

For General Release

REPORT TO:	CABINET 20th OCTOBER 2014
AGENDA ITEM:	11
SUBJECT:	West Croydon Regeneration
LEAD OFFICER:	Jo Negrini, Executive Director
CABINET MEMBER:	Councillor Alison Butler – Portfolio Holder for Homes and Regeneration Councillor Toni Letts – Portfolio Holder for Economic Development
WARDS:	Bensham Manor, Broad Green, Fairfield, Selhurst, West Thornton

CORPORATE PRIORITY/POLICY CONTEXT:

Croydon's Sustainable Community Strategy 2013 – 2018
Croydon's Growth Plan & The Croydon Promise: Growth for All

The Community Strategy sets out the Council's priorities for developing and maintaining Croydon as an attractive place in which to live, work, visit and socialise. The regeneration of the West Croydon addresses the following priorities:

- An Enterprising City
- A Learning City
- A Connected City
- A Connected City
- A Sustainable City
- A Caring City

The Promise sets out Croydon's vision to create a place in which people are proud to live, entrepreneurs are proud to invest and a place that people want to visit. It sets out targets for job growth and new homes, supported by infrastructure and community facilities.

FINANCIAL IMPACT

The regeneration of West Croydon is being delivered through a range of funding streams, with significant investment from both Croydon Council and the Mayor of London. This is supported by a number of delivery partners. Wider investment is being delivered through a range of other public sector bodies and private investors.

There are no direct financial impacts arising from this update.

FORWARD PLAN KEY DECISION REFERENCE NO:

This is not a key decision

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below:

1. To endorse the continued progression of various regeneration projects in West Croydon.

2. EXECUTIVE SUMMARY

- 2.1 The purpose of this report is to provide an update on the wide range of projects that are being delivered in West Croydon in order to bring about and contribute to the social, economic and physical regeneration of the area.
- 2.2 This report is a celebration of the success to date in delivering against those promises, and an acknowledgement of the work that is still to be done in order to deliver sustainable positive change for the area and its residents and businesses. Recent successful highlights include:
 - o 'Don't Mess with Croydon' launched across Borough, but already having a significant positive impact in London Road and West Croydon;
 - o On site with new shop fronts to London Road;
 - o On site with public realm and street scene improvements to London Road;
 - o West Croydon Investment Programme substantively delivered, creating jobs, new businesses and strengthening community links;
 - o Significant private sector investment on site;
 - o Retail support being provided to 25 businesses;
 - o Major police and crime operation commenced 6 October 2014;
 - o Extensive refurbishment of the West Croydon bus station commenced.
- 2.3 The overall aim of the suite of regeneration projects is to develop greater confidence, encourage economic activity and improve resilience in the West Croydon area.
- 2.4 The Council has been working closely with key delivery partners over recent months to encourage a more collaborative and joined-up response to the regeneration of the area. Key partners have included Transport for London (TfL), the Greater London Authority (GLA), the Metropolitan Police, Registered Providers (RPs), as well as community leaders and local business representatives.

