

TELFORD & WREKIN COUNCIL

CABINET - 11 DECEMBER 2014

WELLINGTON TOWN CENTRE REGENERATION

REPORT OF ASSISTANT DIRECTOR: DEVELOPMENT, BUSINESS & EMPLOYMENT

LEAD CABINET MEMBER – CLLR CHARLES SMITH

PART A – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 Wellington Centre, like many secondary town centres, has suffered from a changing retail environment accentuated by the recent economic recession. Vacant space has increased, led by the withdrawal of high street names, resulting in a different future for the vitality of the centre. The Town Council recognised the changing dynamics and commissioned a report setting out a vision for the future of Wellington Centre. Wellington 2020 was published in January 2014 and led to Wellington Town Council (WTC) approaching the Borough Council to assist with the implementation of the recommendations contained within the report. This has led to a formal collaboration with the Local Authority agreeing to work with WTC to put some of the idea's regarding Wellington's future prosperity into action.
- 1.2 An initial focus on Wellington is recommended on the basis that the Town Council have adopted a pro-active approach by commissioning the Wellington 2020 report and then committing resources in the form of match funding for officer time. If successful, this model could be extended to other Borough Towns where similar issues of vacant sites and declining retail uses exist.

2. RECOMMENDATIONS

- 2.1 **That Cabinet endorse the working arrangements with WTC set out within this report, along with the proposals contained within the Action Plan (Appendix 1)**
- 2.2 **That Cabinet support the Council entering into a funding agreement for the receipt of £10,000 in 2014/15 and £15,000 in 2015/16 from Wellington Town Council to Telford & Wrekin Council. These sums are being match funded by the Council in terms of in kind officer contribution.**
- 2.3 **That Cabinet approve the use of £180,000 of the existing Housing Development capital allocation to tackle the Priority Sites/Areas set out in the Action Plan and the spend is delegated to the Assistant Director for Development, Business & Employment in consultation with the Cabinet Member for Housing, Development & Borough Towns.**

SUMMARY IMPACT ASSESSMENT

| | | |
|---|--|--|
| COMMUNITY IMPACT | Do these proposals contribute to specific Co-Operative Council priority objective(s)? | |
| | Yes | Protect and create jobs as a 'Business Supporting, Business Winning Council' Ensure that neighbourhoods are safe, clean and well maintained Regenerate those neighbourhoods in need and work to ensure that local people have access to suitable housing |
| | Will the proposals impact on specific groups of people? | |
| | Yes | Existing and new businesses in the Wellington Town Centre will benefit from more footfall with a greater number of dwellings within the central area. Residents will benefit from a more vibrant and sustainable town centre. |
| TARGET COMPLETION/DELIVERY DATE | Action Plan to be produced before end of 2014 and implemented during the next two years. | |
| FINANCIAL/VALUE FOR MONEY IMPACT | Yes/No | By entering into the Funding Agreement (Appendix 2), Telford & Wrekin Council will be committing to provide existing officer time and resources worth the equivalent of £15,000 per year for two years 2014/15 and 2015/16 to develop the Wellington Town Centre Project. In return for this commitment, WTC will be required to make funding payments to Telford & Wrekin Council of £10,000 in 2014/15 and £15,000 in 2015/16. It is proposed that £180,000 of existing Housing Development capital allocation is ring fenced to the Wellington Project to kick start the redevelopment of sites as identified within the Action Plan. JAC 14.10.14 |
| LEGAL ISSUES | Yes/No | <p>The Council can seek to develop a detailed action plan and implement the recommendations of the Wellington 2020 Report using its various general powers to promote or improve economic, social and environmental regeneration, supported by the freedoms and flexibilities afforded by the General Power of Competency under the Localism Act 2011.</p> <p>The detailed Action Plan will need to identify the powers under which the Council can promote/support the schemes that come forward, along with any impacts and risks to the Council and its partners in addition to the opportunities that have already been highlighted.</p> <p>A formal legal agreement will be drawn up between the Council and WTC in respect of the financial contributions and contributions in kind.</p> |
| OTHER IMPACTS, RISKS & OPPORTUNITIES | Yes/No | Risks and opportunities are highlighted throughout the report. |
| IMPACT ON SPECIFIC WARDS | Yes | Haygate and College Wards |

PART B – ADDITIONAL INFORMATION

3. INFORMATION

- 3.1 Wellington is the largest Borough Town within the urban area of Telford. With a long history and a market dating from 1244, the Wellington Town Centre represents a place where shifting patterns of retail, employment and living have contributed to a steady decline in those activities.
- 3.2 Between 2009 and 2013, Telford & Wrekin Council directly invested over £11 million in Wellington through the construction of a new civic building incorporating a new Library, Registry Office and refurbished leisure centre and car park as well as almost £3.5 million of public realm and highway improvements (consisting of improvements to most of the central town centre streets (New Street, Walker Street, Market Square, Bell Street, Crown Street and Duke Street), general highway improvements to the roads surrounding the centre as well as the creation of a new bus station.
- 3.3 The Council has raised approximately £2.6m through the sale of various property assets in Wellington over the last three years. Through these disposals, 65 new dwellings (of various size and tenure) have or are being delivered and 21,000 sq ft of office space has been brought back into use.
- 3.4 In January 2014, the Town Council approached the Borough Council to discuss the opportunities to work together to address the findings of a study, Wellington 2020, commissioned by the WTC. The study looked at the background of the town centre on the basis of surveys, research into retail patterns including comparisons between local and national drivers, and other areas which faced similar issues. The study proposed a vision for retail, living, leisure, arts, culture and community in Wellington Centre.
- 3.5 The Study sets an ambitious agenda for Wellington's regeneration which, to deliver in its entirety, would require significant investment and strong partnership working. The study focussed on a number of elements and gave the following key messages:
- There is demand and support for more quality independent shops in Wellington Centre
 - A successful Wellington in 2020 will not be one built solely on a revival in retail
 - Leisure and hospitality will need to be an important part of a revived Wellington in 2020
 - Wellington should also seek opportunities to fill gaps in Telford's arts and cultural offer as a form of differentiation
 - Residential development should be encouraged in the centre of Wellington
- 3.6 At the heart of the study is a desire to see Wellington as a destination maximising on the opportunities from its accessibility by road and rail, historic character, market and the new housing being developed within walking distance of the Centre. A key focus was on delivering a centre that has less reliance on retail, with that remaining offering more diversity alongside a greater mix of leisure and residential living.
- 3.7 Since the publication of the study, discussions between the Borough and Town Council have focussed on establishing a viable Action Plan and delivery model that will focus on delivering an agreed number of specific actions which will drive forward the achievement of the study's objectives and seeking to coordinate the various activities being undertaken by different partners to contribute to a shared plan.

