

CABINET MEMBER FOR REGENERATION AND DEVELOPMENT SERVICES

Venue: Training Room, 3rd Floor, **Date:** Monday, 19th January, 2009
Bailey House,
Rawmarsh Road,
Rotherham. S60 1TD

Time: 10.30 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested, in accordance with Part I of Schedule 12A to the Local Government Act 1972 (as amended March 2006).
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Minutes of a meeting of the Clifton Park Restoration Project Board held on 15th December, 2008 (Pages 1 - 4)
4. Minutes of a meeting of the Play Pathfinder Project Board held on 15th December, 2008 (Pages 5 - 6)
5. Olympics 2012 – Rotherham participation (Pages 7 - 8)
Phil Rogers, Director of Culture and Leisure, to report.
- to seek approval to the setting up of a Project Board to oversee Rotherham's response to 2012.
6. Regional Spatial Strategy 2009 Update. (Pages 9 - 19)
Andy Duncan, Strategic Policy Team Leader, to report.
- to seek endorsement of the Council's consultation response.
7. Rotherham Economic Regeneration Fund (RERF) - Business Incubation (Pages 20 - 35)
Geoff Link, Enterprise Manager, to report.
- to consider the request for RERF funding.
8. All Saints' Square Landscaping & Big Screen Wrap (Pages 36 - 38)
Bernadette Rushton, Assistant Town Centre Manager, to report.
- to consider the final designs and the recommended process for approval/ implementation.
(Please note that copies of the Appendices to this report will be provided separately.)

The Cabinet Member authorised consideration of the following extra, urgent item in order to facilitate the Grant Scheme:-

9. Town Centre Business Grants. (report attached) (Pages 39 - 50)
Julie Roberts, Town Centre Manager, to report.
 - to consider a request for funding from the Rotherham Economic Regeneration Fund to contributed towards the delivery of Town Centre Business Grants.

CLIFTON PARK RESTORATION PROJECT BOARD
Monday, 15th December, 2008

Present:- Councillor Smith (in the Chair); Councillors Dodson, McNeely, Pickering and Swift.

Apologies for absence were received from Councillors Falvey and Walker. Dawn Sanders, Senior Accountant and Phil Gill, Greenspaces Manager.

Also in attendance:-

Phil Rogers	Director of Culture and Leisure
Nick Barnes	Principal Development Project Officer
Andy Lee	Operations Manager
David Burton	Consultant Project Manager
Elaine Humphries	Friends of Clifton Park
Joyce Miller	Friends of Clifton Park
Andrew Cottage	LDA Design

1. MINUTES OF THE PREVIOUS MEETING HELD ON 27TH OCTOBER, 2008

The minutes of the previous meeting were noted. There were no matters arising therefrom.

2. PRESENTATION BY LDA

Those present received a PowerPoint presentation from Andrew Cottage, LDA Design, which illustrated the final design for the Clifton Park Play Park, Stage E.

It was explained that this would be located in the area to the side of Park Lea, and at the back of Wheatley's Amusements and carry on through to the Dell gardens.

The area was to be zoned linked by a loop walkway with entrances and gateway features suitable for wheelchair users.

The following items were highlighted:-

Zone 1:-

- Roundabout suitable for wheelchair users
- Sheep pen with wooden sheep
- Basket swing
- Grass maze
- Challenge route with boulders
- Sensory and colourful planting
- Stepping stones – rubber musical cushions

A village of timber huts
Slide
See saw

Zone 2:-

Large sand pit and boardwalk; Water pump; boardwalk; stepping stones;
timber groynes
Building site with pulleys and diggers etc
Grasses
Embankment slide
Paved area for seating and games e.g. marbles, hop-scotch, and a raised
sandpit
Tower slide and rope challenge
Tunnel
Crows' nest
Zip wire
Chill out lounge ring of over-sized boulders
Hexagonal swing

The Dell Garden and Plaza: circuit for skaters

Skatepark

Natural play using felled tree trunks and rocks

The presentation included photo examples of these features.

Those present raised a number of issues, including the following:-

- Provision of 1st Aid and contact points
- Staff hours and staffing levels
- Hours of operation
- Security and CCTV
- Child safety measures
- Access to the park from Park Lea
- Removal of trees
- Renovation of the Cenotaph and fountain
- Liaison with the Police and the Safer Neighbourhoods Team
- Toilet provision
- lighting

It was agreed: (1) That the Stage E design for the Clifton Park Play Park be approved insofar as this Project Board is concerned and the Cabinet Member approved that the project move to the tender stage.

(2) That all Elected Members be invited to see work in progress and to visit the facility once it was ready to open.

3. PROJECT UPDATE

David Burton, Consultant Project Manager, updated the Board on current progress.

He explained that the project was to be developed on a phased basis. The existing contractor UCS Civils would be used to carry out groundworks. Legal Services were happy that UCS's work is carried out as a variation to the main contract.

Expressions of interest had been invited for the play equipment and these were due to be submitted by 16th December, 2008.

The Skatepark design, which had been done by a specialist design company, was due to go out to tender week commencing 22nd December, 2008, with a tender return date of 23rd January, 2009.

It was reported that all procedures had complied with the Council's Standing Orders and with European procedures.

Greenspaces continued to work with the Design Team to ensure the management and maintenance of the equipment, security and safety of the developing play park during the consultation process.

A CCTV specialist would be brought in through the main contractor.

Reference was made to the current economic climate and the difficulties facing contractors. It was also reported that meetings had been held with Legal and Financial Services and the parent company.

To date the contractors were on site and working well towards the completion date of work to the activity area, rock garden, museum grounds and garden buildings. Some exploratory work was also scheduled for the bandstand. Tree removal had taken part.

MP's Denis McShane and John Healey had both visited the site.

A meeting with the HLF Monitor had confirmed they were satisfied with progress.

As a result of proposed enhancements put forward by the Design Team and the Council there were increased costs to the specification.

Also there was some loss of programme and the Easter opening date would not be met. The Team was currently discussing with the contractor to ensure the facility would open as soon as possible.

The remainder of the works were in budget and the Council was looking at the risk management process.

The issue of Japanese Knotweed would be addressed.

Resolved:- That the current position be noted.

4. ANY OTHER BUSINESS

There were no further items of business.

5. DATE, TIME AND VENUE FOR THE NEXT MEETING

It was agreed: That the next meeting of the Clifton Park Restoration Project Board be held on WEDNESDAY, 28TH JANUARY, 2009 at 2.00 p.m. at the Town Hall.

**PLAY PATHFINDER PROJECT BOARD
Monday, 15th December, 2008**

Present:- Councillor Smith (in the Chair); Councillors Dodson, McNeely, Swift and Whysall.

Apologies for absence were received from Councillors Hodgkiss, Johnston and Parker. Dawn Sanders, Senior Accountant.

together with:-

Phil Rogers	Director of Culture and Leisure
Nick Barnes	Principal Project Development Officer
David Burton	Consultant Project Manager
Andrew Cottage	LDA Designs
Elaine Humphries	Friends of Clifton Park
Joyce Miller	Friends of Clifton Park

5. MINUTES OF THE PREVIOUS MEETING HELD ON 6TH OCTOBER, 2008

The minutes of the previous meeting were received.

6. MATTERS ARISING

The issue of consultation with Ward Councillors was raised.

It was confirmed that Ward and Parish Councillors would be consulted.

7. PROJECT UPDATE

Nick Barnes, Principal Project Development Officer, reported on the progress on the delivery of 28 playgrounds over the next 2 years for which funding had been awarded.

He explained that the first 12 sites were to be delivered by the end of March 2009. Design, project management and consultation were due to be completed in accordance with the notional time targets.

Reference was made to the decision of the Cabinet Member to enable advance purchase of play equipment time which had saved on a number of the projects and would enable the Council to achieve the spend.

Reference was made to an issue around consultation re: Falconer Lane site at Fence and as a result a better play area would be created.

Budget monitoring and problem solving procedures were being put in place to monitor capital and revenue spends. The budget was currently on target although some future issues had been identified.

Re: Rotherham Adventure Playground:- to be located at the playing fields on Eldon Road, Eastwood:- it was reported that one stakeholder workshop had taken place facilitated by CABE space, and this had been very useful. The next stage was to organise a walkabout with key stakeholders and a 2nd consultation was to take place with local community representatives.

Resolved:- That the current position be noted.

8. ANY OTHER BUSINESS

There were no further items of business.

9. DATE, TIME AND VENUE FOR NEXT MEETING

Resolved: That the next meeting of the Play Pathfinder Project Board be held on WEDNESDAY, 28TH JANUARY, 2009, to follow the meeting of the Clifton Park Restoration Project Board.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member - EDS
2.	Date:	19th January 2009
3.	Title:	Olympics 2012 – Rotherham Participation
4.	Directorate:	Environment and Development Services

5. Summary

That the Cabinet Member agrees to the setting up of a Project Board to oversee Rotherham's response to 2012.

