

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 This Report seeks Cabinet approval to work co-operatively with Brookside residents, public sector partners, the third sector and businesses to facilitate the physical regeneration of Brookside Local Centre. Brookside is Telford & Wrekin Council’s co-operative pilot ward and the Council is committed to working closely with residents to deliver major improvements across the estate.
- 1.2 The initial focus on the Local Centre responds to residents concerns as demonstrated by the 2008 Resident Survey and subsequent public engagement since May 2011. The timetable proposed will see a focus over the next few months on developing proposals with the community and stakeholders prior to preparing the design. To address some immediate term community concerns a number of urgent actions will be delivered in the Local Centre, in advance of the main scheme. These will be informed by and agreed with the Community. The Council is currently consulting on its draft Budget Strategy which sets out a range of savings and investment proposals including the proposed investment in Brookside. The feedback from this consultation will be used to inform the Council’s final Budget Strategy and the investment in Brookside.

2. RECOMMENDATIONS

- 2.1 That Cabinet agrees to undertake a public consultation working directly with the Brookside Community coordinated through the Brookside Co-operative Pilot Steering Group to fully develop a proposed scheme for the regeneration of Brookside Local Centre (“the Scheme”)
- 2.2 That Cabinet delegates authority to the Head of Property & ICT in consultation with the Cabinet Member for the Environment, Co-operative Council & Partnership to take all steps necessary to deliver the “Urgent Actions” for Brookside Local Centre subject to being in accordance with the Council’s Budget Strategy following Budget Consultation
- 2.3 That Cabinet notes that a final report will be brought to Cabinet confirming design proposals and providing a budget update following the Public Consultation, design development and final approval of the Council’s Budget Strategy and that Cabinet recommends that Council approves the necessary capital and revenue estimates as detailed in the report

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	<i>Housing, Regeneration & Prosperity</i>
	Will the proposals impact on specific groups of people?	
	Yes	<i>Residents of Brookside</i>
TARGET COMPLETION/DELIVERY DATE	<i>Consultation and design: February - September 2012</i> <i>Tender & Contractor Appointment: November 2012</i> <i>Start on site: January 2013</i> <i>Contract completion: April 2014</i>	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	<i>The proposed capital programme includes £6.15m in respect of improvements to Brookside. Following the results of the consultation the final scheme will be costed and phased and the revenue impact of the scheme has been built into the proposed budget for 2013/14.</i>
LEGAL ISSUES	Yes	<i>The Council has the power to carry out the recommendations contained within this report and ongoing legal advice will be provided.</i>
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	<i>See ‘risk and opportunities’ below.</i>
IMPACT ON SPECIFIC WARDS	Yes	<i>The proposals are within the Brookside Ward.</i>

PART B) – ADDITIONAL INFORMATION

4. INFORMATION

- 4.1 Brookside Local Centre is located approximately 2 miles south of Telford Town Centre. It is accessed via two cul-de-sacs, Bembridge and Burford from the perimeter road of Brookside Avenue. There are a number of footpaths that cross through and around the Local Centre.
- 4.2 The Local Centre comprises of a supermarket, three retail units (comprising of a chip shop, Wrekin Housing Trust (WHT) Office and a Hairdresser's Salon) a Community Centre and a Youth Service Building. These facilities are owned and managed by Telford & Wrekin Council.
- 4.3 The Council carried out a survey of Brookside residents in 2008. The key issues from the survey were:
- 96% of respondents agreed that the Local Centre needed to be improved – new shops and better facilities for young people were the two main priorities
 - 64% of respondents were dissatisfied with the local environment – better maintained public spaces and removal of fly tipping were the key priorities
 - Satisfaction with the neighbourhood as a place to live has fallen since 2000 with satisfaction levels lowest in relation to issues of crime and anti-social behaviour
- 4.4 Brookside Local Centre has been constructed in the form of a dark covered square of inward facing shops and community facilities. The layout is poor with the public spaces around the centre requiring investment and the Centre is set away from main roads and through routes making access difficult. Photographs attached at Appendix 1 indicate the poor quality of the existing environment.
- 4.5 Separate to the main development is a Youth Centre Building which is one of the best attended Youth Clubs in the Borough. The Youth Centre Building is a very poor quality building. The Centre is surrounded on three sides by flats that are a mixture of social rented and leasehold flats with the WHT being the predominant landlord.
- 4.6 Brookside is the Council's co-operative pilot ward and the Council wishes to work closely with residents to deliver major improvements across the estate. In keeping with this commitment a scheme for the redevelopment of the Local Centre will be drawn up in consultation with residents and stakeholders in early 2012. The Council will work with residents to design a scheme that will address the poor layout and accessibility of the Centre, as well as the quality of existing buildings such as the youth and community provision that will secure the long term sustainability of the area.
- 4.7 In order to inform the budget planning process, the Council has drawn on experience of other recent Regeneration Schemes where similar issues had to be addressed. On this basis the budget has made allowance for the following concept proposals:
- Activities (community, retail and social) could be grouped together in one area in order to create a proper focus and heart for the centre of Brookside. The grouping of facilities could be around an area of high quality public realm and facilitate the upgrading of Community and Youth facilities in the Local Centre.
 - Accessibility could be improved by creating a through route which will improve the viability of the centre and creation of high quality public spaces
 - Other developments surrounding the Local Centre could further improve the public spaces

Way Forward

- 4.8 The next step will be to discuss and agree with residents how best to consult and closely involve them in the development of the scheme. It is proposed that consultation and resident involvement be discussed initially with the Brookside Co-operative Pilot Steering Group. This Steering Group, established in 2011, is made up of key stakeholders and most importantly includes representatives from the Brookside Improvement Group (B.I.G) which was formed by residents to support the Council in responding to the issues highlighted in the 2008 Survey. This group of resident volunteers have already taken a proactive lead in a number of Regeneration Projects across the estate and their role will be key in establishing an effective structure for consultation and engagement with residents on physical proposals.