- 3.8 To deliver this co-ordinated plan, a Wellington Project Board has been established. This currently includes six members (three from the Town Council) and three Officers from Telford & Wrekin including Kate Callis (Assistant Director: Development, Business & Employment), Katherine Kynaston (Business & Development Planning Manager) and Phil Edwards (Inward Investment & Housing Group Manager). Terms of Reference are included at Appendix 3. It is proposed that the Board will meet quarterly with working group sessions involving appropriate officers being held on a monthly basis to drive forward delivery. At the same time the Project Board will engage with Cabinet Members for Housing, Development & Borough Towns and Finance & Enterprise whilst keeping local Ward Members advised of priorities and delivery.
- 3.9 The first task of the Project Board has been to put together a draft Action Plan setting out the priorities for delivery over the next two years. There is already considerable work in the pipeline for the physical regeneration of the Town Centre and this has been drawn into the Action Plan complemented by other initiatives. The aim is to have the Action Plan agreed by the end of 2014 to support the 2020 vision.
- 3.10 The draft Action Plan focuses on land and activities within the Town Centre. The map within the Action Plan illustrates the area covered by the Action Plan, including land within Vineyard Road, King Street, Victoria Road and Bridge Road. This covers the main retail area, the Market, Wellington Civic & Leisure Centre, the rail and bus stations and significant sites such as the former Charlton Arms Hotel and the former Arriva bus depot.
- 3.11 The Action Plan, although draft at the moment, will identify funding options for the priority projects and areas. This will enable a business case and financial model to be developed for each project, outlining the benefits of any intervention to the Town and Borough Council through the generation of jobs, business rates, council tax and new homes bonus.
- 3.12 The Project is being led by officers within Development, Business & Employment recognising that the input of these services including planning, property and business support is key to the delivery of the Plan. The Council's input to the Project includes providing a project manager (the Council's Inward Investment & Housing Group Manager) who will coordinate the input of other services as well as engaging with external partners, funders and landowners bringing existing contacts/expertise particularly in unlocking stalled development. The project is focussed on strategic and operational delivery of the Action Plan.
- 3.13 A key aspect of the project is to ensure that the Plan is focussed, viable and deliverable. The main focus in the initial stages will be the delivery of key priority sites that have been vacant or require re-development. These include the former Charlton Arms Hotel and the Arriva bus depot sites where intervention work has already begun to bring these sites forward. Hereafter, issues such as vacant retail space, the market, accessibility between places, encouraging residential development and more upmarket retail offerings will all be investigated and implemented where practical.
- 3.14 Preparatory work has commenced on the Charlton Arms site following the grant of planning permission for conversion to residential apartments and new dwellings on the former car park area. The owners have been clearing the interior of the former hotel and the car park prior to implementing the proposed development. And are in the process of discharging a series of pre commencement planning conditions.
- 3.15 WTC are providing £25k over the next 18 months to support delivery matched by the Borough Council in Officer time. On a project specific business case basis, other funds e.g. from New Homes Bonus may be made available in addition to accessing external funding

sources including LEP, HCA and national government initiatives to support delivery. The approval of Telford & Wrekin Council will be required where the project specific business case relies upon funding from the Borough Council (the use of New Homes Bonus, for example).

- 3.16 In order to kick-start redevelopment of the sites identified within the action plan, as well as other stalled sites, it is proposed that £180,000 of the existing capital allocation for Housing Development Delivery is reallocated to support delivery of projects in Wellington. This would assist delivery of these brownfield sites in the Action Plan where viability is a barrier to commencement.
- 3.17 The Action Plan will also take into account the number of organisations already operating in Wellington and seek to both complement their goals and aspirations, where possible, and provide a focus through the Action Plan for their involvement and delivery of viable outcomes. The Action Plan provides an opportunity to align what at times are disparate local agendas and aspirational goals and also to feed into the Council's plans for investment into Wellington e.g. in relation to public realm, highways, to ensure a coordinated and financially sustainable approach.

The Groups to be engaged through the Project include:

- The Wellington Town Partnership
- Wellington Chamber of Commerce
- The Clifton Community Arts Centre Ltd
- Wellington Civic Society

- 3.18 Wellington centre has the potential, as outlined in the 2020 Report, to re-invent itself as a viable market town utilising the assets such as rail and motorway links, available commercial premises for re-use, affluent catchment area and improved public realm. The Action Plan will focus on delivering viable outcomes which have an impact within the local community and set the foundations for change and achieving the potential of the Town. It may also provide a viable model through which we can address the regeneration of some of our other local centres and borough towns.

4. PREVIOUS MINUTES

None

5. BACKGROUND PAPERS

Wellington 2020 - Setting out a Vision for the future of Wellington Centre

Report prepared by Phil Edwards, Development Delivery Group Specialist, Telephone: 01952 384022

WELLINGTON TOWN CENTRE REGENERATION

ACTION PLAN



OCTOBER 2014

DRAFT

WELLINGTON TOWN CENTRE REGENERATION

ACTION PLAN

PREPARED FOR

WELLINGTON PROJECT BOARD

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1.0 Introduction

This Action Plan represents a shared vision between Wellington Town Council and Telford & Wrekin Council to implement the recommendations of the Wellington 2020 Report.

Wellington historically was a vibrant place but like many secondary town centres has suffered from a changing retail environment accentuated by the recent economic recession. Vacant space has increased led by the withdrawal of high street names resulting in a different future for the vitality of the centre. The Town Council recognised the changing dynamics and commissioned a report setting out a vision for the future of Wellington Centre. Wellington 2020 has led to a formal collaboration with the Local Authority to put some of the idea's regarding Wellington's future prosperity into action.

As one of the Borough Towns in the Council's administration, Wellington is the largest within the urban area of Telford. With a long history and a market dating from 1244, the Town Centre represents a place where shifting patterns of retail, employment and living have contributed to a steady decline in those activities.

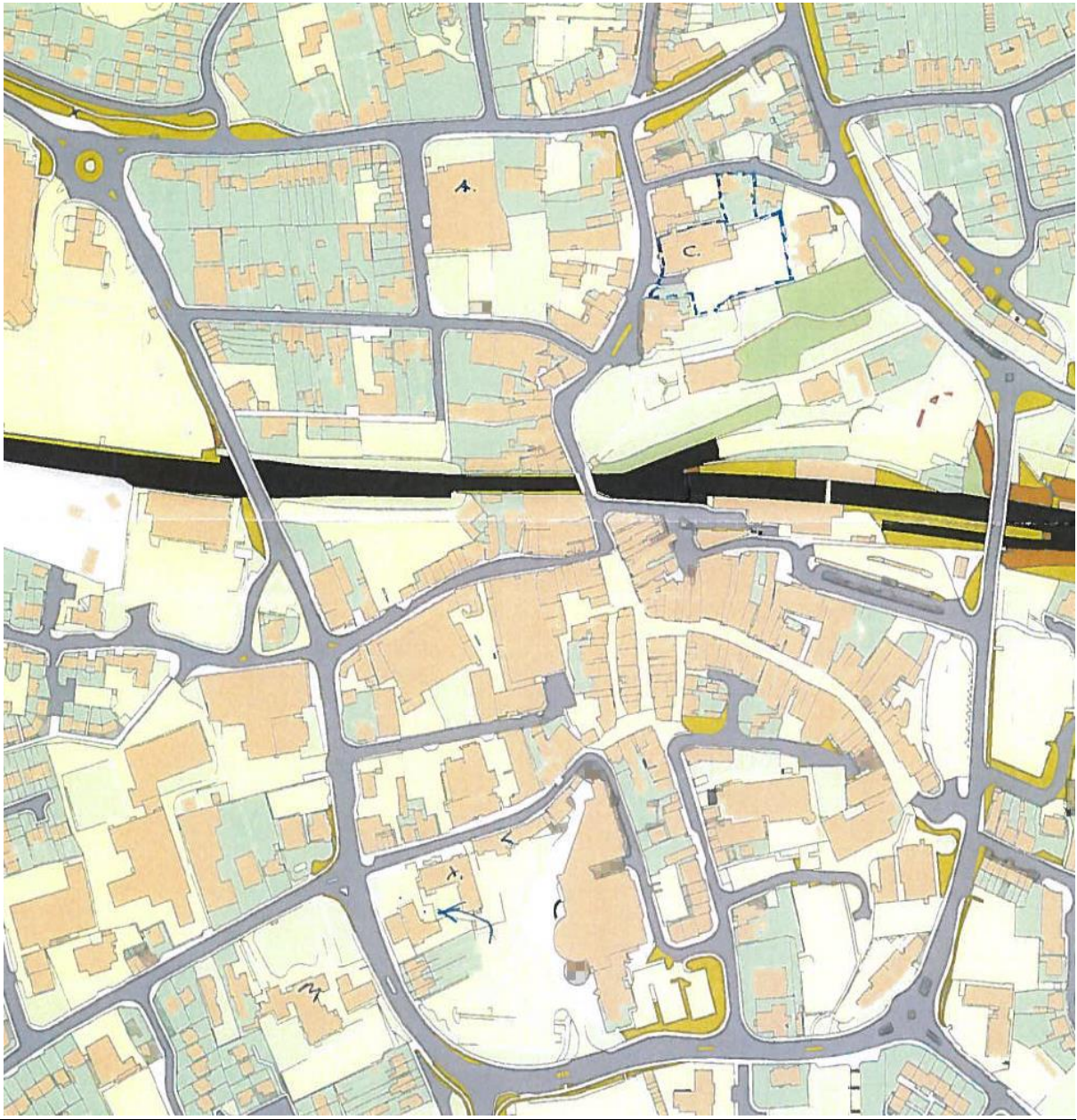
A report by the Town Council was received in January 2014 entitled, Wellington 2020. It looked at the background of the town centre by conducting surveys, researched retail patterns, compared the local versus national drivers, examined other areas which faced similar issues and importantly created a vision for retail, living, leisure, arts, culture and community by 2020.

