

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – 3 MAY 2016

Title of report	BUILDING CONFIDENCE IN COALVILLE - PROJECT UPDATE INCLUDING EXEMPTION TO THE CONTRACT PROCEDURE RULES
Key Decision	<p>a) Financial Yes</p> <p>b) Community Yes</p>
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Purpose of report	<ul style="list-style-type: none"> • To provide Cabinet with an update on the progress of the Coalville Project. • To advise Cabinet of an exemption to the Contract Procedure Rules relating to procurement of community engagement activities.
Reason for Decision	<ul style="list-style-type: none"> • To provide Cabinet with an update on the progress of the Coalville Project. • The Contract Procedure Rules require that the exercise of the Statutory Officer’s discretion to grant exemptions is reported to Cabinet
Council Priorities	<p>Building Confidence in Coalville Value for Money Business and Jobs Homes and Communities Green Footprints Challenge</p>
Implications: Financial/Staff Link to relevant CAT	<p>Included within the report</p> <p>None</p>

Risk Management	Risks are being managed through the Coalville Project governance process.
Equalities Impact Screening	Not applicable
Human Rights	None
Transformational Government	Working with other public and private partners to deliver a better deal for Coalville and maximising investment to build confidence in the town and community.
Comments of Head of Paid Service	The report is satisfactory.
Comments of Deputy Section 151 Officer	The report is satisfactory.
Comments of Monitoring Officer	The report is satisfactory.
Consultees	None
Background papers	Building Confidence in Coalville report to Cabinet on 22 September 2015 Building Confidence in Coalville report to Cabinet on 12 January 2016 Building Confidence in Coalville report to Cabinet on 9 February 2016
Recommendations	<p>THAT CABINET:</p> <ol style="list-style-type: none"> 1. NOTES THE PROGRESS MADE BY THE COALVILLE PROJECT. 2. APPROVES THE FUTURE DIRECTION OF WORK FOR THE COALVILLE PROJECT 3. NOTES THE GRANT OF EXEMPTION TO THE COUNCIL'S CONTRACT PROCEDURE RULE 6.7 TO ALLOW THE DIRECT AWARD OF A CONTRACT FOR THE PROVISION OF SPECIALIST COMMUNITY ENGAGEMENT SERVICES. 4. DELEGATES AUTHORITY TO THE CHIEF EXECUTIVE IN CONSULTATION WITH THE LEADER TO COMMIT EXPENDITURE FOR THE REMAINING £450,000 OF THE COALVILLE PROJECT RESERVE.

1.0 BACKGROUND

- 1.1 Following the May 2015 election, the Leader set out the regeneration of Coalville as one of the Council's priorities and gave responsibility for delivery to the Chief Executive. "Building confidence in Coalville" has become one of the council's stated priorities in the 2016/17 Council Delivery Plan.
- 1.2 On 22 September 2015 Cabinet agreed to progress with the Building Confidence in Coalville project as outlined in that report (the "Coalville Project") and to access the Scape Major Works framework in order to procure specialist advisors to commence the feasibility stage of potential works on Stenson Square (referred to as Phase 1 of the Coalville Project).
- 1.3 On 12 January 2016, Cabinet received a report on the progress of the Coalville Project which outlined establishment of project governance, progress made by specialist advisors delivering the feasibility stage of Phase 1 of the Coalville Project, noted the procurement of specialist advisors to conduct an options appraisal for the leisure and culture offer of the district and approved creation of a Coalville Project reserve and re-assignment of underspent reserves.
- 1.4 On 9 February 2016, Cabinet approved procurement of further feasibility studies related to phase 1 of the Coalville Project and delegated authority to the Chief Executive in consultation with the Leader to commit expenditure of part of the Coalville Project Reserve.
- 1.5 This report provides an outline of the progress made on all delivery workstreams within the Coalville Project, including those specifically mentioned above and sets out next steps for the council officers and Cabinet.
- 1.6 An exemption to the Contract Procedure Rules has been granted in relation to the procurement of community engagement activities for the Coalville Project.

2.0 COALVILLE PROJECT WORKSTREAMS

- 2.1 Cabinet will recall that the Coalville Project has been pursuing the following workstreams, all supported by project management, communications and funding / financial modelling expertise:
 - 2.1.1 Strategic design and plan
 - 2.1.2 Property and land regeneration
 - 2.1.3 Service and business integration
 - 2.1.4 Leisure and culture
 - 2.1.5 Affordable housing
 - 2.1.6 Business and retail regeneration
 - 2.1.7 Heritage
 - 2.1.8 Stakeholder engagement and management
- 2.2 Cabinet will recall that, in all instances, officers have been supporting the cost of specific work items within existing budgets wherever possible.

2.3 Officers and Cabinet Members will continue to consider the following matters during summer 2016.

2.4 Taking each workstream in turn, progress is as follows:

3.0 STRATEGIC DESIGN AND PLAN

3.1 Officers have drafted a high level outline of the goals and governance of the Coalville Project, setting out key dates and workstreams for the first phase of the project leading up to Cabinet's consideration of the future shape of the project.