6. Recommendations

That a Project Board be set up (as outlined in 7) to oversee Rotherham's Olympic response.

7. Proposals and Details

In order to co-ordinate a Borough wide response to the 2012 Olympics it is suggested that a Member Project Board be set up.

This Board would have a broad overview of Olympic related activity in the Borough and would have a central point of reference of potential activities.

It is suggested that this Board be Chaired by the Cabinet Member for Environment and Development Services and also has the Cabinet Member for Children and Young People's Services amongst its membership. It is suggested that a third Member is invited to join the group at the discretion of the Chair. Officer support for the Board would be led by the Director of Culture and Leisure Services.

Operational activity would be led by two Officer working groups, one concentrating on Sport, and the other on Culture, with interested and relevant organisations being asked to nominate suitable representatives.

8. Finance

None at this stage.

9. Risks and Uncertainties

Without the Project Board overview, the activities related to the Olympics could be disjointed and lead to disappointing levels of activity.

10. Policy Information

This assists in achieving Rotherham Alive and Rotherham Proud overall strategic aims.

11. Background Papers

None

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Regeneration and Development Services
2.	Date:	19 January 2009
3.	Title:	Regional Spatial Strategy 2009 Update: Spatial Options
4.	Programme Area:	Environment & Development Services

5. Summary

As part of the 2009 Update to the Regional Spatial Strategy, the Yorkshire and Humber Assembly are consulting on Spatial Options for housing growth. The report seeks Cabinet Member for Regeneration and Development Services endorsement of the Council's consultation response.

6. Recommendations

- 1. Cabinet Member to endorse the response to the Spatial Options consultation.**
- 2. This report be forwarded to Cabinet 21 January 2009 for information.**

7. Proposals and Details

The Regional Spatial Strategy (RSS) sets out the scale, priorities and broad locations for change and development in the Yorkshire and Humber region up to 2026. In so doing, the RSS presents a framework for development decisions, essentially seeking to guide **what** development is needed, **where** it should go and **how much** is required.

The RSS forms part of the statutory development plan for Rotherham and is a key policy framework within which we prepare our Local Development Framework (LDF), local transport plan and other plans and strategies affecting Rotherham's future. Our emerging LDF must be in general conformity with the RSS and the Regional Planning Board is a statutory consultee for regionally significant planning applications. As such it is important that we consider any implications that the RSS may have for Rotherham, and our wider role in the region, and engage in its review.

A revised RSS was issued by the Secretary of State on 21 May 2008. It has full statutory status and replaces the RSS published in December 2004. A members' seminar on the revised RSS was held on Tuesday 24 June 2008.

Review of the RSS has already commenced, driven by the Housing Green Paper's requirement that regional spatial strategies reflect the Government's plans for increased house building. The 2009 Update of the RSS is therefore focussing on the **levels, locations and infrastructure for higher housing growth**. As part of this update the Regional Assembly has published **Spatial Options** to gauge stakeholder views on strategic approaches to accommodating this growth.

Our suggested consultation response is given in full at Appendix 1. The main issues of interest for the Council are summarised below:

- The Spatial Options document puts forward 4 suggested levels of housing growth for Yorkshire and the Humber ranging from current RSS (22,620 homes pa) to a trend based household projection (30,000 homes pa). Our response suggests that a mid range figure of 25,100 homes pa is most appropriate based on South Yorkshire's growth point status and the capacity of borough to accommodate growth in sustainable locations. However, some Green Belt land will be required to meet this housing requirement. Accommodating the new housing envisaged by growth point status and maintaining the Green Belt in its current form are not compatible.
- The document then puts forward 4 Spatial Options to best distribute this higher housing growth. Our response suggests that Spatial Option 1 which maintains the current RSS core approach of urban concentration is the most appropriate. Elements of the other 3 Spatial Options may be appropriate but are heavily dependent on significant public transport investment for their long term sustainability.

Sub-national review

The Government intends that regional spatial and economic strategies will be merged into a single regional strategy. For this region, a single strategy will be prepared jointly by Yorkshire Forward and Local Government Yorkshire and the

Humber. The Yorkshire and Humber Regional Assembly will cease to exist from 1 April 2009. The detailed arrangements for this transfer of responsibility and the statutory status of the new single regional strategies are evolving with the Government recently publishing a response to consultation on the sub-national review.

8. Finance

There are no direct budgetary implications although the RSS and successor single regional strategy will influence regional spending priorities and therefore have an effect on the implementation of Rotherham's emerging Local Development Framework and Local Transport Plan.

9. Risks and Uncertainties

The 2004 Planning Act and subsequent guidance increased the spatial and sub-regional content of Regional Spatial Strategies. While RSS will be more specific about regional and sub-regional land use policy we should seek safeguards to protect local autonomy in the application of policies. Through formal responses to consultation on the RSS, the Council's representation at various regional boards and forums and ongoing officer level involvement in its drafting, the Council will seek to ensure that the RSS strikes an appropriate balance between being regionally specific and still allowing local flexibility. It is anticipated that arrangements for drafting the new single regional strategy will allow for similar levels of input by stakeholders.

It is also important that the Council responds to RSS and single regional strategy consultations at each stage and fully engages in the process of drafting these plans to ensure that policy is not imposed "by default".

10. Policy and Performance Agenda Implications

The implementation of the RSS should achieve the aims of the Integrated Regional Framework (the region's vision document) and, in turn, should make a positive contribution to all of Rotherham's Regeneration priorities.

Equalities issues feature in the RSS core policies and should benefit positively from the successful implementation of the RSS.

Achieving sustainable development is a core theme of the Integrated Regional Framework and is reflected in the RSS. Likewise, the RSS vision and objectives are consistent with the Regional Sustainable Development Framework and its sustainable development aims. At each stage of the development of the RSS, a Strategic Environmental Assessment/Sustainability Appraisal (SEA/SA) has been carried out.

The RSS seeks to improve the health of the Region's population by a variety of means.

11. Background Papers and Consultation

The Yorkshire and Humber Plan: Regional Spatial Strategy to 2026 (May 2008)

The Regional Spatial Strategy 2009 Update: Spatial Options (Nov 2008)

Comment was invited from all Directorates prior to drafting the Council's consultation response.

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Andy Duncan, Strategic Policy Team Leader
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Nick Ward, Planner (Housing)
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Appendix 1: RMBC response to the RSS 2009 Update Spatial Options

QUESTION 1:

What rate of house building should we be planning for in the Region?

Level of Growth			
1	Current RSS	22,260 a year	<input type="checkbox"/>
2	NHPAU Lower	25,100 a year	<input checked="" type="checkbox"/>
3	NHPAU Upper	28,300 a year	<input type="checkbox"/>
4	Trend Based Household Projections	30,000 a year	<input type="checkbox"/>
5	Other	Please specify in your response	<input type="checkbox"/>

Please summarise the reasons for your choice including any comments you may have on the assumptions we have used in introducing the possibility that rates of building may need to increase from 22,260 homes per year. We would welcome any evidence in support of your answer that organisations or individuals may have.

Response: Given South Yorkshire's recently confirmed growth point status, growth level 2 would be broadly consistent with the uplift of approximately 20% proposed in the South Yorkshire bid. We would, therefore, be concerned at higher levels than this. For Rotherham, current RSS requirements mean that a significant proportion of homes will be built on greenfield and (currently) Green Belt land; approximately 60% greenfield for the current RSS requirement and 66% greenfield for the 20% uplift in the growth point period. These figures are our current best estimate and dependent upon the Waverley New Community proposal being granted planning permission. Any further increases would need to be accommodated on green field, Green Belt, land. It is of course acknowledged that an increase for the whole region need not be distributed according to the current proportions, and that circumstances are different in other authorities.

Considering projections, the rate of population growth (and households) is an inexact science, hence the variations seen on each subsequent release of population projections. If the latest 2006 projections prove to be correct then new homes would certainly need to be substantially increased from current RSS, however there are several reasons why this may not happen due to changes since these projections were compiled by the ONS:

- Y&H has seen an increase of around 166,000 people between 2001MYE and 2006MYE but two-thirds of this was due to net international migration much of which was due to immigration from the new EU accession states (majority from Poland). This was largely a one-off influx and recent evidence suggests that many are now returning for various reasons, partly due to recent UK economic downturn and improving wages/conditions in Eastern Europe (which is forecast to continue). See <http://www.polishworkers.pl/polishworkers/1,60747,5226185.html> which cites Institute for Public Policy Research suggesting that people coming into Britain for work is decreasing and half of the immigrants who came to Britain since 2004 have already returned home.