Key to the Delivery of the Vision are;

- A centre that has less reliance on retail and what retail offer remains will be more robust and diverse.
- The centre will have more residential living through the re-use of vacant floor space and re-development of empty sites.
- Efforts will be made to make Wellington a real destination rather than just a dormitory town for commuters.

The Borough Council has made significant direct investment into Wellington in recent years including the delivery of the new Wellington Civic & Leisure Centre with its Business & Planning First Point, where the majority of the services able to contribute to delivering against the vision are co-located. The Borough's Council's involvement will focus on pragmatic delivery of specific projects and activities coordinated by the Development Delivery Group Specialist. The main focus in the initial stages will be the delivery of key priority sites that have been vacant or require re-development drawing on expertise in unlocking stalled sites. In addition issues such as vacant retail space, the market, accessibility between places, encouraging residential development and more upmarket retail offerings and strengthening the destination and its strategic marketing will all be investigated and implemented where practical.

2.0 Study Area



The Action Plan will concentrate largely on land and activities within the Town Centre. This consists of the area within Vineyard Road, King Street, Victoria Road, Wrekin Road and Bridge Road. This includes the main retail area, the Market, Wellington Civic & Leisure Centre, the rail and bus stations and significant sites such as the former Charlton Arms Hotel and the former Arriva bus depot. Concerted effort on these sites for instance will provide a catalyst for wider regeneration and confidence for further investment by occupiers in both business and residents.

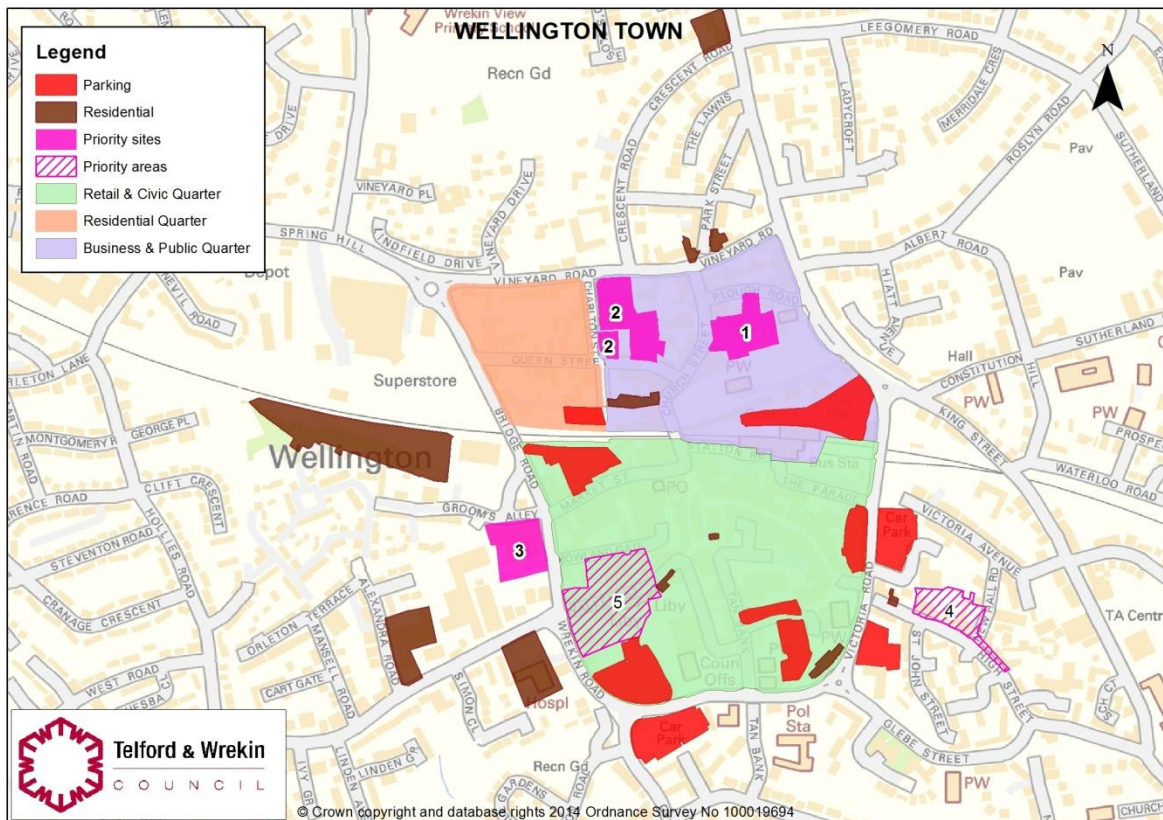
The one exception will be the focus of the High Street area off Victoria Road. This has been categorised as a Priority Area given the level of premises for sale and its need for a co-ordinated approach if possible to secure a viable future.

3.0 Objectives

Strategic Objectives

- Consolidating the Centre as an important place for Wellington, securing the context for the future as part of a Market Town
- Achieving a significant contribution to new residential development in the heart of Wellington, providing a balanced mix of types and tenures appropriate for this location
- Developing opportunities for new forms of business activity;
- Providing a new range of social and community facilities to support the community
- Significantly enhancing the quality of the environment and building on the Centre's unique urban and architectural heritage
- Promoting the artistic, cultural and tourism potential of the Centre
- Achieving a delivery mechanism that allows sustainable patterns of investment to be secured realising the potential of the Centre to contribute to the success of Wellington and ultimately the wider Borough
- Secure sufficient car parking for any new residential development without detriment to existing retail/business usage.