3.2 It is recognised that the basis of the physical design for Coalville sits within the [Regeneration Strategy for Coalville prepared by the Prince's Foundation for the Built Environment in 2009](#), and the subsequent [Four Squares and Streets Investment Plan \(2010\)](#).

3.3 Officers and Cabinet have agreed that successful regeneration of Coalville, as well as property- and public realm-related projects, requires investment in business- and people-focussed projects in order to build confidence within the community of people that live in, work in and visit the town.

4.0 PROPERTY AND LAND REGENERATION

4.1 Cabinet is aware that specialist property advice was procured in order to develop an options appraisal for the potential future use of Stenson House, the council offices and the surrounding area (together called Stenson Square, per the Fours Squares plan). The original stimulus for this work was a request to the council from DWP regarding whether they could move their operations into the council building.

4.2 The Council and DWP continue to consider the costs and wider implications of this proposal.

4.3 Work continues on identifying options for potential future use of the whole site. At the present time, it is not expected that options for consideration will include wholesale rehousing of the existing council staff.

4.4 Officers are developing details of the process and supporting considerations regarding potential disposal of land off Cropston Drive.

4.5 Specialist consultants have identified options regarding car parking arrangements across the district, including Coalville. The next phase of this work will establish the practical and financial implications of adopting any of the options or strategies identified.

4.6 Officers have commissioned an external expert to prepare a new strategy for Coalville Market Hall, to improve its viability. The output of the first phase of work is being reviewed.

4.7 The Council and Leicestershire County Council officers have formed the Coalville Growth Strategy (Infrastructure) group: this group is commissioning transport modelling to forecast the impact on Coalville's main roads and junctions of predicted growth of housing and employment sites. Modelling data obtained will support development of business cases for external funding to support the cost of necessary changes.

5.0 SERVICE AND BUSINESS INTEGRATION

- 5.1 Originally intended to explore the potential of integrating council services with those of DWP, this workstream is now looking at the future working arrangements across the whole council. The Corporate Leadership Team will consider options for future working arrangements, including home working and an ICT strategy in the future.

6.0 LEISURE AND CULTURE

- 6.1 Cabinet approved the commissioning of specialist experts to look at the future of leisure and culture provision for the district. Officers are currently reviewing the output of the first phase of this work.

7.0 AFFORDABLE HOUSING

- 7.1 Cabinet is aware that Royal Oak Court was completed and made available to tenants at the end of March 2016, creating fourteen new affordable homes and a high quality new building on this prominent corner of Memorial Square following the council's £500,000 investment.
- 7.2 Officers are pursuing a series of other housing projects, at a variety of addresses across Coalville (including Ashby Road, Cropston Drive, Greenacres, Highfield Street and North Avenue). Cabinet will be kept informed of significant developments via future reports of this nature.

8.0 BUSINESS AND RETAIL REGENERATION

- 8.1 Cabinet is aware that the Council joined all other Leicestershire districts, Leicestershire County Council and LLEP in funding a research project focussing on the future of the county's market towns. The project aimed to present an economic analysis of Ashby and Coalville (amongst the eleven towns in scope) and set out the details of projects that can be developed in one, more or all towns to improve the attractiveness of the towns centres to residents, workers and visitors. Officers are currently reviewing the initial output of this report, ahead of presentation to LLEP, who provided 50% of the funding.
- 8.2 Council officers have built relationships with many individual businesses that are known to be planning specific developments in order to maximise the confidence building impact of the proposed change.
- 8.3 The Coalville shop front improvement scheme has gathered pace in recent months. The first shop was completed at the end of 2015/16 and there are now several others very close to being offered grants and getting the work done. It is presently estimated that the £225,000 originally allocated to support this work will be committed.
- 8.4 A review of the Enterprising North West Leicestershire business grant scheme was considered by officers during March 2016 (the scheme is district-wide). The review highlighted the outcomes that had been achieved to date (11 grants, creating 26 jobs and £1.13m private sector investment) and those anticipated once all live applications have reached completion (30 grants, creating 152 jobs and £2.47m private sector investment).

8.5 Officers are exploring options for use of shop window 'decals' and covers for hoardings in order to improve the look of vacant buildings / sites in Coalville town centres. Ideas for use of heritage-related and active shop images are being tested with local stakeholders before decisions are taken. ('Decals' are coverings for shop windows that create the appearance of a lively, active, in-use shop.)

9.0 COMMUNITY ENGAGEMENT ACTIVITIES - EXEMPTION TO THE CONTRACT PROCEDURE RULES

9.1 Officers have sought external expertise to create and deliver the following: Engagement of young people to shape and contribute to the future of Coalville resulting in them taking action and becoming positive voices; Engagement of schools including links to the heritage of Coalville; Establishment of a volunteering programme which delivers outcomes important to the Council's Green Footprints activities; Activities that will enhance bids for funding that the Council is developing and may in the future develop e.g. to Heritage Lottery Fund; Development and management of a hub that will host the above and other events and activities that will attract and involve Coalville's community; A sustainable community engagement programme, beyond the expiry of initial funding.

