care home sites will be freed up in Southwick and Lancing for housing.

5.0 Shoreham Renaissance

- 5.1 At Policy & Strategy Committee on 24th January 2006, Members agreed "*A Strategy for Shoreham Renaissance*", subject to a number of modifications which they requested are made to the document. The Committee delegated authority to the Director of Strategy in consultation with Cllrs McKinney and Blunden to make the required amendments and to finalise the document.
- 5.2 Subsequently, at the final meeting of the SRWG on 14th March 2006, the revised strategy document was approved by the group thus concluding the development of the masterplanning process for Shoreham town centre and establishing the guiding principles for implementation.
- 5.3 A review of the Shoreham Renaissance process was also undertaken by Barry Shaw of the Kent Architecture Centre which concluded with a number of recommendations for implementing the strategy (See Appendix 2). These suggestions were accepted by the group as useful comments to progress Shoreham Renaissance, maintain the momentum achieved to date and to keep the strategy on-track. Point 5 recommends that the engagement of business should be improved as we move into the implementation phase, perhaps using 'Worthing First' as a model. It is proposed that the Task Group raise this at the next meeting of the

Adur Economic Partnership board on 10th May 2006 and report back at the next meeting of this Committee on 25th May 2006.

It is known that the AEP are currently developing closer working ties with the Sussex Chamber of Commerce (Sussex Enterprise) including ideas to increase the 120 local chamber members' input into economic regeneration issues so this may be a timely approach.

- 5.4 Now that the strategy has been agreed, the focus of work turns towards implementation. This includes the need to plan the capacity and resources to deliver the key projects and a marketing programme to keep the local community and other partners informed about individual projects as they progress.
- 5.5 The large-scale regeneration of a town centre is a major task and involves a 'spike' in demand for resources and skills, which perhaps only happens once in a generation, as out-dated buildings come to the end of their useful lives. An example of this certainly includes some of the public buildings in the Pond Road area which generally represent 1960's and 1970's development which are no longer fit for purpose.
- 5.6 Whilst the new strategy identifies much which needs to be done in Shoreham town centre, it is useful to reflect on what has already been achieved. In addition to the almost-complete Ropetackle development, a pro-active programme of town centre management in Shoreham over the past 4 - 5 years has seen many improvements to the vibrancy and environment of the town. Many previously vacant buildings, such as the former Town Hall, have been brought back into profitable use; there are very few, if any, empty buildings whilst significant private sector investment has established new shops, cafes and restaurants.
- 5.7 A notable experimental exercise in the Brunswick Road area involved spending relatively small amounts of public money on environmental improvements which has subsequently helped trigger significant follow-up private sector investment to shops and offices in the area.
- 5.8 This latter example provides evidence of the importance of good quality public realm treatments and its effect on encouraging follow-up private investment. Councils cannot easily attract private sector investment to an area but, by providing quality improvements to public spaces which it does influence and control, can create a confidence for businesses and landowners to follow. The new strategy places particular importance on improvements to the public realm and civic spaces; an additional study has already been commissioned to develop a lighting strategy for the town.
- 5.9 The implementation of 'street scene' working is a welcome confirmation of this proven technique for targeting public sector resources and attracting inward investment. We need to consider further the improvements which Adur council can independently deliver to our public realm and civic spaces and those for which we are reliant on partners, such as West Sussex CC.
- 5.10 The strategy identifies several sites and zones for improvement and development, each providing different types of challenges, but essentially adhering to five main forms:

- Land in multiple public ownership - Pond Road area;
- Land solely in Adur council ownership - Tarmount Lane car park; Civic Centre, car park and the Ham; Ship Street and Middle Street car parks; various public realm areas and street furniture;
- Land in mixed public/private ownership – site bounded by New Road, East Street & Tarmount Lane
- Land solely in private ownership – Railway Station; Ropetackle North & railway arches; west end of High Street / DSS site; Waterside East;
- WSCC areas of responsibility – Footbridge; roadways and footways; various public realm areas and street furniture;

5.11 Recognising that special skills will be necessary to unlock this variety of sites, a funding bid was submitted to the Brighton & Hove and Adur AIF to engage a Major Projects Officer with private sector development experience. This bid was successful and an officer has now been appointed on a two year contract (see below) to assist, not just Shoreham Renaissance, but also other difficult development sites in the district.