- The Government has also introduced tougher restrictions for non-EU nationals entering the UK and this may well also reduce international migration - as migrants tend to be in the lower age groups this could also have an effect on the assumed future birth rates.

As to what level of growth we should be planning for, we would reiterate that a small rise to the NHPAU lower level of 25,100 may be appropriate as population growth is slightly ahead of the older 2004 based projections. We would not support a rise to the 30,000 trend based projection.

Considering the effects of growth on affordability, caution should be exercised in accepting the higher growth figures. Previous assumptions set the foundation for additional growth based on the need to control house price rises that were, at least in part, due to unsustainable lending/borrowing practices. However, having examined the NHPAU research findings upon which the revised options are based we find the logic of its position unarguable particularly with regard to potential accelerated rates of household formation and the impact of market housing development on affordability. Hence we believe that we could and should support the Government's suggested lower range target of 476,000 new homes to 2026 (growth level 2, 25,100 pa). The methods used to derive this figure look more sound to us than predict and provide trend based household projections. However we note that even in the short space of time since publication the NHPAU understates the short term impact of cooling of the market. The dismantling of capacity in the building sector currently underway will take longer to reverse than seems to be assumed with inevitable medium term impact on delivery. Nevertheless over the plan period the release of constraints on market delivery via the planning system is anticipated and will be essential to the realisation of our Growth Point status.

QUESTION 2

If the Region were to introduce a step-up of housing from 22,260 dwellings per year to Levels 2, 3, 4 or 5 (Question 1) how soon do you think this could take place and please provide reasons?

Response: Given the current economic climate it is looking increasingly difficult to step up the delivery of housing in the first part of the plan period. The capacity of house builders to increase numbers had not been demonstrated before the down-turn in the housing market and the economy in general. It will take time for the house building industry and its supply chain to build back up to the capacity available before the down-turn and then increase to even higher build rates.

Many schemes have now been halted and planning applications for new housing have dropped sharply, many permissions could expire before the market starts to recover. Given this, and the time it takes from identification of a site through design and gaining permission until units are completed, it is difficult to see how higher numbers could be achieved in the first five years of the plan period.

QUESTION 3

In looking at where new homes needed in the Region could be located, should we continue to use the existing RSS distribution (as set out in Section 5 above)? If yes, please summarise your reasons below and go to Section 6 below.

Response: Not necessarily, the distribution was determined before large increases in numbers and an increase in the RSS plan period were introduced. Previous consultation responses were given on the basis of a much lower overall requirement and the impact of the distribution should be reconsidered.

QUESTION 4

If no, tell us how much emphasis you think should be placed on the following factors in shaping where new homes are located (as set out in Section 3). Please rate each factor on a scale of 1-5 (where 1 is the least important and 5 is the most important).

	Score
Matching housing growth with forecast economic change	4
Addressing affordability	5
Meeting new household growth trends	4
Reflecting market demand	4
Other (please specify)	
Don't know	<input type="checkbox"/>

QUESTION 5

Do you consider that the Plan's Core Approach (Spatial Option 1) can accommodate current levels of housing growth to 2026? If yes, please state why and provide any evidence that you have to support this view.

If no, please answer question 7

Response: Considering physical capacity, the amount of development that can be accommodated in and around the urban core of Rotherham is limited by topography, the need to protect areas of woodland and other habitats, and parkland associated with a stately home of national importance. Our preparatory work for the LDF Site Allocations DPD shows that the RSS requirement can be met with the majority of growth in and around the main urban core (including significant urban extensions); i.e. under Spatial Option 1 maintaining the RSS core approach. This is, however, with the caveat that the development of Waverley New Community would be required. Without this, the balance would need to move towards the expansion of smaller settlements (see answer to Question 1) and hence the addition of further Principal Towns to the RSS Settlement Hierarchy.

Concerning regeneration aims, and regarding the regional distribution of job and household growth, we must be mindful of the continuing need to promote regeneration in the sub-region as a counter to the attractions of those areas with the greater strains on affordability. We would favour a distribution that aims to meet new household growth trends and promotes in-migration through job growth. It follows that under this consideration we also favour Spatial Option 1.

QUESTION 6

If you consider that the Plan's Core Approach cannot accommodate current levels of house building within the Region, please tell us which Spatial Option(s) you think should be used to deliver the current RSS housing requirements of 22,260 homes per year to 2026? Please provide reasons for your answer?

N/A

QUESTION 7

Do you think the Plan's Core Approach could accommodate higher levels of house building through to 2026?

- If yes, which level(s) of growth could be accommodated (refer to question 1)?
- If no, please tell us which Spatial Option(s) you think should be used in order to deliver higher levels of house building.

Response: Yes, higher levels of house building as per option 2 NHPAU Lower 25,100 pa (see answer to Question 1).

QUESTIONS 8-10 - Leeds City Region Sub-Area

N/A

QUESTIONS 11-13 - South Yorkshire Sub-Area

We asked you above in Questions 5 to 7 whether you thought the Region as a whole could accommodate a range of house building rates. Now we want you to tell us if the approach to this particular sub-area needs refining and how it might accommodate housing growth, by answering the following questions.

11. To what extent can the current strategy deliver current house building rates in this sub-area?

Response: The current RSS requirement can be met in the sub region under the current core approach (see below), although much obviously depends on whether house builders have the capacity or desire to deliver at the levels required.

12. To what extent can the current strategy deliver higher house building rates in this sub-area?

Response: Given South Yorkshire's growth point status, a slight uplift over the whole plan period would be acceptable, to accommodate the proposed uplift of approximately 20% in the South Yorkshire bid. We would be concerned at higher levels than this. For Rotherham, current RSS requirements mean that a significant proportion of homes will be built on greenfield and (currently) Green Belt land; approximately 60% greenfield for the current RSS requirement and 66% greenfield for the 20% uplift in the growth point period. These figures are our current best estimate and dependent upon the Waverley New Community proposal being granted planning permission. Any further increases would need to be accommodated on green field, Green Belt, land. The situation is different in other parts of the sub region which may have higher levels of previously developed land available.

13. Which Spatial Options or combination of Spatial Options do you think provide sufficient guidance for Local Authorities to determine broad locations for where further house building should be located?

Response: For the reasons given to question 5 we support Spatial Option 1, i.e. continuing with the current RSS core approach. We feel this to be the optimum approach to accommodate growth in a sustainable manner. The feasibility of this approach is, however, dependent on the levels of growth not exceeding growth level 2 (NHPAU Lower 25,100 pa). Higher levels of growth would necessitate a revised strategy.

A combination of some elements from the other Spatial Options with Spatial Option 1 may be appropriate to achieve a finer grained strategy. For example, Green Belt release is implicit in both Options 1 and 2, differing only in degree.

The growth of settlements along public transport corridors proposed by Spatial Option 3 may be sustainable but this presupposes significant investment in public transport infrastructure. For example, major investment would be required at Sheffield Station to improve rail capacity along the corridor to Kiveton Park (East Sheffield to Kiveton Park, no. 4 on map). But the Draft Network Rail, Rail Utilisation Study to 2030, while acknowledging this constraint, does not propose investment at this level. Likewise, development along the Rotherham to Maltby corridor (no. 3 on map) is constrained by the capacity of the Quality Bus Corridor. Notwithstanding bus priority measures, journey times are still affected by congestion. The same applies to the further growth of Dinnington as the main bus routes serving the settlement share the Rotherham to Maltby QBC.

On the face of it, Spatial Option 4 seems the least sustainable option as it risks perpetuating unsustainable patterns of development if significant investment in public transport is not forthcoming, i.e. around the Dearne Towns. Our track record in this country of proving major infrastructure before growth is not good and does not bode well for the success of Spatial Option 4 should it be chosen.

The potential to extend the RSS Settlement Hierarchy to incorporate additional Principal Towns should also be available under all options, rather than only Spatial Options 3 and 4. While the emerging Rotherham LDF Core Strategy targets the majority of future growth to the main urban area, some growth will be required in outlying settlements. This is in order both to accommodate the higher requirement

introduced by current RSS and to ensure sufficient provision for local need to avoid exacerbating affordability issues.

On a final note, the flood management priorities should include Catcliffe.

QUESTIONS 14-16 - Humber Estuary Sub-Area

N/A

QUESTIONS 17-19 - York Sub-Area

N/A

QUESTIONS 20 – 22 - Vale and Tees Links Sub-Area

N/A

QUESTIONS 23-25 - Coast Sub-Area

N/A

QUESTION 26 - Remoter Rural Sub-Area

N/A

QUESTION 27

In thinking about additional accommodation (pitches) how much emphasis would you put on each of the following approaches. Please rate each on a scale of 1-5 with 1 being the least important and 5 being the most important factor in shaping distribution of additional pitches.