Wellington Centre Context



4.0 Retail & Business

Retail Context

The most recent synopsis of the state of retail in Wellington was captured in the Final Report of Retail & Leisure Capacity Study and Health Check in February 2014 by WYG Planning & Environment. Their report gave the following evidence;

- Wellington centre is located approximately 7 km to the north west of Telford **Town Centre** and 14 km to the south west of Newport.
- Wellington's Primary Shopping Zone as defined in the Wrekin Local Plan 1995-2006 Proposals Map is focused on Market Square, Duke Street, Crown Street, Bell Street and New Street. The Secondary Shopping Zone includes a wider area incorporating Market Street, Bridge Road, Queen Street, Church Street and Tan Bank.
- The site visit of Wellington centre in March 2013 identified that there was a total of 213 units in Wellington district centre boundary, equating to a gross floorspace of 43,420 sq.m.
- When looking at the diversity of uses in Wellington, it is evident that the centre is well provided for in terms of **convenience goods floorspace, with the proportion of such floorspace (27.3%) substantially above the national average figure (14.4%)**. The main convenience goods retailer in the centre is the Morrisons on Springhill, with an additional offer provided by the Aldi on Grooms Alley and Wellington market on Market Approach. Although the proportion of comparison goods units in the district centre equates to the national average figure, the centre is slightly under-provided for in terms of comparison goods floorspace. There is a good representation of financial and business service units in the centre, however there is a slight under-provision in leisure service provision.
- **The proportion of both vacant units (7.0%) and floorspace (6.5%) are below the respective national average figures of 12.2% and 10.2%**. The majority (67%) of vacant units in the centre have a gross floorspace of 150 sq.m or less. The largest vacant unit in the centre is 18 to 20 Church Street (970 sq.m) which was formerly occupied by the Charlton Arms public house and restaurant. Since the 2006 survey was undertaken the vacancy rate in the district centre has decreased slightly, with the proportion of vacant units decreasing from 7.6% in 2006 to 6.5% in 2013.
- The health check indicators show that Wellington shows signs of being a vital and viable centre. The centre has improved its position in the Venuescore retail rankings by 47 places since 2010. Although the majority of units in the centre are operated by independent retailers, there are also a number of national multiple retailers in the centre. On the day of the site visit good levels of pedestrian activity were noted in the central areas of the centre, with the environmental quality of the centre generally being favourable. **The centre is performing well in terms of vacancy rates, which are below the national average. Notwithstanding these positive indicators, the centre would benefit from additional representation from the comparison goods and leisure service sectors.**

Furthermore the concluding section of the Report gave Wellington a positive future as a Town Centre;

- Of the current district centres, it is evident that the role of Wellington continues to evolve, not least through the Civic & Leisure Centre development which opened in March 2012. The development includes a new library, council offices, registry office and a refurbishment of the swimming pool and leisure facilities. Moreover, it is evident from the household

survey, that Wellington claims a greater level of both convenience and comparison goods expenditure than Newport (partly as a result of the performance of the Morrisons superstore, but also due to the accommodation of other national multiples in the centre). Due to its performance and its wider civic function, we consider that Wellington operates as a town centre and that it should be recognised as such in order to provide for its future growth to help meet identified needs.

However the report did reinforce the recommendations from Wellington 2020 by proposing a concentration of the current retail floorspace;

- We proposed two substantial amendments to the existing centre boundary of Wellington, namely a contraction of the centre to exclude an area to the west (around Simon Close and Haygate Road) and to the north (around Queen Street), both of which are predominantly residential in character. We consider that there is merit in excluding such areas from the centre in order that the uses which fall within the boundary are generally those identified to be main town centre uses by Annex 2 of the NPPF. We also recommend that the boundary of Wellington's primary shopping area (formerly known as primary retail zone) is rationalised to exclude premises at Walker Street which are not in A1 retail use and for which the point of access is not contiguous with core retail streets including Market Street and Market Square.

Business Context

Although dominated by mainly retail uses including professional services and food & drink, there are two large employers in the centre, the Borough Council at the Civic Centre and the Royal Mail depot in Walker Street.

The Royal Mail, now publicly owned, may consider consolidating its asset base in the future with increased competition in the parcel sector. Also consideration to the following;

- Discuss changes to business rates which came into effect on 1 April 2014 to support local shops and high streets
- Consider how digital technology can help create sustainable high streets
- Examine key recommendations from the Distressed Town Centre Property Taskforce report
- Assess the latest feedback on the 27 high street Town Team 'Portas Pilots' in England
- Explore the impact of the plus 330 'Town Teams' and their likely future direction

Retail & Business Actions

- 1. Attempt to attract a branded convenience store for the Town Centre**
- 2. Seek to encourage more independent and niche retailers to the Town Centre**
- 3. Promote the provision of cafes and restaurants in the Town Centre, in association with an increased residential population, in order to stimulate the evening economy**
- 4. Seek to improve the Market offer in consultation with the operators**
- 5. Maintain dialogue with the Royal Mail regarding its future plans**
- 6. Maintain dialogue with the Wellington Chamber of Commerce and the Wellington Town Partnership to complement work supporting the regeneration of the Centre.**
- 7. Encourage the re-use of vacant buildings along Tan Bank.**

5.0 Residential

Residential Context

Wellington like many areas of the country has seen a steady growth in new housing outlets. Already the centre has seen the delivery of 24 apartments in Church Street known as the Bank. This represented the first significant residential development since the Victoria Road apartments and offered affordable high quality accommodation. Currently the following sites are under construction;

- Grooms Alley 40 units
- 62 Wrekin Rd 14 units
- The Mount 18 units
- 47 Wrekin Rd 14 units

Total 86 units

Whilst these are not directly in the Centre, they demonstrate a reasonable market place for residential development on the fringe. With an improving housing market generally, there are other planning permissions for more residential in and around the town centre, namely;

- 27-31 High Street – 12no.flats (TWC2013/0306)
- 2 Vineyard Road - change of use to 3no.1 bed flats and 1no.duplex (TWC/2014/0278)
- 11 Whitchurch Road – 9no.flats (TWC/2014/0383)
- 2-4 Park Street - 7no. 1 bed flats and 1no. 2 bed house (TWC/2014/0567)
- 7 High Street (former Three Crowns Pub) – 7no. studio flats (TWC/2014/0630)
- 10a Crown Street – conversion of upper floor to 1no.flat (TWC/2014/0652)

The sites above total a further **41** residential properties all using vacant floorspace. Further potential sites include the former Library in Walker Street and the priority projects included in Section 8.

Residential Actions

1. **Increase the residential stock in the Town Centre to provide an ‘urban village’ model based on a variety of uses rather than predominately retail.**
2. **Encourage the use of vacant floorspace above shops and business premises to be converted into residential use such as the Wrekin Hall/YMCA Building at 1 Walker Street**
3. **Implement the current planning permissions for residential development as outlined above.**
4. **Ensure all housing developments have dedicated car-parking preferably within the curtilage of the site to minimise impact on shoppers parking.**
5. **Encourage the delivery of accommodation for the older population with the introduction of private sheltered housing opportunities**

7.0 Summary

The aim of the Action Plan is about pragmatic delivery within realistic timescales. Local intervention will help Wellington Town Centre to a great degree but many of the regeneration aspirations rely on national economic performance providing the confidence to invest.