- 4.9 The Local Centre scheme will need to fulfil the requirements and aspirations of the community and will need to be commercially viable. On the basis of the findings of the resident survey and issues already raised via the Steering Group and B.I.G. it is anticipated that this will include a particular focus on:
- The design and usage of the Community Centre, addressing concerns with the existing Youth Building and increasing community usage of the Centre
 - The detailed design and layout of any the new public realm and open space areas
 - The viability of a road link to further improve connections across the estate and make the Centre sustainable in the long term
- 4.10 Once the concept proposals have been developed and agreed, there is potential for a number of task groups involving B.I.G. and other community stakeholders to be established to develop the detail of the scheme. If this approach is supported by residents these groups could then work closely with Council Officers from a number of service areas including Youth Services, Community Services, Environmental & Leisure Services, Property & ICT to develop the physical regeneration plans and also consider and engage with related social regeneration opportunities. Recent regeneration in the centre of both Woodside and Sutton Hill could be used to provide ideas and examples of what can be achieved.

Social Regeneration

- 4.11 The physical regeneration of Brookside is just one aspect of the work being carried out by the Brookside Co-operative Pilot Steering Group. The Group has identified a number of opportunities and challenges in relation to improving outcomes for residents in Brookside. The Index of Multiple Deprivation (IMD) 2010 indicates that 43% of Brookside's population live in areas ranked in the 10% most deprived nationally. Breaking this data down further shows that the higher levels and concentrations of deprivation are located at the centre of the ward. There are a range of opportunities that provide a platform for the social regeneration of the area and although the Local Centre is currently of poor quality, with some improvement, resources such as the Community Centre will provide an opportunity to build the capacity of the community.
- 4.12 There is a growing interest amongst residents in becoming involved in improving the local area, the main focus of this is currently via B.I.G who continue to grow and develop as a resident's group. When the co-operative pilot was launched as part of the local 'Brookside Big Bang' event a number of residents came forward as volunteers to work on a number of local projects. The physical regeneration of the Local Centre will provide an opportunity to further engage residents and to encourage greater involvement and ownership by the community in local resources such as the community and youth centres. The physical regeneration work may also offer opportunities for employment and training for local people and these will be explored through the procurement process.
- 4.13 The physical regeneration of the centre will be complemented by the wider work of the Co-operative Pilot Steering Group, which is exploring a range of interventions to improve outcomes for residents. This includes a focus on employment, skills and training, supporting families with complex needs and improving health outcomes. In December a workshop was held with a number of residents and front line officers from a range of agencies that work in Brookside. The purpose of the workshop was to identify some of the actions that would contribute to improving outcomes across the issues identified. The close relationship between the delivery of the physical and social regeneration of Brookside is crucial to bringing about sustainable changes within the area.

Urgent Action

- 4.14 The early actions for the pilot have focused upon responding to some of the issues that had been raised through the previous survey and through subsequent engagement activity, some of which was carried out directly by B.I.G as part of their own work. The Steering Group worked with partners to develop a 'quick win' action plan for Brookside. This plan identifies a number of environmental and social issues around the Local Centre that are of particular concern to residents. A number of environmental improvements have already been made and work has commenced on developing a new range of activities to be delivered from the Community Centre. It is proposed to establish a user group to continue to develop this area of work which will also inform improvements that may be proposed to the Centre as part of the physical regeneration. Community Support Officers have also had an increased presence around the Local Centre in order to engage with residents and to understand their community safety concerns.

- 4.15 An allowance has been made within the physical regeneration budget for some of the urgent actions relating to the environmental improvements in the Local Centre to be brought forward in advance of a main scheme. Most significantly, allowance has been made for the removal from the Centre of a long section of wall (known by residents as 'the perch') which has become a gathering place and a focus for anti-social behaviour. Allowance has also been made for some landscaping works following removal of this wall, to be designed in consultation with the community.

Draft Timetable

- 4.16 The draft timetable includes:
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|----------------------------------|---------------------------|
| Consultation, Design & Planning: | February - September 2012 |
| Contractor Appointment: | November 2012 |
| Start on Site: | January 2013 |
| Contract Completion: | April 2014 |
- 4.17 Following the completion of the consultation, the design will be finalised and following a further Report to Cabinet, planning approval will be sought and a tender invited for the necessary work.

5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

Financial/Value for Money Impact

- 5.1 The proposed Capital Programme 2012/13 to 2014/15 includes £6.155m in respect of improvements to Brookside. Further details based on concept proposals are outlined in the Brookside Report to be assessed within the Cabinet Agenda of 26 January 2012.
- 5.2 Details of the final scheme and phasing of spend will be worked up following results of the budget and community consultation. Financial support will be given throughout the process and further reports will be brought forward as necessary.

Risks and Opportunities

- 5.3 There are significant opportunities for community engagement and empowerment and as a stimulus to social regeneration.

6. BACKGROUND PAPERS

None

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