	Score
'Meeting need where it arises'	5
A more even spread (with or without specifying that every authority should make some provision)	3
Access to services such as schools and health facilities	5
Avoiding environmental constraints e.g. areas of flood risk or nature conservation sites.	5

QUESTION 28

Are there particular instances where need for additional provision arises in one local authority, but where all, or part, of that need should be met in neighbouring local authority areas? If yes, please specify the areas concerned and say why this is the case

Response: No, need has been identified locally and should generally be met where it is identified. There may, however, be circumstances where cross boundary working may be appropriate, e.g. where the best site lies just inside a neighbouring authority.

QUESTION 29

Some parts of the wider Travelling community have established patterns of travel for work and social/cultural reasons for which the accommodation on the more permanent sites may not be appropriate.

- Should transit be identified separately from residential provision or is mixed provision on the same site desirable
- What level of provision is needed for transit purposes (please include evidence to support your answer)
- What form should transit provision take
- What should be the main reasons for the distribution transit accommodation

Response:

- Mixed provision should be avoided if possible, the regular introduction of “strangers” to permanent residential provision is potentially disruptive, and many such arrangements have proved difficult to manage in the past.
- The level of need is not yet known as this was not looked at in the South Yorkshire needs assessment. It may be easier to get a clear picture of transit need when local permanent need has been better met.
- Best form of transit provision not known at present, we will need to look at best practice.
- Transit accommodation should be distributed to fit in with identifiable regular transit routes.

QUESTION 30

What date should Policy H6 go up to? On what basis should longer-term estimates be made? (please include evidence to support your answer)

Response: It is difficult to say how we should forecast need beyond 2015 and there is not the same imperative to identify large, strategic amounts of land as with general housing. It may be more appropriate to meet need as it occurs when needs assessments and LDDs are produced.

QUESTION 31

What process should be introduced to ensure that estimates and associated planning documents/policies are updated?

Response: The incorporation of needs assessment as part of the Strategic Housing Market Assessment would ensure that need for gypsy and traveller accommodation is regularly assessed.

QUESTION 32

Are there any other issues that you wish to raise about the Spatial Options document?

No.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Regeneration & Development Services
2.	Date:	19th January 2009
3.	Title:	Business Incubation Support
4.	Directorate:	Environment & Development Services

5. Summary

To provide continuity of business adviser support to RiDO's business incubation centres: Century Business Centre; Moorgate Crofts Business Centre; Fusion@Magna Business Centre; Matrix@dinnington Business Centre.

6. Recommendations

To approve the request for funding via the Rotherham Economic Development Fund. This amounts to £50,000 for the period April 2009 to March 2010.

7. Proposals and Details

The project is to provide continuity of business adviser support to RiDO's business incubation centres: Century Business Centre; Moorgate Crofts Business Centre; Fusion@Magna Business Centre; Matrix@Dinnington Business Centre. This is vital support if we are to retain our incubation status, and provide an invaluable service to new and small businesses in Rotherham.

Small businesses are the lifeblood of our local economy and the business incubation process produces significant improvements in business survival in the first three years. Typically, RiDO's business centres generate survival rates of 90% over three years, which is some 20% above national rates. The businesses are then assisted to grow and develop beyond the business centres to allow other new businesses to come in.

The advisers' role is to help businesses through the start up phases and then to assist the more mature businesses to grow. This requires very close, hands-on support on a wide range of business issues. This is particularly pertinent as we enter a period of economic decline, where new businesses need extra support to help with survival and safeguard jobs

This service cannot be provided by Business Link who only act as brokers now to bring in specialist support that has to be paid for. RiDO's business advisers provide their services free of charge.

The RERF Funding will contribute towards the salaries and on-costs of three part-time business advisers.

The advisers are currently required to expand their services into Dinnington, where the new Matrix@Dinnington centre is about to open. This is based on a former colliery site and is located in an NRS area, where local people will benefit from increasing awareness of self-employment options.

The project will provide advice and assistance to 20 new start businesses per annum; will assist up to 50 businesses per annum; and will generate or safeguard 90 jobs per annum.

The RERF funding will be partly matched by income generated from the adviser team contracting with Business Link Yorkshire for providing an advisory service including business planning etc. to other businesses in and around Rotherham.

Measurable Outcomes:

Outputs for the period 2009 - 20011	Target	
Number of new businesses started	60	
Number of businesses advised	144	
Number of jobs created	84	
Number of jobs safeguarded	180	

8. Finance

Funding	2009/2010				Total
	Qt 1	Qt 2	Qt 3	Qt 4	
RERF					
Capital					-
Revenue	12,500	12,500	12,500	12,500	50,000
TOTAL RERF	12,500	12,500	12,500	12,500	50,000
Other Funding Sources					
Income Generated	2,500	2,500	2,500	2,500	10,000
					-
					-
					-
TOTAL OTHER FUNDING	2,500	2,500	2,500	2,500	10,000
Grand Total	15,000	15,000	15,000	15,000	60,000

The funding requested will cover approximately 80% of the costs needed, the remainder will come from income generated by the adviser team for advisory work contracted to Business Link and to other contractors such as Hallam University etc.. The longer term plan is for the Business Centres to generate sufficient surplus to cover the adviser's costs.

9. Risks and Uncertainties

The main risk of this funding not being approved is that the present business adviser team is at risk of redundancy, with no alternative funding route available at this moment.

It was originally envisaged that the Business Advisers would be financed by the Business Centres operating budget, and much work was done in the last two years to include the adviser costs in a financial model for the business centres, which was devised by Price Waterhouse Coopers. However, with the costs of closing the Brampton Business Centre, combined with the opening of two new centres at Magna and Dinnington, which have yet to yield sufficient income, we are unable to fund the advisers during the coming financial year.

The plan is to apply to Geographic Programmes and ERDF funding in 2009, but the timescales are such that they are unlikely to start in 2009.

If we can't provide business adviser support, then not only do our businesses suffer, but we risk losing our incubation status, something that we have worked hard to build up over the last eight years.

With the present economic downturn and the predictions for the next year or so, small businesses and new starts will need all the help they can get, and we are in a position, through our adviser team, to provide hands-on support.

10. Policy and Performance Agenda Implications

To help facilitate the economic regeneration of the Rotherham Borough in an integrated way.

This project will accelerate the impact on business growth through the business incubators Fusion@Magna and Matrix@Dinnington. It will support job creation and diversification of the local economy by attracting new start-ups who will be taken through the incubation process to become established and successful enterprises. It will ensure we have vibrant incubation environments strategically located throughout the borough as recommended in the Rotherham Business Incubation Strategy.

This project also fits within the “productive and competitive Business” theme of the Rotherham Economic Plan, contributing directly to the following priorities:-

- Increase the number of young people starting businesses and entering self employment.
- Establish an enterprising culture to support Rotherham’s people and businesses to become more enterprising and innovative, resulting in an increase in the number of new business starts.
- Improve local supply chain initiatives and activity.

To contribute towards the Rotherham Local Area Agreement (LAA) and in turn the Community Strategy.

It will have a direct impact on National Indicators NI 171 and NI 172 – to increase the number of VAT registered businesses and number of businesses showing growth

The project will also provide appropriate pre-start and awareness services that support the growth of start-up enterprises and existing businesses, to attracting new businesses particularly from high value or growth sectors. It will contribute to the achievement of the new business registration rate LAA stretch target which is 28 per 10,000 population by March 2011.

Community Strategy 2005-2010. Achieving Theme

The project will clearly contribute to and strengthen the Achieving theme by encouraging and supporting entrepreneurs and owners of small businesses; to achieve their desire of being self-employed; to achieve growth and ; to strengthen the overall reality of Rotherham achieving improvements in its local economy through employment and investment.

Community Strategy 2005-2010. Cross Cutting themes of Fairness and Sustainability

- Fairness: the process of helping pre-start and new starts will continue to be an inclusive process, encouraging people from different ethnic groups, different

genders and age groups, and from various levels of ability and disability, to start their own businesses and be successful.

- Sustainable Development: the incubation process encourages owners of small businesses, through mentoring and development, to build and grow their skills and businesses. The incubation process also produces high levels of survivability – some 20% above national averages for new businesses.

11. Background Papers and Consultation

Zernike (UK) Report on Business Support and Incubation Strategy Dec 2003
Rotherham Economic Masterplan 2008

Contact Name :

Geoff Link, Enterprise Manager

RiDO

Tel 01709-372099

Email: geoff.link@rido.org.uk

Rotherham Economic Regeneration Fund Initial Application Form 2009/2010

Project Name **Business Incubation Support**

**Project Sponsor:
 (Programme Area)** **EDS - RiDO**

Project Manager: Geoff Link
Telephone No. 01709-372099
Email **geoff.link@rido.org.uk**

Funding required: **Revenue - £125,500 over three years**

1. **Alternative Funding Options.**

List all other funding options explored prior to applying for RERF.