Already the town centre has seen improvements with new residential, new shopfronts and better public realm spaces. The task remains difficult though with further vacancies brought about by continuing changes in retail strategies and consumer behaviour.

Provided the stakeholders engaged in the delivery of the objectives work together, Wellington Town Centre has a real opportunity to regenerate as a successful Market Town.

8.1 Charlton Arms Hotel - Site 1

Area:

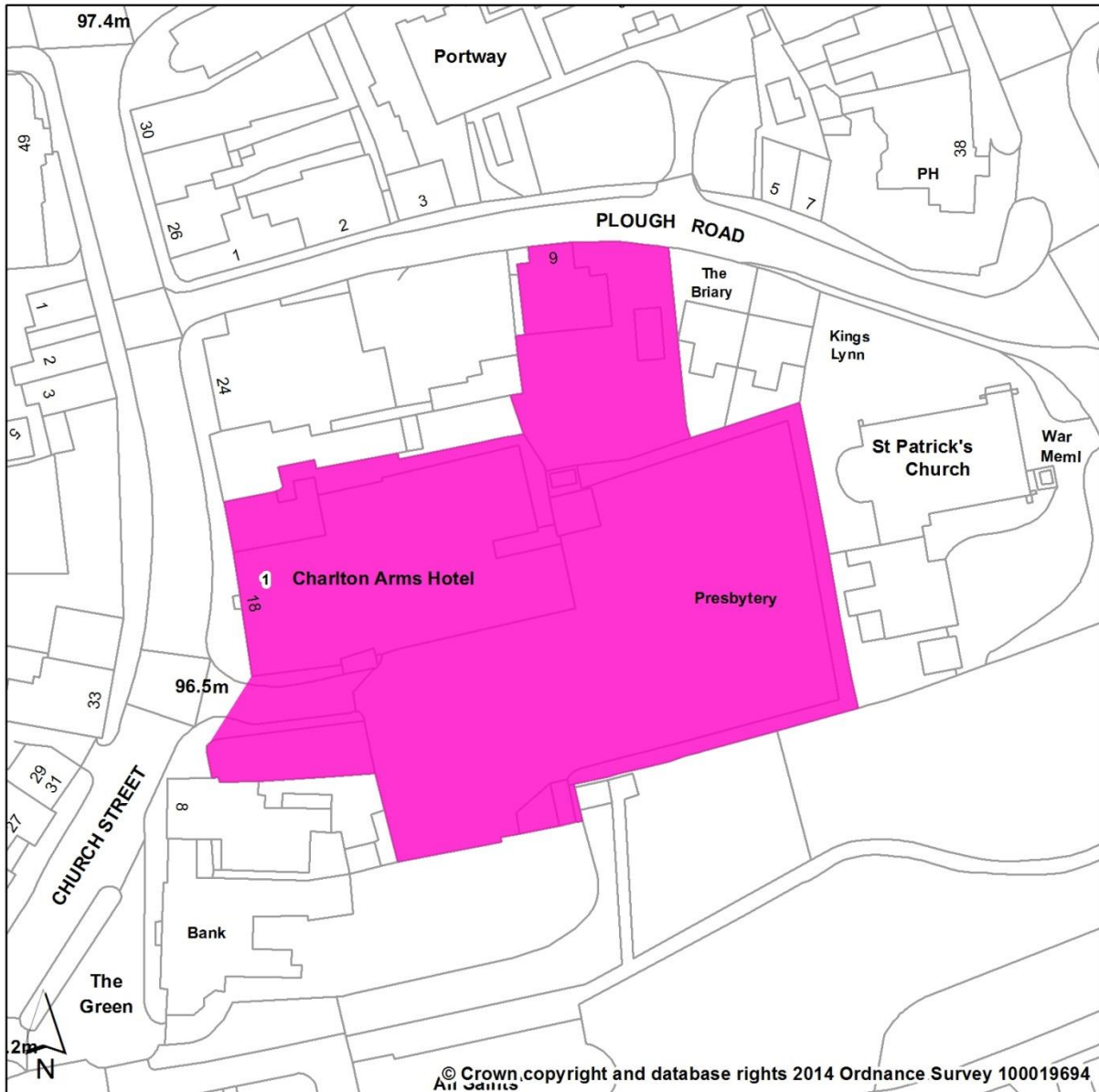
1.062 ACRES

Ownership:

SINGLE PRIVATE

This site benefits from an extant consent for 41 residential units but has remained vacant for several years now. The listed former hotel building on Church Street has recently received some cosmetic treatment to improve the street-scene but remains unviable without some form of intervention to assist the current or future owners. Once the existing buildings are brought back into use, the rest of the site becomes far more marketable to new developers. Extensive negotiations between the Borough Council and the owner's representatives have been on-going which have resulted in a way forward to commence Phase 1 (the redevelopment of the former hotel). Removal of the remaining contents from the hotel use has begun to enable the full scope of works internally to be scheduled.





Implementation:

**PRIVATE
BOROUGH COUNCIL
REGISTERED PROVIDERS**

Timescale:

2014-2017

Business Case:

ADDITIONAL COUNCIL TAX/NEW HOMES BONUS REVENUE

8.2 Arriva Bus Depot - Site 2

Area:

1.36 ACRES

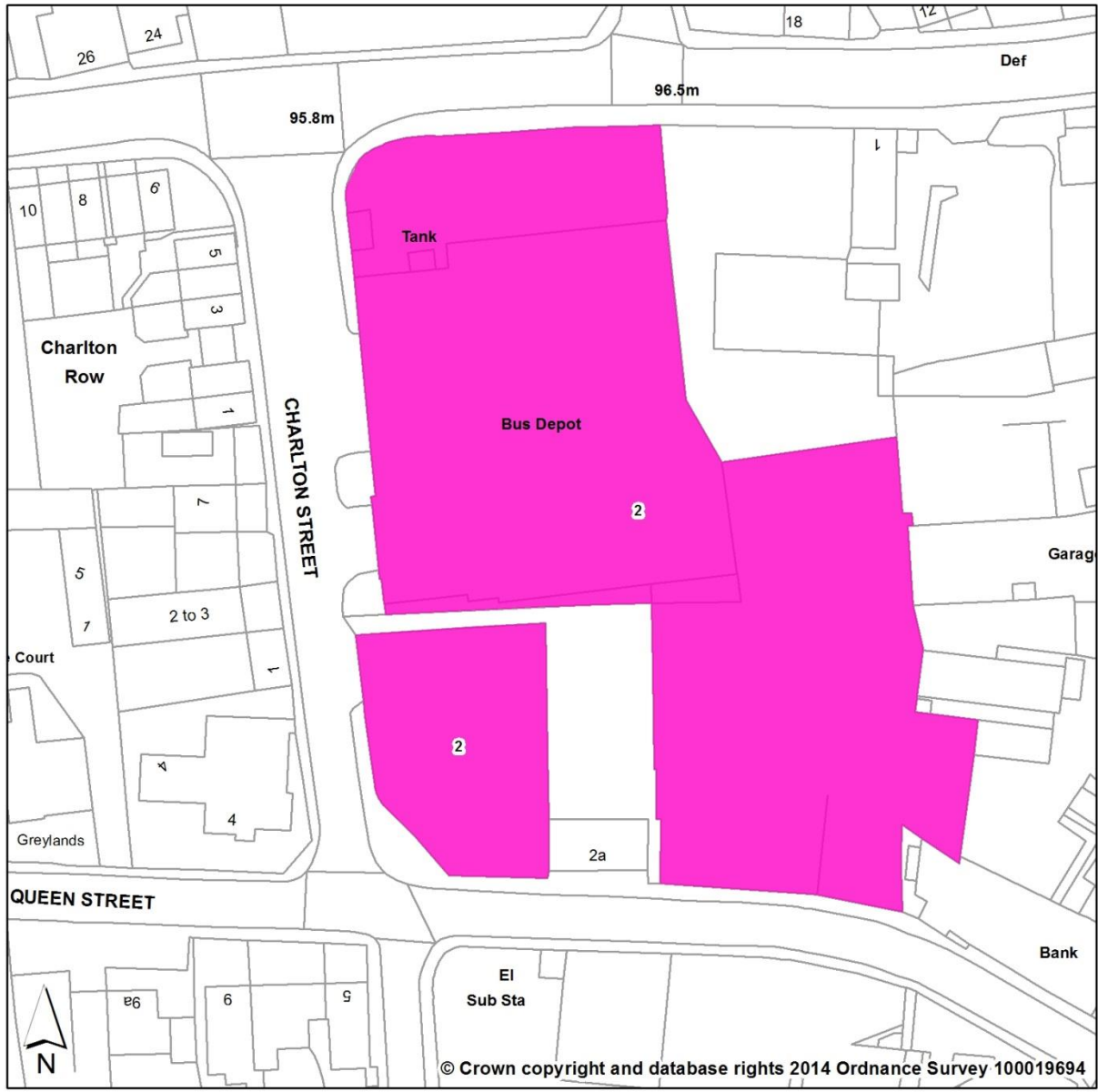
Ownership:

SINGLE PRIVATE

This site has been vacant for over 2 years and has been marketed extensively by Andrew Dixon & Co during that period. The only credible purchaser after several failed offers is a local company who have drawn up proposals for new homes on the land. However given the previous use of the land, contamination is evident which has resulted in abnormals meaning there is a gap between value and costs. Therefore some form of financial intervention is required to bring this site forward.

The redevelopment of this site is crucially important for the outcome of the Wellington Project and would help to improve the vitality of other areas in the Town Centre.





Implementation:

**PRIVATE
BOROUGH COUNCIL
REGISTERED PROVIDERS**

Timescale:

2015-2017

Business Case:

ADDITIONAL COUNCIL TAX/NEW HOMES BONUS REVENUE.

8.3 Clifton Cinema - Site 3

Area:

0.75 ACRES

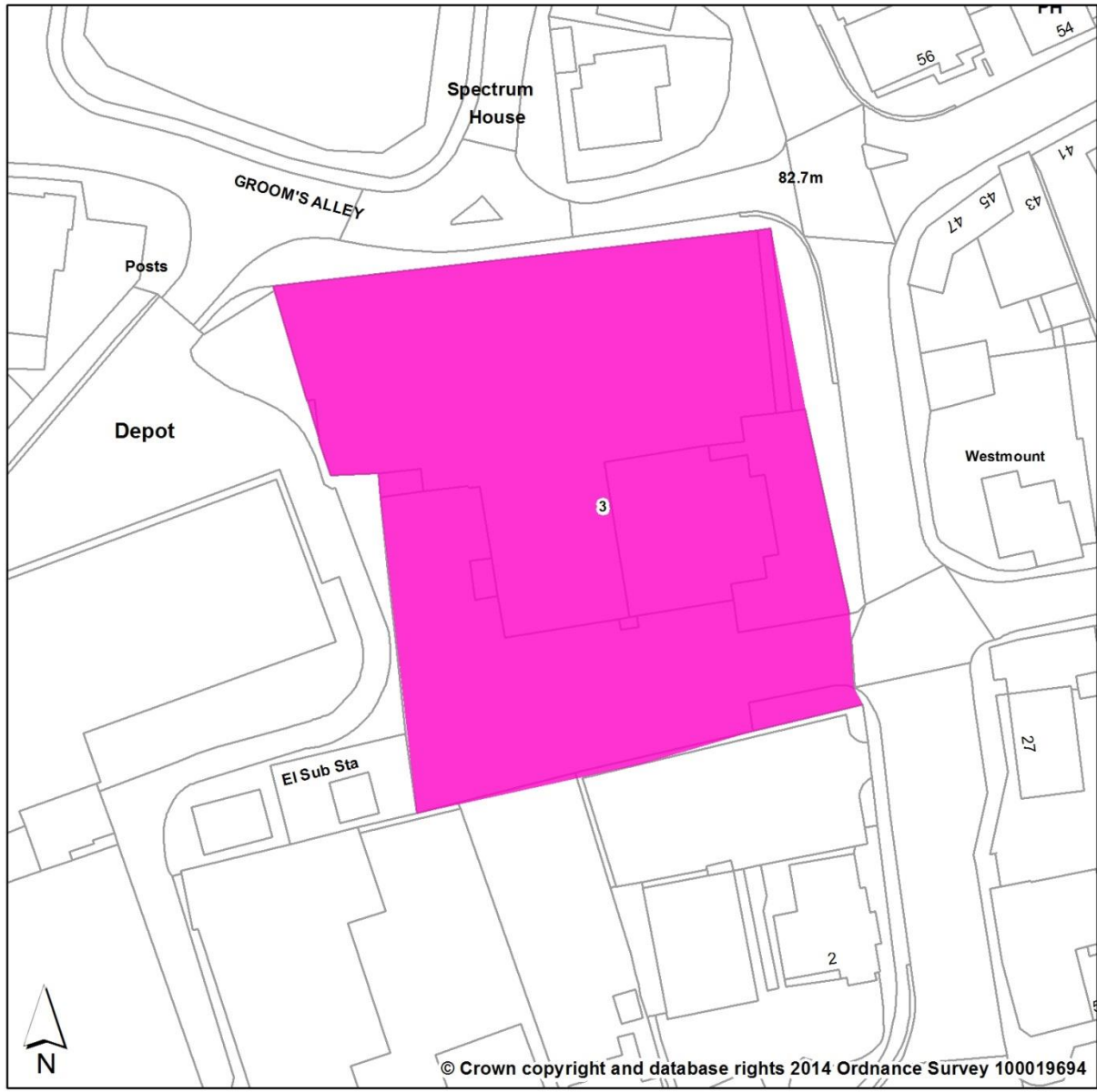
Ownership:

SINGLE PRIVATE



Again this site has been for sale by Cushman & Wakefield since April 2013. The site is actually split into two parts with the former cinema and rear retail space and the single storey retail unit along Grooms Alley. A Steering Group has already been formed to bring the building back into use as an entertainment and arts centre with the potential status of an Asset of Community Value.

A possible mixed use including residential around the perimeter could support the restoration of the Clifton building element. The various stakeholders would be consulted to establish a mini-masterplan for the site liaising closely with development management if this option was feasible.



