

## Rotherham Economic Regeneration Fund Initial Application Form 2011/2012

**Project Name**                      **Rotherham town centre development fund**

**Project Sponsor:**                      **Regeneration Team , EDS**  
**(Programme Area)**

**Project Manager:**                      **Mike Shires**  
**Telephone No.**                          **Ext 23882**  
**Email**                                        **Mike.shires@rotherham.gov.uk**

**Funding required:**                      **£50,000 Revenue**

**1. Alternative Funding Options.**

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

Fund	Date applied	Decision	Reason
Yorkshire Forward			No longer exists
Housing Market Renewal			No longer exists
HCA	Discussed with HCA Jan 12		No funding available

**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 fund will be used to bring forward various projects each with its own outputs. Overall the funding will assist in developing the following projects:-

- Westgate Chambers
- Church Street public realm
- Effingham Square, as part of the wider Tesco redevelopment,
- Forge Island if a decision is taken to implement option to purchase and

- Works to improve the pedestrian route from the Rail station to Main Street, drawing down European funding

Other projects will be developed over the course of the next couple of years, as part as the on-going regeneration of the town centre

### **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.

The need to secure initial development funding and its impact on the Councils ability to secure and deliver physical projects in an increasingly difficult market has been discussed with officers at the Town Centre Review meeting, Finance officers, the Strategic Director , EDS and Director of Planning, Regeneration and Culture.

Consultation with all relevant parties will be a major part of the development of all the projects brought forward using this Fund.

### **4. R.E.R.F Objectives.**

State which of the objectives this project meets and how.

The funds will be used to bring forward various projects all of which contribute to the strategic goal of delivering Rotherham Renaissance. In particular:-

Westgate Chambers redevelopment 2Bi Commercial floorspace  
 Church Street 3A Land improved  
 Effingham Square 3B Land improved  
 Forge Island 3B Area of land reclaimed for redevelopment  
 Rail station/riverwalk 3B Area of land improved

Other projects may present themselves over a period of time.

At the moment we are seeking feasibility money to design and cost up projects. As some of these projects are brought to the market they will introduce considerable private sector funding i.e. Westgate Chambers or encourage new businesses to set up in the town i.e. Church Street and Effingham Square. The amount of likely private sector investment cannot yet be ascertained at the current time, but will be an outcome of the RERF funded development work

### **5. Community Strategy 2005-2011. Achieving Theme.**

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

The funds will “ 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.”

And

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

**6. Community Strategy 2005-2011. 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.

Rotherham Alive

The funds will contribute to our aim of introducing significant improvement to the physical environment in the town for the benefit of business located there, residents and visitors.

Rotherham Proud

The proposed projects will contribute to the vision and action plan aimed at making the area one of the top business destinations in the region and in some instances beyond.

**7 Community Strategy 2005-2011. 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.

**Fairness**

Proposed improvements to the natural physical environment whether air quality, public and open space, green infrastructure etc will enhance the quality of the environment for local communities and ensure they do not suffer a disproportionate amount of any potential negative impact of economic growth in this location.

**Sustainable Development**

The introduction of pleasant, safe and inviting public realm will have a positive impact on visitor numbers and in the case of Rotherham town centre improve visitors using trains and buses.

**8. Funding Profile - All Years**

Funding	Status of funding. Approved/ Awaiting Approval	2011/2012	2012/2013	2013/2014	Total
<b>RERF</b>					
Capital					-
Revenue		5,000	30,000	15,000	50,000
<b>TOTAL RERF</b>		5,000	30,000	15,000	50,000
<b>Other Funding Sources</b>					
					-
					-
					-
					-
<b>TOTAL OTHER FUNDING</b>		-	-	-	-
<b>Grand Total</b>		5,000	30,000	15,000	50,000

**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**

Capital					-
Revenue	-	-	-	5,000	5,000
<b>TOTAL RERF</b>	-	-	-	5,000	5,000
<b>Other Funding Sources</b>					
					-
					-
					-
					-
<b>TOTAL OTHER FUNDING</b>	-	-	-	-	-
<b>Grand Total</b>	-	-	-	5,000	5,000

## 10 Project Cost Breakdown.

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

Item	Funding Type			
	RERF			
Initial design costs and project analysis on several town centre projects including (Though these could change)				
Rail Station/river walkway	£5,000			
Church St public realm	£5,000			
Effingham Square	£10,000			
Forge Island	£15,000			
Markets redevt	£10,000			
Westgate Chambers redevt	£5,000			
<b>Total</b>	50,000	-	-	-

Where possible RMBC staff time on these projects will not be charged to RERF, to ensure that the greatest impact is achieved from the available funds.

## 11 Outputs – All Years Table

Code	Output Description	2011/12	2012/13	2013/14	Total
<b>4D</b>	<b>No of feasibility studies completed</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>5</b>
<b>3A</b>					
3A					
3B					

## 12 Outputs – Current Year Quarterly Profile.

Code	Output Description	Qt 1	Qt 2	Qt3	Qt4	Total
4D	No. of feasibility studies completed				1	1

### 13 Key Milestones/Events of the Projects

<b>Milestone</b>	<b>Expected date of completion</b>
Effingham Square redevelopment	Q4 2013
Rail Station. River walkway improved	Q4 2012
Forge Island acquisition	Q4 2013
Westgate Chambers redeveloped	Q4 2013

The above milestones are dependent on the outcomes of the feasibility and development works funded by RERF and as such are estimates

### 14 Explain how this project represents value for money.

During these very difficult economic times it is important that the Council continue to bring forward projects which will either improve the townscape and contribute to an improved offer in the town when the economy and hopefully demand for business/retail space in the town centre improves. Without early feasibility money to work up designs, appraisals and cost estimates we will create a drag on future investment and town centre improvements.

Wherever possible internal expertise will be used to work up projects.

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

Rotherham Renaissance is an ongoing strategy for the town centre. Its delivery will be over the long term but if the town is to thrive in a highly competitive and challenging market we need to ensure that development continues in the short term as well as long term.

**Project Name**                      **Input project Name**

<b>Project Manager Signature</b>		
Name: Mike Shires	Signature: Mike Shires	Date: 2/2/12

## Regeneration 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 Economic Plan and in turn the Community Strategy.
4. To benefit the community of interest areas as identified in the Neighbourhood Renewal Strategy 2005 – 2027. 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

Key Partnership Priorities	Measures of Progress
Develop competitive growth sectors, building on the existing strengths & assets in Rotherham & the sub-region, to create jobs & diversify the local economy	1. Close gap in average earning between Rotherham & the UK
	2. Increase employment rate relative to the national average
Create the right conditions for inward investment & the development of world class businesses that will drive the economy by developing the skills of local people & providing high quality facilities & services, & quality environment for growth	3. Increase number of new inward investors (Inc. local expansions)
	4. Increase number of new jobs created from inward investment per annum (cumulative total)
Stimulate enterprise (particularly between education & business), creativity & innovation across the economy, in urban and rural communities, to create new & sustainable opportunities for wealth creation	5. Increase number of young people benefiting from business enterprise activity
	6. Increase annually the net stock of VAT registered businesses
Provide the support necessary to increase the number of successful businesses in Rotherham - both new start-ups & expansions of existing businesses, including social enterprises	7. Increase number of new start up businesses
	8. Improve survival rates of new start up businesses
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

<b>Code</b>	<b>Description</b>
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 Achieving Theme?   | the 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

Signed Director of Planning & Regeneration . \_\_\_\_\_