Fund	Date applied	Decision	Reason
Geographic Programmes			We will look to submit bids in early 2009. If successful this
ERDF P2 and P3			replace the later tranches of RERF

2. **Project Description -**

Describe what your project will do, who will do it, when they will do it and how they will do it. Give details of the aims and objectives the project is seeking to achieve. Be specific as to what R.E.R.F is funding.

The project is to provide continuity of business adviser support to RiDO's business incubation centres: Century Business Centre; Moorgate Crofts Business Centre; Fusion@Magna Business Centre; Matrix@Dinnington

Business Centre. This is vital support if we are to retain our incubation status, and provide an invaluable service to new and small businesses in Rotherham. Small businesses are the lifeblood of our local economy and the business incubation process produces significant improvements in business survival in the first three years. Typically, RiDO's business centres generate survival rates of 90% over three years, which is some 20% above national rates. The businesses are then assisted to grow and develop beyond the business centres to allow other new businesses to come in.

The advisers' role is to help businesses through the start up phases and then to assist the more mature businesses to grow. This requires very close, hands-on support on a wide range of business issues. This is particularly pertinent as we enter a period of economic decline, where new businesses need extra support to help with survival and safeguard jobs

This service cannot be provided by Business Link who only act as brokers now to bring in specialist support that has to be paid for. RiDO's business advisers provide their services free of charge.

The RERF Funding will contribute towards the salaries and on-costs of three part-time business advisers.

The advisers are currently required to expand their services into Dinnington, where the new Matrix@Dinnington centre is about to open. This is based on a former colliery site and is located in an NRS area, where local people will benefit from increasing awareness of self-employment options.

The project will provide advice and assistance to 20 new start businesses per annum; will assist up to 50 businesses per annum; and will generate or safeguard 90 jobs per annum.

The RERF funding will be partly matched by income generated from the adviser team contracting with Business Link Yorkshire for providing an advisory service including business planning etc. to other businesses in and around Rotherham.

3. Consultation.

In the development of this project, what consultation has taken place? State who the consultation involved, the type of consultation undertaken, when it was completed and the outcome.

Have consulted about the importance of this continuity with the Rotherham Enterprise Network, which is a group of business support agencies who meet on a regular basis to share views and activities on support to start-up and small businesses.

Have also consulted with Business Link Yorkshire, a strategic partner, and discussed the roles of the RiDo Business Advisers in support of the incubation process. This has been done in cross-team meetings held over the last couple of months.

4. R.E.R.F Objectives.

State which of the objectives this project meets and how. See appendix 1.

1. To help facilitate the economic regeneration of the Rotherham Borough in an integrated way.

The generation of new small businesses and their survival and growth, generating jobs, skills and GVA are at the heart of developing and sustaining a vibrant economy for Rotherham. Small businesses are the backbone of every economy, and incubation helps drive and sustain an entrepreneurial culture.

3. To contribute towards the Regeneration Plan and in turn the Community Strategy.

Has an impact on the national indicators N1 171 and N1 172 – contributes towards the increase and survivability of the number of VAT registered businesses and those exhibiting growth. The Business Centres are located in strategic areas of the Borough and extend into a number of community areas where their economic impact can make a difference.

5. Community Strategy 2005-2010. Achieving Theme.

Explain how this project contributes to the Key Priorities of the Achieving Theme. See Appendix 2.

The project clearly contributes to and strengthens the Achieving them by encouraging and supporting entrepreneurs and owners of small businesses: to achieve their desire to set up and grow their own businesses, and ; strengthen the overall reality of Rotherham achieving improvements in its local economy and investment.

Provides the support necessary to increase the number of successful businesses in Rotherham-both new start-ups & expansions of existing businesses, including social enterprises.

6. Community Strategy 2005-2010. Other Themes

In some cases, projects will also contribute towards other themes of the Community Strategy. Identify which Theme and Key Partnership Priorities this project contributes to. Please refer to the Community Strategy document, pages 55 to 62, which can be found on the Intranet, under Programme Area then Chief Executives.

Proud: fostering a sense of pride at both an individual and borough level, in creating new businesses, growing existing ones, and in Rotherham's reputation as a place of enterprise and entrepreneurial culture.

Learning: Encouraging people to be enterprising, and giving them the business skills to be successful and grow.

7 Community Strategy 2005-2010. Cross Cutting Themes of Fairness and Sustainable Development.

State how this project will contribute towards the cross cutting themes.

Please refer to the Community Strategy document, pages 44 to 54, which can be found on the Intranet, under Programme Area then Chief Executives.

Fairness: supporting incubation and encouraging self-employment for people from a wide range of ethnic groups, different genders, age ranges and those from hard to reach groups in disadvantaged communities. No one is excluded.

Sustainable Development: The investment in our business incubators and the adviser support provided means that we can keep bringing new businesses in and growing them on ad infinitum. If we stop the support given, then the process is at risk of breaking down.

8. Funding Profile - All Years

Funding	Status of funding. Approved/ Awaiting Approval				Total
		2009/2010	2010/2011	2011/2012	
RERF					
Capital					-
Revenue					-
TOTAL RERF		50,000	37,500	37,500	125,000
Other Funding Sources					
					-
income Generated		10,000	10,000	10,000	30,000
					-
					-
TOTAL OTHER FUNDING		10,000	10,000	10,000	30,000
Grand Total		60,000	47,500	47,500	155,000

Note

- I. Should RERF funding be approved it will be a one off allocation and no continuation funding will be available.*
- II. Where requests are made from R.E.R.F for salaries, it is expected that future funding will come from mainstream sources. Where this is not possible a full explanation should be provided.*
- III. Please provide the expected or actual approval date for other funding.*

9. Quarterly Profile for current year

Funding	2009/2010				Total
	Qt 1	Qt 2	Qt 3	Qt 4	
RERF					
Capital					-
Revenue	12,500	12,500	12,500	12,500	50,000
TOTAL RERF	12,500	12,500	12,500	12,500	50,000
Other Funding Sources					
Income Generated	2,500	2,500	2,500	2,500	10,000
					-
					-
					-
TOTAL OTHER FUNDING	2,500	2,500	2,500	2,500	10,000
Grand Total	15,000	15,000	15,000	15,000	60,000

10 Project Cost Breakdown.

Show itemised breakdown of the total project costs, identifying what each funding source is paying for

Item	Funding Type			
	RERF	Inc Gen		
Salaries & oncosts	125,000			
Salaries & oncosts		30,000		
Total	125,000	30,000	-	-

11 Outputs – All Years Table – See Appendix 3.

	List outputs				
1Ai	no. of jobs created	28	28	28	84
1Aii	no of jobs safeguarded	60	60	60	180
2A	No of new businesses started	20	20	20	60
2D	No of businesses advised	48	48	48	144

12 Outputs – Current Year Quarterly Profile.

		Qt 1	Qt 2	Qt3	Qt4	Total
Code	Output Description					
1Ai	no. of jobs created	7	7	7	7	28
1Aii	no of jobs safeguarded	15	15	15	15	60
2A	no of new businesses started	5	5	5	5	20
2D	no of businesses advised	12	12	12	12	48

13 Key Milestones/Events of the Projects

Milestone	Expected date of completion
Employment of 3 part-time business advisers	April 2009

14 Explain how this project represents value for money.

By employing a small team of professional business advisers, we are able to maintain the support to new start-up businesses, help them survive and grow , generating GVA for the Rotherham economy from a potential 160 businesses. A further valuable outcome is a direct contribution to raising the bar on the local entrepreneurial culture.

15. What is the Forward/Exit Strategy for this project?

Within the next three years we plan to be able to start supporting the costs of advisers from the business centre budget, as the centres start to generate sufficient surpluses. This will make the process permanently sustainable.

Appendix 4 highlights the scoring criteria to be used for all applications.

Project Name

Input project Name

Project Manager Signature

Name:

Signature:

Date:

Economic Strategy Team

Name:

Signature:

Date:

Revised Aims and Objectives October 2006

1. To help facilitate the economic regeneration of the Rotherham Borough in an integrated way.
2. To enable access to other external funding regimes by undertaking relevant feasibility studies and by providing match funding to achieve maximum leverage.
3. To contribute towards the Regeneration Plan and in turn the Community Strategy.
4. To benefit the community of interest areas as identified in the Neighbourhood Renewal Strategy 2004 – 2010. These include parts of Rawmarsh, Kimberworth Park, Masbrough, Central, Dinnington, Maltby and Wath.

The October 2006 amendment to the RERF Aims and Objectives is the addition of item 4.