5.12 The largest challenge for delivering Shoreham Renaissance will be the renewal of community facilities, which are recommended to remain in the Pond Road area. A major purpose behind the masterplanning approach in Shoreham has always been that, taken in isolation, renewal of Pond Road would be unaffordable. Indeed, valuations undertaken as part of the Renaissance process confirmed a significant financial shortfall to re-provide the existing level of community space despite recommending part of the site for housing development.

5.13 However, if we plan accordingly, the masterplanning process could ‘pool’ other town centre sites and divert resources from council-owned schemes which generate receipts into those which require subsidy i.e. Pond Road. It is proposed that the Task Group investigate how this may be achieved and report back at the next meeting of this Committee on 25th May 2006.

5.14 Additionally, in the context of private land developments, we might determine that S106 monies are used to improve community facilities and the public realm. However, to provide a policy framework, this would need to be included in the Adur Development Plan. It is proposed that the Task Group investigate how this may be achieved. Associated with this is the work by the Community Wellbeing Team on re-visiting community expectations.

5.15 There are two other ways in which the council might provide capital resource into the Pond Road re-development:

- Firstly, the acquisition of capital debt to be written down over future years. Relatively small amounts of capital are included in the council’s capital programme for 2006/07 in order to progress the initial implementation phase of Shoreham Renaissance. However, much larger amounts will be needed in years to come – how much and when will depend on our success at acquiring monies from the other

sources (including monies from other agencies) and the speed at which schemes could come forward and the development value they generate. The availability of third-party grants also needs to be investigated.

- Secondly, we might look to the council's existing capital portfolio of land and building assets and whether value could be unlocked from these to re-invest into Pond Road. Achieving viable financial packages will be a key challenge for delivering Shoreham Renaissance and this task should not be underestimated.

5.16 In addition, many 'peppercorn' users of council-owned buildings have evolved over the years. Very often community groups are provided with valuable buildings which are not particularly suitable for their purposes. It might be more desirable to realise the value of these buildings and use the proceeds to help re-provide accommodation in a shared building with more efficient use of facilities and council property.

5.17 Individually, site by site, council land and property assets may be relatively small but collectively they could represent a substantial financial contribution towards a Pond Road scheme. However, without a corporate plan to co-ordinate this process, such proceeds could be diverted to a variety of alternative uses over the coming years and the opportunity lost to accumulate a critical mass of funds. Again, there is a need to come forward with realistic plans capable of achieving financial viability with regards to the Strategy for Shoreham Renaissance and the upgrading of community facilities.

6.0 Management and resources

6.1 With regards to commencing the implementation of the Strategy for Shoreham Renaissance, it is proposed that a task group be established, chaired by a nominated Member and including an officer at director level. The task group activities would be managed on a day-to-day basis by the Economic Regeneration Manager.

6.2 Additional specialist officers would support the task group process as required and bids for additional funding undertaken as opportunities allow. It is important to recognise the additional internal work-loads that Shoreham Renaissance will generate for some specialist teams, particularly as it relates to the council's land and property.

6.3 Adur has already taken some cost-cutting steps by restructuring the organisation and reducing the number of management positions. Whilst financially necessary, this inevitably draws the remaining staff and resources to focus on the urgent and immediate services of today at the expense of the long-term and important issues of tomorrow i.e. *Revitalising Adur*. In this context, access to external funding has become even more crucial in order to address activities which are about planning for the future and how the district will look and perform in ten to twenty years time.