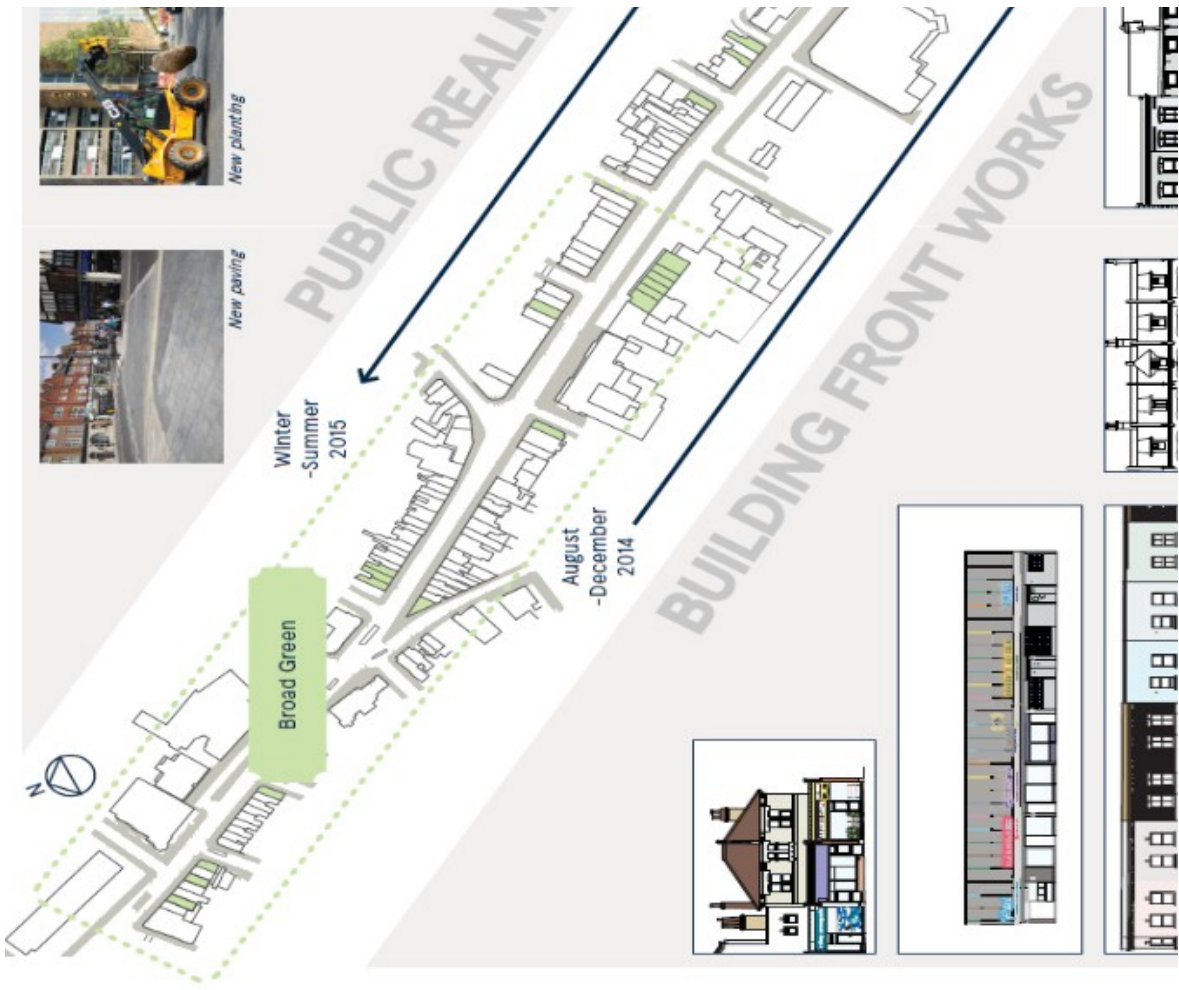


Figure 1 – an overview of the public realm and shop front works on London Road

3.0 PROGRESS TO DATE

3.1 The projects currently underway in West Croydon can broadly be split in to three categories:

- Mayor’s Regeneration Fund (MRF) project activity – these are projects that are being delivered in partnership with the Mayor of London and consist of physical improvement works (which sit under the Connected Croydon brand) as well as social and economic regeneration projects (which typically sit within the West Croydon Investment Programme or the Business Support Programme).
- Wider public sector investment project activity – these are projects being delivered through the public sector, and which are contributing to the regeneration of the area, but do not form part of the MRF programme of activity.
- Private sector investment – this includes privately delivered projects, such as new housing or commercial investment.

3.2 The Mayor’s Regeneration Fund

3.2.1 **Public Realm Improvements to London Road** – Contractors started on site in August 2014 with the extensive refurbishment of the street scene on London Road, extending from West Croydon station to the junction of St James and Sumner Road. Progress to date has been positive, with approximately 20% of the works completed. The first phase of the project is due to complete in the Summer of 2015, with the second phase running through until the Spring of 2016, although there will be break in works from late November through to Christmas to ensure that the Christmas trading period is not adversely affected by the works.

3.2.2 The works represent an investment of over £2m in the public environment of the street, and is intended to encourage more footfall, a sense of pride and a reduction in crime in the local area.