Rotherham Achieving – Measures of Progress

Engage support & secure private sector & other investment, such as social & community investment, into Rotherham	9. Stabilise the economic contribution of the VCS following the demise of external funding programmes
	10. Increase number of new start-up social enterprises
Maximise economic & other opportunities to reduce disadvantage and raise quality of life & living standards, particularly in the most deprived communities	11. Reduce number of people on incapacity benefit
	12. Reduce level of economic inactivity to the UK average
Develop Rotherham town centre as a destination providing a mixed economy of specialist & quality shops, markets, housing & cultural life for all age groups, & establish a strategy to ensure local centres complement the offer in the town centre.	13. Increase foot flow in primary shopping streets in town centre
	14. Reduce vacancy rate in town centre premises

R.E.R.F – Output Descriptions

Code	Description
1Ai	No. of jobs created (external)
1Aii	No. of jobs safeguarded.
1Aiii	No. of Constructions job weeks.
2A	No. of new business start ups.
2Bi	Area of business/commercial floor space improved
2Bii	Area of new business/commercial floor space created.
2Ci	No. of new businesses supported.

2D	No. of businesses advised.
3A	Area of land improved/reclaimed for open space.
3B	Area of land improved/reclaimed for development.
3C	No. of buildings improved/brought back into use.
4D	No. Of Feasibility Studies completed.

Approval Criteria for Applications made to R.E.R.F

- | | | |
|---|----------------|--------------------------|
| 1. Does the project meet a RERF objective? | Yes/ No | <input type="checkbox"/> |
| 2. Does the project meet Key Partnership Priorities of the Achieving Theme? | Yes/ No | <input type="checkbox"/> |
| 3. Will the project deliver any of the RERF outputs? | Yes/ No | <input type="checkbox"/> |
| 4. Does the project attract other sources of funding? | Yes/ No | <input type="checkbox"/> |
| 5. Will the project be of benefit to a community of interest area as identified in the Neighborhood Renewal Strategy. | Yes/ No | <input type="checkbox"/> |

Recommendation

To be completed by those scoring the project

Approve to progress to Delegated Powers

Reject

Head of Service Comments

Signed Head of Planning & Regeneration . _____

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:-	Cabinet Member for Regeneration & Development Services
2.	Date:-	19th January 2009
3.	Title:-	All Saints' Square Landscaping & Big Screen Wrap
4.	Directorate:-	Environment & Development Services

5. Summary

Following the approval of funding for a landscaping scheme and vinyl wrap to compliment the Big Screen in All Saints' Square (and to satisfy condition 2 of the original planning permission) - this report includes details of the final designs and the recommended process for approval/ implementation.

6. Recommendations

It is recommended that the Cabinet Member:

- (i) Agrees the final design for the Big Screen landscaping scheme and its implementation.**
- (ii) Notes the proposed presentation of the landscaping Scheme design to Planning Board (for information purposes only).**
- (iii) Agrees the proposed final design of the 'Wrap' and its implementation (subject to the obtainment of the necessary Advertisement Consent).**

7. Proposals and Details

In 2005 planning permission was obtained for the installation of the Big Screen in All Saints' Square; a planning condition was attached to the permission linked to the inclusion of a landscaping scheme in the area underneath the structure. Funding was secured for the design and implementation of both a landscaping scheme and a 'wrap' to cover the back of the screen itself (as part of a successful bid to the Rotherham Economic Regeneration Fund (RERF) for the Big Screen Project).

This report sets out the progress with the two elements and makes recommendations relating to their implementation.

1. Landscaping Scheme

A landscaping scheme was designed by Campbell Design & Engineering (CDE) Ltd. as a continuation of the public realm introduced in All Saints' Square some years ago (which was also designed and fabricated by CDE Ltd).

The scheme includes the installation of ornate railings (to match existing in adjacent areas), installation of power points underground & creation of a new metal grid base, inclusion of 4 x metal & glass sculptures (to include lighting) and soft planting. The planning condition was discharged following the submission of provisional designs for this landscaping scheme.

Appendices 1a, 1b & 1c illustrate the scale and style of the sculptures which aim to reflect the importance of steel works in the area through the crucible inspired shapes. The base allows coloured light to shine through intermittent holes and project inside the sculptures to both light up the coloured glass inserts and reflect the polished steel & glass embellishments at the top.

It is considered that the sculptures themselves support the provisional recommendations resulting from the public art consultation that was carried out in 2008 – the draft findings highlighted the general public's wish to see the both metal and glass incorporated in public art as well as the use of lighting features. Initial feedback also indicated the preference for the use of local artists and pieces which reflect the history & heritage of the area.

Given the prominence of the sculptures and their potential visual impact in All Saints' Square, officers from a number of teams including planning & landscaping have been involved in the approval of the final design and have worked closely with the fabricators to ensure that the final pieces complement the street scene and public realm in this key area of the town centre.

It is now proposed that the final fabrication works take place and the sculptures are installed at the earliest opportunity. The structures do not require planning permission; however it is proposed that the designs are presented to Planning Board for information purposes.

2. Wrap

RCAT students from both fine arts and graphic design courses were involved in a design competition for the wrap for the back of the screen. Their brief was to create a design which would:

- Make an attractive feature of the screen and seek to enhance the street scene
- Reflect the character, history and heritage of the area
- Complement the surrounding building styles and architecture

The submissions were considered by a steering group made up of representatives from planning, landscaping, communications & design teams. Two concepts were selected and a final design worked up in-house based on the amalgamation of these two proposals. The final design (attached – appendix 2) includes a montage of historic images of All Saints' Square as well as photographs of Rotherham 'heroes'. It is considered that the final design does meet the original brief and positively celebrates the history & heritage of the area. In addition due to the vinyl to be used, the image can easily be updated in future years. Given the potential number of people and achievements that could be included, the wrap has the potential to become a regularly updated feature based on feedback from the general public.

Advertising consent is currently being sought for the wrap with consideration likely at the February Planning Board Meeting following the necessary statutory 21 days' consultation period.

8. Finance

The landscaping & wrap will be funded from the Rotherham Economic Regeneration Fund (RERF).

9. Risks and Uncertainties

As with any public realm works and public art installation, it is important to ensure that the creative thinking behind the final designs is communicated. Publicity will surround the installation to ensure credit is given to both the designer/ fabricator of the sculptures as well as the local students who have contributed to the design and style of the wrap. In addition it is hoped that information will be made available (including at Rotherham Visitor Centre) regarding the people & buildings included on the wrap as well as the significance of the crucible inspired sculptures.

10. Policy and Performance Agenda Implications

The project significantly contributes to the cross cutting issue of Regeneration, in particular in terms of achieving Rotherham Renaissance through the enhancement of the public realm in Rotherham Town Centre.

11. Background Papers and Consultation

Previous reports to Regeneration & Asset Board/ Cabinet Member for Regeneration & Development Services

Consultation has taken place with:

Cabinet Member for Regeneration & Development Services

Cabinet Member for Sustainability & Innovation

RMBC Officers (from Planning, Landscape Design, Communications & Graphic Design Teams)

Director of Planning & Regeneration Services

Contact Name:- *Bernadette Rushton, Assistant Town Centre Manager,
x 6885, bernadette.rushton@rotherham.gov.uk*

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Regeneration & Development Services
2.	Date:	19th January 2009
3.	Title:	Town Centre Business Grants
4.	Directorate:	Environment & Development Services

5. Summary

To seek approval for the allocation of funding from Rotherham Economic Regeneration Fund. The report outlines the objectives, eligibility criteria and application process associated with the introduction of a Town Centre Business Vitality Grant Scheme, providing a package of grants to both new and existing business.

The aim of the project is:-

- To increase the quality and diversity of the retail offer
- To reducing the number of vacant retail units.
- To provide assistance to both new and existing businesses.
- To enhance the quality of the shop frontages and the street scene
- To support the wider Renaissance agenda.
- To strengthen the quality of the street café culture

The project is supported by funding of £200,000 from the Local Authority Business Growth Incentive (LABGI) which has been endorsed and agreed with the Chamber of Commerce, Town Centre Strategy Group, CMT and Cabinet.

6. Recommendations

That revenue funding to the value of £225,000 capital and £30,000 revenue be allocated from the Rotherham Economic Regeneration Fund to contribute towards the delivery of Town Centre Business Grants.

7. Proposals and Details

Background and Context

For a number of years Rotherham Town Centre has been subject not only to the changing demands of national retail and leisure trends but also to more localised pressures. The proximity of Sheffield City Centre, Meadowhall Shopping Centre & Parkgate Retail World has impacted upon the amount, choice & quality of retail offer available to Rotherham residents, workers and visitors. The vitality and viability of Rotherham Town Centre has suffered as a consequence, and this situation is further compounded by the existing economic climate across the UK ,creating unprecedented challenges for the retail and leisure sector.