Implementation:

**PRIVATE
BOROUGH COUNCIL
TOWN COUNCIL
CLIFTON COMMUNITY ARTS CENTRE LTD**

Timescale:

2015-2019

Business Case:

**BUSINESS RATES GENERATION, ADDITIONAL COUNCIL TAX/NEW HOMES BONUS
REVENUE. POSSIBLE FUNDING OPTIONS INCLUDE HERITAGE LOTTERY FUNDING**

8.4 High Street - Area 4

Area:

0.96 ACRES

Ownership:

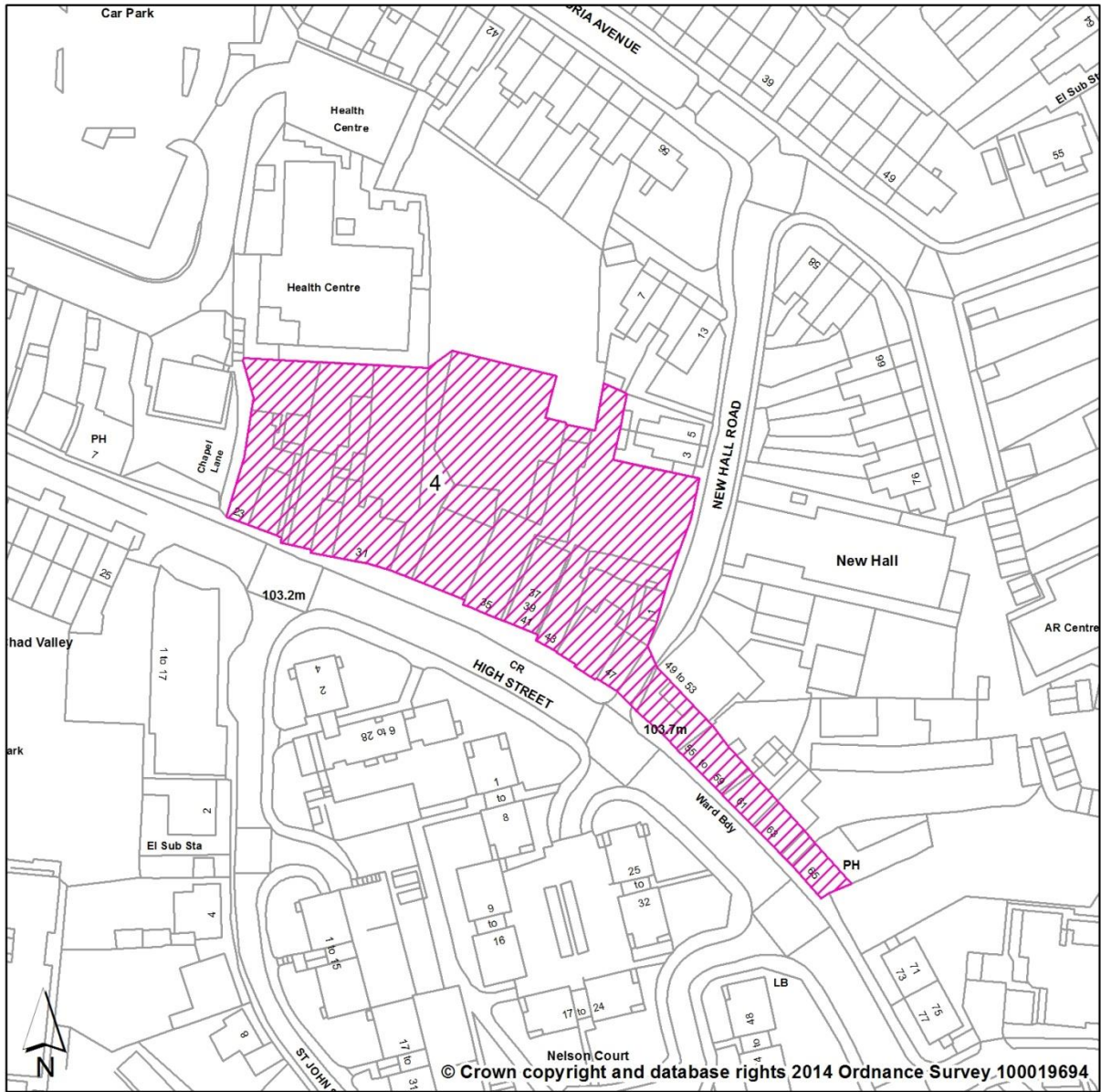
MULTIPLE PRIVATE

Although this is known as the High Street, the construction of Victoria Road effectively consigned the end of this street for retail. Presently empty shops, a boarded up pub and a derelict site are amongst the properties along this road.

The proposal is to give the area a new lease of life away from the reliance of difficult to let retail and return the street to more residential. Planning has already been granted (Sept 14) to convert the Three Crowns pub at 7 High Street into 7 flats whilst at 27 to 31 High Street, planning is in place for 12 residential units.

Both 23 High Street and 33-41 High Street are currently for sale giving an opportunity to redevelop a significant amount of frontage to improve this area.





Implementation:

**PRIVATE
BOROUGH COUNCIL**

Timescale:

2014-2018

Business Case:

ADDITIONAL COUNCIL TAX/NEW HOMES BONUS REVENUE

8.4 Walker Street - Area 5

Area:

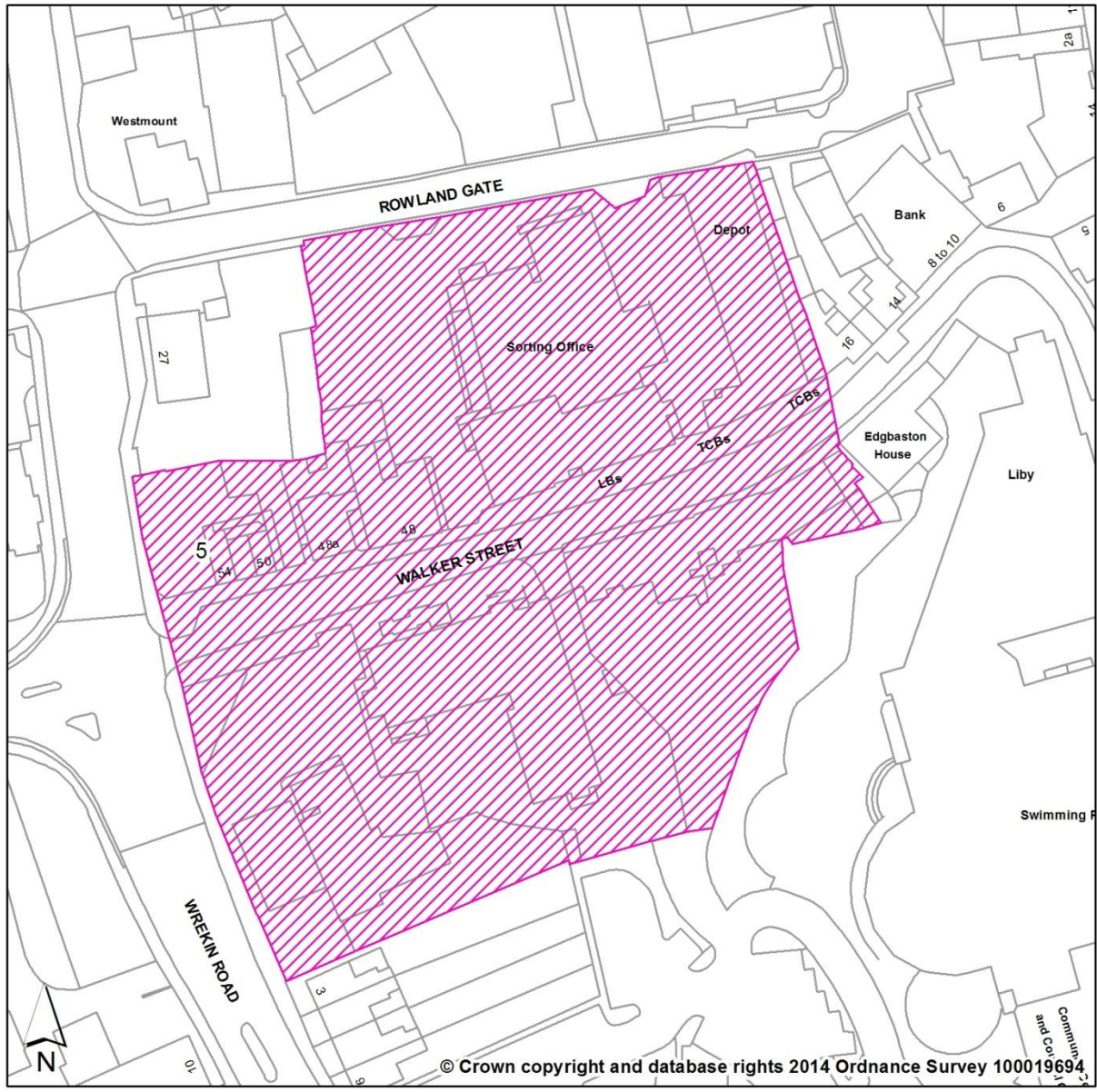
2.54 ACRES

Ownership:

MULTIPLE PRIVATE

This is the largest Priority area dominated by the key uses of Royal Mail, the Market Annexe, the former Council library, the former tax office (now a discount supermarket) and a car retailer. With the exception of the library, these uses are all operational but there maybe scope for an enhanced street scene to improve the gateway to the centre. The library and associated buildings have been sold by the Council subject to contract with the likely use to be residential improving the street further following the refurbishment of Edgbaston House earlier this year.





Implementation:

**PRIVATE
BOROUGH COUNCIL**

Timescale:

2014-2018

Business Case:

**BUSINESS RATES RETENTION, ADDITIONAL COUNCIL TAX/NEW HOMES BONUS
REVENUE**

Appendix 2 – Funding Agreement

Wellington Town Centre Regeneration – Funding Contribution by Telford & Wrekin Council

The Local Authority is committed to seeing the Market Town of Wellington prosper over the next few years and have jointly agreed with the Town Council to implement an Action Plan administered by a Project Board.

Telford & Wrekin Councils Development, Business & Employment Service Area is based in the Civic Offices, Wellington and includes wide ranging functions such as planning, property, design, business support and inward investment which are relevant to the regeneration of Wellington. These will be harnessed in the delivery of the Action Plan providing the Local Authority match. In detail this will include:

Inward Investment & Housing Group Manager (IIHM) – in kind funding of £7,500 by TWC per year for two years, 2014/15 and 2015/16, which will enable the IIHM to spend up to 2 days per week managing, co-ordinating and delivering the Action Plan. This represents salary and on-costs. Other resources that will be sought and brought as necessary on a project by project basis and are anticipated to include;

- Business Support Team – direct engagement by Officers to assist local business
- Inward Investment & Destination – advice on destination approach and support on funding and tourism opportunities
- Planning – both strategic and development control to ensure sustainable growth
- Housing Team – Empty Homes Officer to focus on reducing vacant buildings
- Property – Liaison with Estates team to co-ordinate disposals and sales.

This capacity will be in addition to the dedicated Officer lead. The equivalent Officer time is difficult to precisely project but based on existing project ideas is estimated to add at least another £7,500 to this Project per year for two years 2014/15 and 2015/16.

The aim is too establish a representative from each service to contribute in the first instance to preparation of the Action Plan and then the delivery with resources coming together to ensure the goals are achieved.

In recognition of the funding in kind provided by Telford & Wrekin Council, Wellington Town Council will provide match funding of £10,000 in 2014/15 and £15,000 in 2015/16 to support the delivery of the Wellington Town Centre Regeneration.

Appendix 3

WELLINGTON PROJECT BOARD (WPB) TERMS OF REFERENCE

1.0 Membership

1.1. Members of the Board will be:

| Member | Representative |
|--|-----------------------|
| Chair: Wellington Town Council (WTC) Policy & Resources Committee* | Stephen De Launey |
| Deputy Chair WTC Policy & Resources Committee | Barry Tillotson |
| Member of WTC Policy & Resources Committee | Frank Burns |
| Assistant Director : Development, Business & Employment | Kate Callis |
| Service Delivery Manager - Business & Development Planning | Katherine Kynaston |
| Group Manager – Inward Investment & Housing | Phil Edwards |

*Chair of Wellington Project Board

- 1.2. Only members of the Board will have the right to attend. However, other individuals may be invited to any meeting as and when appropriate. Members may nominate an appropriate substitute if they are unavailable to attend a meeting.
- 1.3. The composition and terms of reference of the Board will be reviewed by the Board every 12 months.
- 1.4. The Board will be chaired by the Chair of Wellington Town Council Policy & Resources Committee. If the Chair is not present at any of the meetings of the Board then the remaining members shall elect one of themselves to chair the meeting.

2.0 Support

- 2.1 The Group Manager-Inward Investment shall act as a secretariat for the Board to co-ordinate agendas/papers/minutes for any meetings.

3.0 Frequency of Meetings

- 3.1. The Board shall meet every quarter for approximately two hours. More frequent meetings shall be scheduled when appropriate.
- 3.2. Timing of meetings will allow for the Project Board to report on progress and any key decisions.

4.0 WPB Objectives and Priorities

- 4.1. Following the publication of the Wellington 2020 Vision Report, the Town Council and Borough Council has agreed to work together to establish and drive delivery of an Action Plan leading to the implementation of key recommendations within the Vision Report. A number of strategic objectives underpin the delivery of the Vision and establishment of the Action Plan:
- Consolidating the Centre as an important place for the Town, securing the context for the future;
 - Achieving a significant contribution to new residential development in the heart of the Town, providing a balanced mix of types and tenures appropriate for this location;
 - Developing opportunities for new forms of business activity;
 - Providing a new range of social and community facilities to support the community;

- Significantly enhancing the quality of the environment and building on the Centre's unique urban and architectural heritage;
- Promoting the artistic, cultural and tourism potential of the Centre and,
- Achieving a delivery mechanism that allows sustainable patterns of investment to be secured realising the potential of the Centre to contribute to the success of the Town and ultimately the wider Borough.

4.2. The purpose of the Wellington Project Board (WPB) is to oversee and co-ordinate the development of the Action Plan and its subsequent implementation through the delivery of a number of projects and areas of activity that will achieve the objectives above.

The WPB will:

- Ensure appropriate and necessary resources are allocated to the development and delivery of the Action Plan and its constituent projects and activities;
- Maximise other funding contributions to support delivery of projects
- Consider any issues raised by the Group Manager and give guidance on appropriate courses of action;
- Review and manage project risks and their impact on achieving the project's objectives;
- Monitor delivery of the projects and project deliverables/outputs;

5.0 Approvals

Approved by the Board on.....2014

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 Chair – Chair Policy of Resources & Committee