3.2.3 **Building Shop Front Improvements** have started on

Figure 2 - Artists Impression of regenerated London Road

London Road with a small number of shops participating in the initial phase of works. The subsequent phase will see a further 40 shops benefit from physical improvements to their shop fronts, such as re-decoration, refurbishment of architectural features, new shutters and improved signage. In total, nearly £600,000 will be invested in the project to encourage more people to shop in London Road and higher level of spend from existing shoppers. The project sees the Council working collaboratively with local traders, who are contributing

up to 10% of the cost of the works, with the remaining amount funded as a grant to local shop keepers.



Figure 3 - New Shop Fronts to London Road

3.2.4 **The West Croydon Interchange** – This project, which will see the junction of Station Road, Poplar Walk and North End north of Poplar Walk regenerated and refurbished forms an essential part of the West Croydon Masterplan. The project is due to start on site in Spring 2015, completing towards the end of the year. The project will improve the interchange between transport nodes, increase greenery and landscaping, improve wayfinding, create a greater sense of place and assist in the reduction of crime by providing improved lighting and footways.



Figure 4 - New public realm to West Croydon station

3.2.5 **The West Croydon Investment Programme**, a programme of approximately £1.5m, is a collection of six smaller projects that in unison provide a co-ordinated and strategic response to some of the social and economic aspects affecting West Croydon and London Road. The projects target five key wards - Broad Green, Bensham Manor, Fairfield, Selhurst and West Thornton, The programme is nearing its conclusion and has seen marked success, particularly in recent months including:

- A new **Enterprise Hub** located in London Road, that as of August 2014 had supported 58 businesses, created 44 jobs and enabled 41 start-up businesses.

- The **Entrepreneurs of the Future** has delivered guidance and support to 91 young entrepreneurs and led to 14 start-ups and/or people in to employment.
- The **Local Employment Creation** project has delivered 48 people in to employment with a further 31 job opportunities identified.
- The **Safer Cleaner Project** has provided a dedicated co-ordinator who has worked to develop strong relationships with local traders. In addition, 40 “safer radios” have been rolled out, improving the local network intelligence. 100 ultraviolet (UV) counterfeit banknote detectors have been provided to local businesses free of charge.



Figure 5 - A local trader with the Safer Cleaner Co-ordinator

- The **Root & Branch Project** has brought 120 children aged 14 – 16 through a highly successful mentoring programme, culminating in a major reception at City Hall.
- The **Community Connectors and Social Audit** project has created over 60 local connectors and Croydon is widely regarded as a leader in Europe in the ABCD (Asset Based Community Development) approach to strengthening and building community links.

3.2.6 **Business and Retail Support** – The area is also benefiting from targeted retail support with 25 London Road traders getting up to 12 hours bespoke retail advice, in addition to small targeted grants, to help improve marketing, sales practice, retail standards and the overall customer experience.

3.3 Wider Public Sector Regeneration & Investment

3.3.1 The area is also seeing significant investment in the wider infrastructure. The Council is nearing completion of its new street lighting in the area, with resident

and business feedback already suggesting that this has reduced anti-social behaviour in the area.

- 3.3.2 The Education Funding Agency are funding the development of a new school on the former South London and Maudsley (SLAM) site that sits in a prominent position on London Road. The school is being delivered by the Harris Academy and work is scheduled to start on site in 2015, subject to planning, with the permanent facility anticipated to open for the Autumn term of 2016. The Harris Academy are already delivering classes from the site from temporary accommodation. The Council will be developing a close working relation with the Harris Academy to ensure the site's regeneration has a positive impact on the area.
- 3.3.3 Transport for London (TfL) are completing a major improvement project to the West Croydon bus station. The works started on site in October 2014 and are scheduled to take 18 months to complete. The work will create a more accessible bus station with new buildings and canopy. This will also help to improve the setting for St Michael's and All Angels church. The work is designed to integrate with the Council's "Connected Croydon" projects, in particular the West Croydon Interchange project.