9.2 The provider must be able to demonstrate evidence of: Proven success at sourcing external funding and delivering associated outcomes; Achievement of regional and national profile and recognition for successful programmes; Track record of success in prior, similar, delivery projects; Creativity; Passion for and knowledge of Coalville and its local area, its history, current and future socio-economic priorities; Knowledge of and familiarity with Coalville's community organisations and wider stakeholders; Sustaining projects beyond initial funding agreements

9.3 A unique opportunity has been presented to officers to engage specific external consultants who can deliver their community engagement ideas, passion, creativity and local knowledge, success and influence, as part of the Coalville Project.

9.3.1 Coalville Heroes project: This project involves using the concept of a 'Coalville hero' to honour the 'characters' and 'heroes' that have contributed to Coalville's past and to inspire people, particularly young people to get involved and recognise current local heroes and the potential that exists in everyone of them to be a Hero. The concept was developed by Deana Wildgoose at Sir John Moore Foundation, and was recently piloted in its Coalville form at Belvoirdale Primary School. The council plans to make the Coalville Heroes activities an integral part of the heritage project that is presently seeking funding from Heritage Lottery Fund, working in partnership with Coalville Heritage Society.

9.3.2 GrowCookShare: Developed by Julia Burkin at Castle Donington Volunteer Centre, this project engages with young people who want to volunteer their time to encourage growing, cooking and sharing produce, meals and skills. The Council's Green Footprints team wishes to implement this in Coalville and has allocated £5,000 towards consultant costs and an additional £15,000 towards delivery costs.

9.3.3 Voice for young people: Project development, working collaboratively with existing groups in order to create a platform for young people to contribute to the Coalville Project.

9.3.4 Venue and framework for raising community aspirations: Deana Wildgoose and Julia Burkin have presented a unique set of ideas, targeting the creative use of

existing / vacant / redundant premises in the centre of Coalville by the town's residents.

9.3.5 Proven ability to access external funding: Deana Wildgoose and Julia Burkin, together, offer a unique combination of skills, proven delivery success and ability to develop sustained funding streams to support the ongoing costs of projects such as those detailed above.

9.4 The cost of the services to be provided is £70,000, which would otherwise be a Band C (Large) contract under Contract Procedure Rules 6.7. Having regard to the above the Statutory Officers were asked to grant an exemption to the Contract Procedure Rules pursuant to rule 3.1.1 on the basis of the artistic nature of the subject matter, allowing direct award of the contract to Deana Wildgoose and Julia Birkin.

9.5 The exemption was granted on 11 April 2016 and pursuant to Contract Procedure Rule 3.1.3, the Chief Executive is required to notify Cabinet of the exercise of the Statutory Officer's discretion in relation to this service area.

10.0 HERITAGE

10.1 Officers have developed an outline of a heritage-focussed project, working in partnership with Coalville Heritage Society. The core of the proposal relates to creation of a sustainable archive of pictures, plans and oral histories of Coalville's past and present. These archives will support development of a community, web-based archive, heritage trails and an education programme. A grant application will be made to Heritage Lottery Fund, for an Our Heritage grant, following agreement of partnership arrangements with Coalville Heritage Society.

10.2 Cabinet are aware of the recent application to host part of the Tower of London Poppies installation during 2017, called Weeping Window. Cabinet and stakeholders will be kept informed of the progress of the Expression of Interest. Officers presently expect a final decision at the end of June 2016.

11.0 STAKEHOLDER ENGAGEMENT

11.1 Cabinet is aware that extensive engagement activities are underway. The Leader, Deputy Leader, Chief Executive and other officers are meeting with businesses, women in business, Ward members, community and staff on a regular basis (the most recent meetings were during April 2016, and the next planned for July 2016). These sessions are important opportunities for the council to test its ideas for the future of Coalville and listen to the views of local stakeholders.

12.0 FINANCIAL IMPLICATIONS

12.1 As outlined above, Officer and Cabinet Members are continuing to consider a range of options for the future of Coalville, together with the financial implications of each option.

12.2 Cabinet will recall that on 9 February 2016 it was agreed to delegate authority to the Chief Executive in consultation with the Leader to commit expenditure of £150,000 of the Coalville Project Reserve, following a decision on 12 January 2016 to allocate £600,000 of underspent reserves to the Coalville Project.

- 12.3 The Programme Board for the Coalville Project recommends to Cabinet that it should delegate decision-making for the remaining £450,000 of the Coalville Project Reserve to the Chief Executive in consultation with the Leader. The total amount includes contingency for procurement of specialist advice, communications and engagement activities, and public realm and frontages improvements.
- 12.4 Officers review day to day expenditure within the Coalville project on a weekly basis, and all decisions regarding allocation of Coalville Project Reserve are made in accordance with authority delegated by Cabinet in prior reports.