

SUBJECT: Outer London Fund Round One

Responsible Officer:	Andrew Trehern, Corporate Director, Place Shaping
Portfolio Holder:	Cllr Bill Stephenson, Leader of the Council, Portfolio Holder Finance and Business Transformation
Key Decision:	Yes
Urgent/Non Urgent:	Non Urgent
Power to be exercised:	Portfolio Holder Responsibilities (Allocation of Responsibilities) Paragraph 3 of Delegated Powers of Portfolio Holders, Appendix to the Executive Procedure Rules Part 4D of the constitution.
Exempt:	No
Decision subject to Call-in:	Yes
Enclosures:	None

Section 1 – Summary and Recommendations

This report sets out the rationale for entering into an Agreement with the Mayor of London to secure money from Round One of the Outer London Fund to support Harrow Town Centre and the District Centres.

Recommendations:

The Leader of the Council is requested to:
Agree that Harrow Council enters into a Funding Agreement with the Mayor of London in respect of Round One of the Outer London Fund. (This will be subject to a successful bid).

Reason: (For recommendation)

The Outer London Fund was announced on the 13th June. It provides a means for Harrow Council to secure funds to meet its corporate priority of “Supporting our Town Centre, our local shopping centres and businesses”.

An application for funds is endorsed by the Portfolio Holder for Planning, Development and Enterprise. The application for Round One of the Outer London Fund closes on the 19th July. The announcement of the results of the bidding process will be made in August.

Successful applicants will be expected to commence delivery of Round One projects immediately and end delivery in 2011/12. Given the short turnaround, the opportunity to take this decision to Cabinet has passed. The application process for Round Two bids will be announced on the 19th July, the closing date is early September, and the results of applications will be announced in November. This will provide sufficient time to take a recommendation to Cabinet to enter into an Agreement with the Mayor for Round Two funding (subject to a successful application).

Section 2 – Report

The Mayor of London's Outer London fund is designed to support the development of vibrant centres, with economic and cultural energy, in areas of Outer London, with a particular focus on those centres that will not benefit in a major way from Crossrail and the Olympics. The fund is £50m for three years ending March 2014. Bids are invited across two rounds for a share of a fund of £50m. £10m will be allocated in Round One (to be spent by March 2012) and £40m in Round Two. Round One Bids, for up to £500k for each place, must be submitted in full by 18th July, and an expression of interest for Round Two must be submitted by the same date. Guidance for Round Two Bids will be published on 19th July. Bidding for the fund will meet the Corporate Priority of

- Supporting our Town Centre, our local shopping centres and businesses

Options considered

Option A – Bid for funding to support Corporate Priorities

Option B – Do nothing and miss the opportunity to bring new investment into Harrow.

Financial Implications

Set out the financial implications of the proposed decision, in particular:

- *The total revenue and/or capital cost in current and future years*

Securing new investment will have a positive impact on revenue from 2011/12 – 2013/14. There will be no cost to the local authority. Entering into an Agreement with the Mayor (subject to a successful bid) will not have a revenue or capital cost to Harrow Council's budget.

- *The total revenue and capital funding in current and future years*

The total revenue and capital funding that could be secured is shown below. The breakdown of funding between revenue and capital will be dependent on allocations from the Outer London Fund. Round One funding needs to be spent in 2011/12 and therefore the focus is revenue.

Round One

Harrow Metropolitan Centre	£500k
North Harrow	up to £500k

- *Where there is an intention to fund the proposal from savings elsewhere in the budget, set out exactly how the savings will be achieved and whether they are ongoing*

There is no intention to fund the proposal from savings.

- *The potential implications for the Medium Term Budget Strategy (MTBS) if there is insufficient provision in the current budget – you should not make any assumptions about the outcome of future budget rounds*

“The bid will not have an implication on the MTBS. Funding secured will be new money to Harrow.”

- *Other financial issues such as tax, income collection etc*

None.

- *Wider resource implications (staff, accommodation, IT etc)*

Management and Administration costs can be included in the bid for funds. This would include Programme Manager, Project Officer and administrative support.

- *The proposed procurement route where relevant*
 - “Existing corporate contracts will be utilised – events, public realm, communications. ”

Performance Issues

In this section of the report you should consider the following:

1. *What Council priorities are impacted and how?*

“Supporting our Town Centre, our local shopping centres and businesses.”

2. *Which performance indicators (local or national) will be impacted by the proposal?.*

“Local: Town Centre Vacancy rates.”

3. *What is the current performance of those indicators? State actual, target and polarity.*

“Percentage of Total Vacant Frontage in North Harrow in the AMR for 2009/2010 is 23.09%

The percentage of Total Vacant Frontage in North Harrow has grown year on year from 2007/8 to 2009/10. The rate of increase in vacant frontages

between 2007/8 to 2009/10 was 36.2%. The rate of increase between 2008/9 and 2009/10 was 32.78%. (Source AMR)

The target will be to halt the increase in Total Vacant frontages, and bring back empty shops to use by April 2012.