In 2006 funding was secured for the development of a Retail Strategy for the Town Centre; the aim of which was to set out the most appropriate approach to improving the amount, quality and mix of retail offer in order to redefine the role of Rotherham Town Centre as a shopping destination of choice. This study is currently being updated to take in account further physical developments and planning requirements, however taking initial recommendations and also best practice elsewhere, it is apparent that specific support mechanisms are required to attract new retailers and support existing businesses if the retail offer is to be improved.

It is recognised that in order to redefine Rotherham's role as a shopping destination it is necessary to create a unique offer which is complimentary to those centres which are major attractors of people and spend. It is suggested that the focus should be on quality niche retailers alongside recognised national outlets and that this needs to be supplemented by a strong cultural and leisure offer.

Analysis has been undertaken on the latest available Experian Town Centre Category report summarising the composition of retail shops that are available in Rotherham Town Centre compared to other towns. This analysis clearly shows that Rotherham Town Centre has an under representation in a number of retail categories, e.g. delicatessens, gift shops, premium ladies and mens fashion etc. and that there is an opportunity to encourage new types of retail that would enhance the shopping offer.

The majority of retail units within Rotherham Town Centre (including the recently refurbished Imperial Buildings) have an annual rental of less than £25,000. These units provide a good base for independent quality retailers, and by attracting and supporting new retail into the town centre we aim to support our existing retailers, improve the quality & diversity of the retail offer, increase footfall, reduce the number of vacant retail units and to encourage new start up businesses.

As well as factors highlighted above, it is also important to consider the wider physical attractiveness of existing commercial space. Improving the attractiveness of shop frontages and street cafes will benefit the appearance and perception of the town centre and support the competitiveness of existing businesses.

Historically, it has been difficult to identify funding to provide direct financial assistance to the retail and leisure sector. The opportunity of utilising and combining LABGI and R.E.R.F to stimulate investment should provide a much needed catalyst.

The Project

The Business Vitality scheme comprises both revenue and capitals elements, which may provide discretionary financial assistance in the form of a Rental Contribution and Capital Improvement grants. The grants are designed to encourage new independent niche retail businesses (including leisure operators i.e. food and drink) to open up new outlets in Rotherham town centre as well as providing grants to support existing businesses by contributing to shop front improvements and street café furniture.

The proposed interventions are:

Scheme A - Rental Contribution Grant.

A two year grant contribution, targeted at recruiting new specialist independent retailers that will enhance the overall shopping offer, create retail diversity and reduce vacant premises.

The 2 year grant scheme will provide:

Year 1 - 50% of annual rental

Year 2 – 25% of annual rental

Eligibility

- The maximum rental value of the property is £25,000 per annum.
- The proposed business must meet the missing product categories list criteria (appendix A)
- The business must prepare a business plan as part of the application process
- The business must engage in a 1 year business support scheme with a business advisor.
- people who are resident within the Rotherham borough who wish to set up a NEW business in Rotherham town centre
- people who operate an existing business within the Rotherham borough and who wish to open a NEW business in Rotherham town centre that meet the retail and leisure criteria
- people in other locations who wish to open a NEW business in Rotherham town centre that meet the retail and leisure criteria
- Applicants must be an independent trader and not part of a nationally / regionally owned multiple (less than 9 outlets), franchise operators will be considered
- Applicants must be prepared to sign at least a five year lease on the premises in Rotherham Town Centre or a 3 year lease with Rotherham Centenary Market Complex.
- businesses that have received other public financial assistance may not be eligible where further support would breach the rules of the funding body and exceed grant assistance of over €200,000 (approximately £138,000 at October 2008)

Repayment of grant

If the business closes and / or the premises/business are sold, repayment of the grant will result based on the following.

0 to 12 months	100% of grant repayable
13 to 24 months	60% of grant repayable
25 to 36 months	30% of grant repayable
Over 36 months	0% of grant repayable

Scheme B - Capital Grant Schemes.

3 elements are proposed:-

1) Shop front improvements.

To provide grants to both new and existing businesses for shop front enhancements (excluding the area covered by the Townscape Heritage Initiative).

A discretionary one-off grant of up to **75%** of eligible costs (up to a maximum of £7,500 grant assistance) to make improvements such as to the shop front, the installation of traditional retractable shop blinds, repainting of fascias and signage.

The level of grant on offer will be an assessment of:

- the scale and extent of proposed works
- the quality of the proposed design and the extent to which the project will enhance the town centre environment

Eligible activities

- re-instatement of historical or traditional features to the shop front
- repairs to rendering / stonework/brickwork where considered beneficial to shop front works (and excluding general property repair element)
- installation of traditional retractable shop blinds
- removal of inappropriate signage, installation of new appropriate signage
- restoration /repair/repainting of current acceptable shop front
- Internal security shutters
- Professional fees (limited to a maximum of 10% project costs)

Ineligible activities

- General repair work and maintenance
- External roller shutters
- Improvements which are to be undertaken to comply with statutory requirements
- The grant cannot be used to fund retrospective work

2) Fitting-out costs – To assist new businesses who meet the criteria for the rental grant contribution.

A **75%** contribution (up to a maximum of £7,500 of grant assistance)

Eligible activities

- Floor repair and coverings
- Suspended ceilings
- Repainting of interiors
- Window display equipment
- Purchase and fitting of shop counters
- Professional fees (limited to a maximum of 10% project costs)

Ineligible activities

- General repair work and maintenance
- External roller shutters
- Improvements which are to be undertaken to comply with statutory requirements
- Purchase of stock
- Staff costs
- Running costs
- The grant cannot be used to fund retrospective work

3) Street café improvements. Discretionary grant to support street café furniture, canopies and enclosure areas.

A **75%** contribution (up to a maximum of £2,000 grant assistance)

Eligible activities

High Quality Street Café Furniture (wood, charred steel or aluminium)
Temporary Fabric canopies/umbrellas
Portable enclosure barriers

Ineligible activities

Portable patio Heaters
Fixed Canopies
Menu boards or A board signs

Repayment of grants

If the business closes and / or the premises/business are sold, repayment of the grant will result based on the following.

0 to 12 months	100% of grant repayable
13 to 24 months	60% of grant repayable
25 to 36 months	30% of grant repayable
Over 36 months	0% of grant repayable

Application procedure

- 1) Applications will be submitted to Town Centre Management and assessed against key criteria, checking that any planning/licensing/highways conditions have been met (where appropriate) that the design aspects of the scheme are appropriate and that any business planning / financial appraisals have been conducted (where appropriate.)
- 2) A recommendations report will be presented to the grants panel, comprising representatives of Barnsley & Rotherham Chamber of Commerce, The Federation of Small Businesses, Rotherham Investment & Development Office and Town Centre Management.
- 3) The recommendations of the grants panel will be submitted to the Cabinet Member for Regeneration and Development Services for final consideration.
- 4) The applicant will be advised of the decision of the panel and an offer made, if successful.

The process chart for managing applications is provided in Appendix B & C

The project contributes significantly towards Town Centre Renaissance, scoring above the threshold and the panel propose that the project is recommended for approval.

8.Finance

The LABGI allocation of £200,000 will support the revenue rental grant scheme and provide assistance in the form of business planning and ongoing business support consultancy during the first year of trading.

The Rotherham Economic Regeneration Fund (R.E.R.F) will be used to deliver the following capital grant schemes for shop front improvements, fitting out costs, and street café furniture in order to enhance the physical attractiveness of frontages and the street scene. In addition a revenue allocation from RERF will support a targeted marketing campaign to promote the full scheme.

Funding	Status of funding. Approved/ Awaiting Approval	2008/09	2009/2010	2010/2011	Total
RERF					
Capital		17,000	83,000	125,000	225,000
Revenue		13,650	8,400	7,950	30,000
TOTAL RERF		30,650	91,400	132,950	255,000
Other Funding Sources					
LABGI	Approved	20,450	89,400	90,150	200,000
					-
					-
					-
TOTAL OTHER FUNDING		20,450	89,400	90,150	200,000
Grand Total		51,100	180,800	223,100	455,000

State Aid

The grant scheme will comply under the "De minimis Regulation" (Commission Regulation (EC) No 1998/2006, on the application of Articles 87 and 88 of the Treaty) which specifies under which conditions small amounts of public support does not constitute state aid in the sense of Article 87(1) of the Treaty because it does not affect trade and competition between Member States. Consequently, Member States may grant such "de minimis" support without notification to the Commission.

To be considered "de minimis", the aid amount cannot exceed €200 000 per company over any three year period. This maximum amount applies to the total of all public assistance irrespective of the form it takes or the objective pursued. In order to ensure that we comply with this ruling all successful grant applicants will be required to declare any other public funding they have received to ensure they do not break state aid ruling. However, as will be noted from the levels of grant assistance outlined, the levels of intervention will not reach those financial thresholds.