6.4 External Funding

6.4.1 Adur's successful track record of leveraging in external funding, particularly from the South East England Development Agency (SEEDA), remains an important source of economic development and regeneration monies. The previous SEEDA-funded

Single Regeneration Budget (SRB) programme 1997-2004 won £3.3m for the district and provided support to a large range of valuable projects including the 3-year pilot of Adur's town centre management initiative, helping to bring the former town hall back into use, supporting the £1.3m re-development of the Fishersgate Tungsten site, improving the infrastructure on the airport and contributing over £600k to kick-start the regeneration of Lancing Business Park.

- 6.4.2 SEEDA's current funding stream, Area Investment Framework (AIF), coordinated locally through Adur's economic regeneration team, continues to support projects in Adur and, in just 18 months, has already provided or pledged over £400k to local projects and initiatives including Shoreham Renaissance, the Council for Voluntary Service (CVS) and a number of studies on major development sites including EWAR and Eastbrook allotments.
- 6.4.3 Members should note that, due to local government structural complexities of integrating AIF and LAA working in the Brighton & Hove and Adur AIF, it was agreed by all partners that Adur withdraw from this partnership and concentrate efforts instead on the CWSAIF and the West Sussex LAA.
- 6.4.4 Continuing to invest Member and officer time in both these sources of external funding is important. Adur will continue to meet and work with B&HCC on major projects, such as Shoreham Maritime.
- 6.4.5 In addition, AIF funding to support the employment of a land & property development specialist to drive forward the *Revitalise Adur* theme has been secured:-

AIF funding has been agreed to employ a full-time Major Projects Officer (MPO) in Adur from April 2006 for two years to project manage forward a number of major development opportunities and to closely liaise and assist a number of others (see list below). Some key Adur sites have already been identified during the AIF process. It is proposed that the MPO will be based at the Civic Centre and will be involved in the following schemes: -

- Eastbrook Allotments (planning study already underway with AIF funding support)
- Shoreham Renaissance, possible early projects include:-
 - Pond Road area;
 - Land bounded by New Road / East St. / Tarmount Lane;
 - Surry St and Ship St car parks;
 - Civic Centre staff car park (possibly including land to the east)
- Halewick Lane waste site;
- Other major sites (provide local liaison & advising role)
- Other opportunity sites as time allows

- 6.4.6 It is envisaged that additional resources will also be made available to this officer on a site-by-site basis to engage and commission support studies that need to be outsourced, such as land development and design specialists.
- 6.4.7 It is planned that funds for this are made available through the 2006/07 capital bid to the council and also through support funding available via Shoreham's involvement in the AIF 5 Town Network project (see below).

6.5 5 Town Network

- 6.5.1 The Network seeks to establish a mechanism for sharing experience, knowledge, skills and best practice across the West Sussex Coastal strip as well as co-ordinate the regeneration of the five towns. Adur council currently hosts and manages the Network project.
- 6.5.2 On-going funding support from the Coastal West Sussex Area Investment Framework (CWSAIF) is crucial to assisting the implementation of the Shoreham Renaissance strategy, together with the continuation of the Network itself, a partnership project involving Selsey, Bognor Regis, Littlehampton, Worthing and Shoreham.
- 6.5.3 Subject to a successful new bid for funding, over the next three years the money flowing through the Network is expected to be in the region of £950,000 (including management and event costs), split between the towns. This bid will be developed during April and May 2006 and submitted to AIF/SEEDA when agreed and signed-off by the partners.
- 6.5.4 The funding bid for the Shoreham Renaissance implementation strategy will form part of this submission and it is proposed that the Task Group will draft this up at the earliest time (subject to information being available) and will present details for endorsement at the next meeting of this Committee on 25th May 2006.
- 6.5.5 In preparation for this scenario, Members are reminded that the council's agreed capital budget for 2006/07 includes an item titled 'Delivering Shoreham Renaissance' and this currently comprises £60k of council funds and a £75k estimate of external (AIF/SEEDA) funds.
- 6.5.6 Members are recommended to continue supporting Adur's role in managing and 'hosting' this important project on behalf of the partners. It is expected, in the light of the larger budget and success of the Network, that the officer post will become a full-time appointment (it previously formed 20% of the Regeneration Manager post).
- 6.5.7 The emerging Local Area Agreements (LAAs) are potentially an additional mechanism and funding source for progressing economic regeneration in Adur and we should work in partnership with WSCC to plan a district-wide programme of public realm, civic space and lighting improvements.