Percentage of Total Vacant Frontage in Harrow Town Centre in the 2009/10 AMR was 7.77%

The percentage of Total Vacant Frontage in Harrow Town Centre has grown year on year from 2007/8 to 2009/10 was 38.35%. The rate of increase in vacant frontages between 2008/9 and 2009/10 was 27.67%. (Source AMR)
The target will be to halt the increase in Total Vacant frontages, and bring back empty shops to use by April 2012.

A low value indicates good performance. There is a drive to reduce the percentage of empty shops, measured by vacant frontage. A percentage target has not been set. “

4. *Will the proposal require the performance target(s) to be changed? If that is not yet possible, when will the new target(s) be set?*

Subject to the level of funding secured, percentage targets could be set.

5. *What impact, positive or negative, will the proposal have on assessments of the Council by external regulators (such as Ofsted, Care Quality Commission, Audit Commission)?*

“N/A”

6. *What aspects of the Comprehensive Area Assessment Organisational Assessment will be affected, e.g.*
- *Managing finances*
 - *Governing the business*
 - *Managing resources*
 - *Performance management?*

“N/A”

7. *What impact is there on resident outcomes that are delivered either by partners or by joint working with partners?*

Securing new investment to deliver events and undertake public realm improvements, will attract more shoppers to the Town Centre and district centres will safeguard jobs and create new jobs (when empty shop units are occupied).

8. *What would the effect be, in relation to all the above, if the proposal did **not** go ahead?*

The staging of projects funded by the OLF to increase footfall, spend and investment in Harrow Town Centre and North Harrow would not go ahead.

Environmental Impact

Improving and promoting local shopping facilities, town centre and district centre will promote sustainability by reducing journey times to shops and thereby reducing CO2 emissions. Harrow Town Centre suffers from competition from Watford and Brent Cross, both of which require longer journey times and increased CO2 emissions. The bid to the OLF for Round one includes a planting project; the bid for Round Two will (dependent on guidelines) support the implementation of the Green Grid.

Risk Implications

Risk included on Directorate risk register? No

Separate risk register in place? Yes

“A Risk Register will be developed and implemented. The content of the Risk Register will be dependent on the level of funding secured and projects that will be funded. A Programme Definition Document for the OLF including Risk is agreed with Programme Management. “

A Programme manager will apply project management, using Verto to automate its operation and reporting. This will allow to the use of the Council’s mandatory project management processes where appropriate and reduce the effort needed by project managers in reporting processes and completing templates. It will also produce the management information required to deliver an effective and transparent decision making process.

A Programme Board will be established which will provide overall direction and control and has final accountability for the implementation of the programme and its benefits. It will represent key stakeholders responsible for delivering the different strands within the overall Outer London Fund Round One Programme. “

Equalities implications

Was an Equality Impact Assessment carried out? Yes

“The delivery of projects funded through the OLF will include a Festival Programme which will promote good relations between different equality groups. The programme will also provide enterprise and training to businesses and workless residents which will promote socio economic opportunity. “

Corporate Priorities

Please identify which corporate priority the report incorporates and how:

Securing funding will help Harrow Council deliver its corporate priority of “Supporting our town centre, our local shopping centres and businesses”. This will be done through the delivery of the following proposed projects:

- *Festivals: A Sense of Harrow*
- *The promotion of Harrow as a shopping destination*
- *Public Realm improvements*
- *Improving Town Centre and Programme Management Capacity*
- *Business and Enterprise Development, with a focus on training*
- Pump priming District Centre Partnership
- Marketing and Promotion: Events, Website, Directory, Community Notice Boards
- Business support: visual merchandising (in store and window dressing)
- Pop up shop – test trading.

Section 3 - Statutory Officer Clearance

Name: Kanta Hirani	<input checked="" type="checkbox"/>	on behalf of the Chief Financial Officer
Date: 29 July 2011		
Name: Matthew Adams	<input checked="" type="checkbox"/>	on behalf of the Monitoring Officer
Date: 29 July 2011		

Section 4 – Performance Officer Clearance

Name: Liz Defries	<input checked="" type="checkbox"/>	on behalf of the Divisional Director Partnership, Development and Performance
Date: 29 July 2011		

Section 5 – Environmental Impact Officer Clearance

Name: Andrew Baker



on behalf of the
Divisional Director
(Environmental
Services)

Date: 28 July 2011

Section 6 - Contact Details and Background Papers

Contact: Mark Billington, Head of Economic Development and Research.

Background Papers:

1. Briefing: Update Mayor's Outer London Fund: London Town Centre Initiative. 14 June 2011.
2. London Town Centre Renewal Initiative 27 May 2011.

Position *Divisional Director - Planning*

Name (print) Stephen Kelly

Date: 8 August 2011

For Portfolio Holder/Leader

* I do agree to the decision proposed

* I do not agree to the decision proposed

* Please delete as appropriate

Notification of personal interests (if any):

(Note: if you have a prejudicial interest you should not take this decision)

Additional comments made by and/or options considered by the Portfolio Holder

Signature:

Portfolio Holder

Date:

**Call-In Waived by the
Chairman of Overview
and Scrutiny
Committee**

NOT APPLICABLE