RMBC Legal Services have confirmed that the grant scheme does constitute "de minimis" aid and in addition the scheme meets the objectives of the Well-being power (Local Government Act 2000) "a power of first resort" – whereby the authority would, through the above scheme, also be promoting/improving the well-being of its area.

9. Risks and Uncertainties

This project will underpin a number of key issues for the town centre and if we do not provide financial interventions we may continue to see a decline in the town centre retail offer and an increase of vacant units. Equally, it is difficult to predict the potential up take of the grant assistance, given the current economic climate, both existing and potential businesses may not be in a position to fund investment or expansion.

10. Policy and Performance Agenda Implications

The proposed activity will contribute to the following strategic priorities of the Community Strategy

Provide the support necessary to increase the number of successful businesses in Rotherham – both new start-ups & expansions of existing businesses, including social enterprises.

By providing grant assistance to attract new independent retailers and by providing business planning advice and business support to improve survival rate of new start up businesses.

Develop Rotherham Town Centre as a destination providing a mixed economy of specialist and quality shops, markets, housing and cultural life for all ages, & establish a strategy to ensure local centres complement the offer in the town centre

By providing grant assistance and business interventions we aim to enhance the quality and diversity of the retail offer, increase foot flow in primary shopping street and reduce vacancy rate in town centre premises.

This project will contribute three of the RERF objectives

It will **help facilitate the economic regeneration of the Rotherham Borough in an integrated way** by ensuring that there business support packages are available to enhance the retail provision in Rotherham Town Centre; this will help support the wider physical Renaissance Programme. Retail provision in the Town Centre is key to the successful economic regeneration of the wider borough given its role as Rotherham's main service centre.

It will **enable access to other external funding regimes by providing match funding to achieve maximum leverage.** The scheme will provide match funding to enable RMBC and other partners to access external funding for identified projects within the Retail Strategy in the future e.g. Yorkshire Forward's Geographic Programmes and ERDF Priority 4. In addition this funding will match monies £200,000 from the Local Authority Business Growth Incentive (LABGI)

This project **contributes towards the Economic Plan and in turn the Community Strategy** under Priority 5 – "Achieve Rotherham Town Renaissance" since the development of the retail sector (and thus improvement of the town centre offer) is paramount to the creation of an overall vibrant town centre.

11. Background Papers and Consultation

Consultation has taken place with:

Town Centre Strategy Group

A report outlining the proposed scheme was presented and supported to the above group who are responsible for overseeing the strategic regeneration of Rotherham Town Centre. This group comprises of key stakeholders including senior officers of R.M.B.C, Rotherham College of Arts & Technology, S.Y.P.T.E, Voluntary Action Rotherham, Transform South Yorkshire and Yorkshire Forward alongside our business community representatives, Barnsley & Rotherham Chamber of Commerce.

Town Centre Business Development Steering Group

This newly formed group comprises of officers from within RMBC's Regeneration Service, representatives of Barnsley & Rotherham Chamber of Commerce, Business Link Yorkshire and the Federation of Small Businesses. The aim of the group is to provide a suite of business support interventions for Rotherham town centre to support new and existing businesses. Consultation was undertaken in October 2008 setting out the Business Vitality Scheme and was fully supported by the group.

Corporate Management Team

A report was presented and approved by CMT on 1st December 2008 setting out the scheme, it's eligibility criteria and application process.

Cabinet

A report outlining the scheme and a request for the allocation of £200,000 from LABGI was presented and approved by Cabinet on 17th December 2008.

RMBC Legal Services

RMBC Corporate Finance Team

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Environment & Development Services

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APPENDIX A

Rotherham Town Centre

Priority Product Categories

Businesses that enhance the visitor experience by enriching the food/drink offer during the day and/or in the evening

- High quality coffee house
- Juice bars
- Internet cafes
- Ice cream parlours

Products that are specialist, have high visual appeal and are perceived as poorly represented at present

- Independent premium ladies fashion and/or fashion accessories (bags, hats, umbrellas, shoes) boutiques
- Independent premium children's clothes and accessories
- Independent premium menswear
- Gift shops (where gifts are the majority product)
- Perfume and/or cosmetics retailers
- Full-range delicatessens
- Craft bakers and confectioners
- Cheese shop
- Coffee retailer
- Chocolatier
- Health food retailer
- Asian fashion, food & music
- Specialist Toy Shop
- Fishmongers
- Art shops (paintings/prints/posters/original artwork/ framing/art materials as majority product)
- Independent music and home entertainment
- Contemporary high quality jewellery retailer
- High quality furniture and household accessories/interiors shops
- Independent bookshops
- Antique shops
- Interior designers
- Innovative business concepts suitable for town centre location at the discretion of the panel

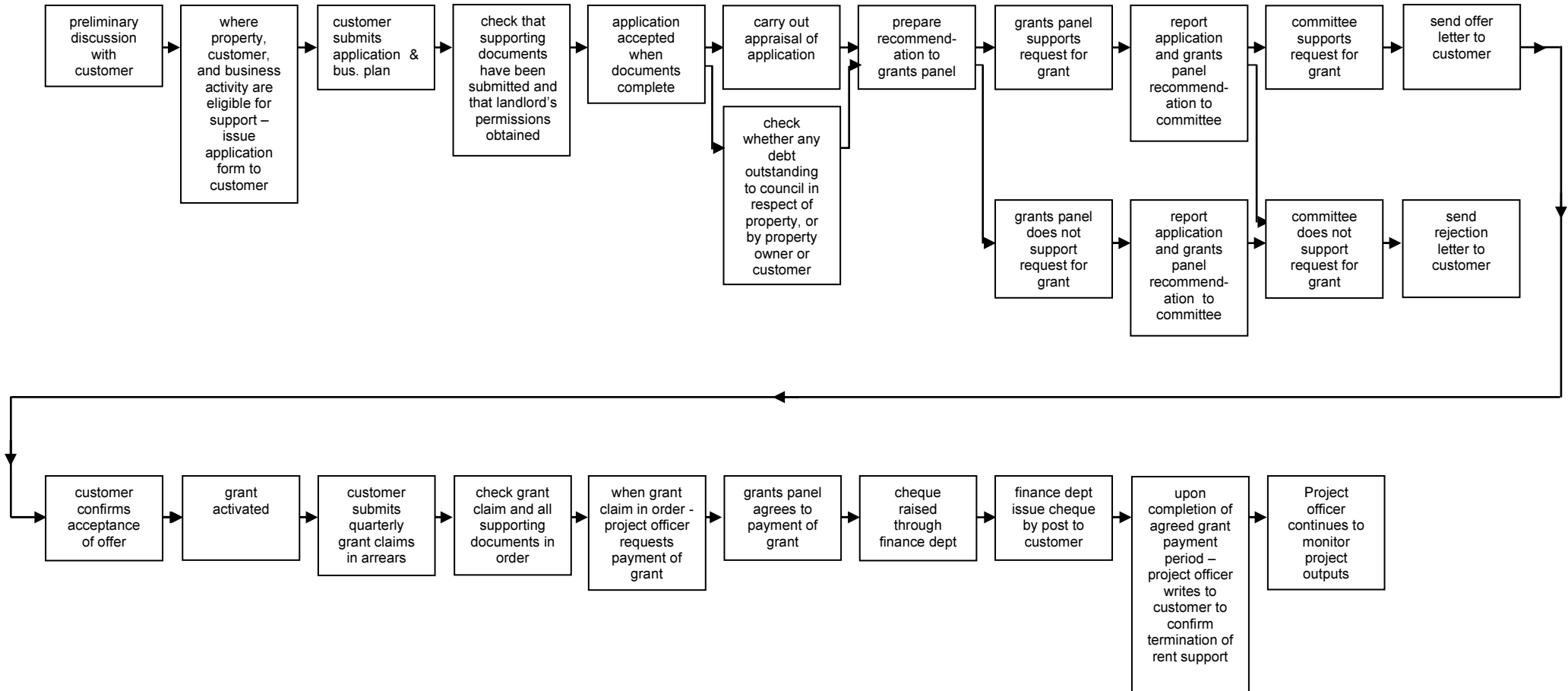
Public houses, and food outlets where the majority product is takeaway are excluded

Appendix B - Rotherham Town Centre Business Vitality Scheme

Procedure for processing applications for Rental Grant Support

For the purposes of this procedure:

- Customer – the individual or organisation requesting grant assistance
- Grants panel – The Town Centre Business Development Steering Group
- Committee – Delegated Powers Cabinet Member for Regeneration & Development Services



Appendix C - Rotherham Town Centre Business Vitality Scheme

Procedure for processing applications for Capital Grant