7.0 Conclusions

- 7.1 Revitalising Adur, including Shoreham Renaissance, is a vision for the future, not a passing commitment. By definition it must be addressed constantly in both the mid

and long-terms, including financial and staff resources following accordingly and with partners also bound into the process.

- 7.2 The Council has had to make difficult choices by prioritising important areas of work that it wants to focus on over the next two to three years. This is in contrast to the approach taken in the past of attempting to 'do everything' and spreading the effort too thinly – this can no longer be sustained, particularly if we wish to see substantial improvements in our built environment.
- 7.3 Partnership working coupled with focused effort, linked closely to the levers of the planning process, is the mechanism for achieving the economic regeneration of Adur's neighbourhoods, town centres and business areas over the coming decades.

Local Government Act 1972

Background Papers:

ADC Corporate Plan 2005 – 2008

Community Strategy for Adur 2004

Shoreham Renaissance - Joint P&S and P&R Committees 24th January 2006

Shoreham Renaissance (pink papers) – P&S Committee 2nd February 2006

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Appendix 1

1.0 Council Objective

1.1 Economic regeneration is an important aspect of “Revitalising Adur” and achieving the objectives of the community strategy.

2.0 Specific Targets

2.1 There are key tasks and outcomes described in the report and there will be more detailed information in the next report on May.

3.0 Sustainability Issues

3.1 The proposals contribute to sustainable development, focusing on town centres regeneration and best use of brownfield land.

4.0 Equality Issues

4.1 The proposed schemes will provide opportunities for people.

5.0 Community Safety issues (Section 17)

5.1 Enhancement of the town centres and regeneration of major sites will improve the environment and help design out crime.

6.0 Human Rights Issues

6.1 Matter considered and no issues identified

7.0 Financial Implications

7.1 Fully covered in the report.

8.0 Legal Implications

8.1 Matter considered and no issues identified so far

9.0 Consultations

9.1 As so far involved considerable consultation. This will need to continue but to lesser extent over the next 3 years.

10.0 Risk assessment

10.1 Matter considered and no issues identified

11.0 Health & Safety Issues

11.1 Matter considered and no issues identified

Appendix 2

Implementing the Shoreham Renaissance Strategy

Kent Architecture Centre Recommendations

1. Strategic leadership, supported by a clear management structure, needs to be maintained to deal with the long-term nature of the delivery plan;
2. Internal capacity issues and management continuity needs to be addressed. Replacement cover needs to be found for the Director of Strategy who is retiring and the Shoreham Renaissance / 5 Town Network officer who is moving on to other projects;
3. The timescale for delivery needs to be reviewed and project and delivery planning put in place for an anticipated 7 – 10 year programme;
4. Consideration should be given to nominating a councillor as the corporate champion of the project;
5. The partnership needs to be reviewed. Business interests should be (better) engaged;
6. The role and expectation of stakeholders should be clearly set out especially with regards to perceived conflicts of interest arising from the expectation of partnership and the obligation to negotiate to demonstrate value for money;
7. Stronger and more comprehensive links need to be made to the County Council to achieve more corporate engagement;
8. Stronger and more comprehensive links need to be made to the PCT;
9. A continuing public consultation / information strategy should be drawn up with the aim of retaining the good will and involvement of the community;
10. Regeneration and planning need to be better integrated;
11. A detailed brief should be drawn up for Pond Road following a review of the community facilities considered necessary and sustainable. This should become a focus of the next stage;
12. Decisions should be taken on the form of delivery body that will be set up and its funding requirements;