Figure 6 - An impression of the new bus station

3.4 Private Sector Regeneration & Investment

- 3.4.1 The area has a number of schemes on site which are transforming the face of West Croydon. London Road specifically is seeing a number of key sites being brought forward.
- 3.4.2 Over £20million is being invested to redevelop the former Bedford House site, a disused commercial building, to create 99 new homes. The affordable rent homes will comprise 22 one-bed, 24 two-bed, 15 three-bed and three four-bed apartments. There will be 14 one-bed and 21 two-bed homes for shared ownership accommodation. The development will form a new landmark for the area. On London Road the building will be set back from the road and fronted by a new section of public space with extensive hard landscaping and trees. Balconies, roof terraces and a decked amenity garden and play area over the rear car park will provide outside amenity space for the new residents. The scheme is due for completion in the first half of 2015.



Figure 7 - An impression of the redeveloped Bedford House

- 3.4.3 The former Half Moon pub site is being redeveloped by Guinness South Homes, creating 37 new units, all for affordable rent. The scheme will also include new commercial/retail space at ground floor level. This scheme is scheduled to complete in the first half of 2015.
- 3.4.4 The Interchange building (not to be confused with the West Croydon Interchange project) has seen the regeneration of 180,000 square feet of grade A office space, directly next to West Croydon bus and railway stations. The project has been delivered by Canmoor and CarVal investors. The building offers West End and City standard office space across a number of floors. Interest in the property has increased in the last six months, with a range of prospective tenants considering taking space in the building.

4. CONSULTATION

- 4.1 All of the MRF projects have been developed in consultation with community leaders within the West Croydon area. The Council has been meeting with the community through recognized community groups that operate in the West Croydon area including:
- The West Croydon Community Forum (now disbanded)
 - The London Road Traders Association
 - The Broad Green Business Forum
 - Broad Green Residents Association
- 4.2 Some of the projects have been deliberately targeted at improving and strengthening community relationships – indeed one of the key aims of the Community Connectors project was to develop community led projects and create champions of the local area, namely Community Connectors. This project is as good a measure as any of the success of the engagement and consultation that has occurred in the local area.
- 4.3 Formal consultation exercises take place for each of the physical realm projects, not just in accordance with statutory guidelines also with best practice in mind.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

5.1 Finance

5.1.1 The MRF-led projects are collectively managed under a programme level board in order to manage risks, issues, programme, costs and quality. Projects report directly against matters relating to these considerations, and will report and return to the appropriate Board for decisions.

5.2 Risks

5.2.1 Each scheme has its own risk register and report monthly using the Council's recognized reporting mechanisms, which measure risk, cost, program and quality issues.

5.3 Options

5.3.1 Not applicable.

6. FUTURE SAVINGS/EFFICIENCIES

6.1 It is envisaged that by taking a more proactive and rounded approach to regeneration within the West Croydon area that the pace of change will increase. We would anticipate that this could lead to long term efficiencies as the area continues to improve.

Approved by: Hansa Bharadia, HR Business Partner on behalf of the the Director of Human Resources

7 COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

7.1 The Council Solicitor comments that there are no specific legal issues or considerations arising from this report.

Approved by: Gabriel MacGregor Head of Corporate Law on behalf of the Council Solicitor and Monitoring Officer

8 HUMAN RESOURCES IMPACT

8.1 There are no anticipated human resources impacts.

9 EQUALITIES IMPACT

- 9.1 Each individual project or programme and intervention has been or will be subject to an equalities impact assessment as part of the project development process

10 ENVIRONMENTAL IMPACT

- 10.1 Each individual project or programme and intervention has been or will subject to an environmental impact assessment as part of the statutory planning process, if this is deemed appropriate.

11 CRIME AND DISORDER REDUCTION IMPACT

- 11.1 The regeneration of West Croydon is anticipated to lead to improved community resilience, a reduction in crime and a reduction in the fear of crime. Working with partner agencies, especially the Metropolitan Police, will increase the impact.

12 REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 12.1 Not applicable.

13 OPTIONS CONSIDERED AND REJECTED

- 13.1 No options are offered.

CONTACT OFFICER: Nick Watson, Regeneration Manager, Extn 61877

BACKGROUND PAPERS - LOCAL GOVERNMENT ACT 1972

The Croydon Promise – September 2014
Croydon Independent Local Review Panel – Report in to the Rioting on 8 and 9
August 2011 – February 2012