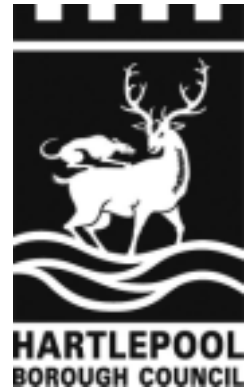


# REGENERATION AND LIVEABILITY PORTFOLIO

## DECISION SCHEDULE



Friday, 27 March 2009

at 10.00 am

in Committee Room B,  
Civic Centre, Hartlepool

The Mayor Stuart Drummond responsible for Regeneration and Liveability will consider the following items.

1. **KEY DECISIONS**

None

2. **OTHER ITEMS REQUIRING DECISION**

- 2.1 Hartlepool Southern Business Zone – *Director of Regeneration and Planning*
- 2.2 Partnership Schemes In Conservation Areas – Church Street And Stranton, 2010 To 2013 - *Director of Regeneration and Planning*
- 2.3 Working Neighbourhoods Fund (WNF) 2009-11 Programme - *Head of Community Strategy*
- 2.4 Pride In Hartlepool Proposals - *Head of Procurement, Property and Public Protection*

3. **REPORTS FROM OVERVIEW OF SCRUTINY FORUMS**

None

## **REGENERATION & LIVEABILITY PORTFOLIO**

Report To Portfolio Holder

27 March 2009



**Report of:** Director of Regeneration & Planning Services

**Subject:** HARTLEPOOL SOUTHERN BUSINESS ZONE

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### SUMMARY

#### **1.0 PURPOSE OF REPORT**

To inform the Portfolio Holder of the outcomes of the recently completed Hartlepool Southern Business Zone (SBZ) - Strategy and Action Plan study.

#### **2.0 SUMMARY OF CONTENTS**

The report sets out a vision and action plan for the regeneration of the Hartlepool SBZ.

#### **3.0 RELEVANCE TO PORTFOLIO MEMBER**

The recommendations for the regeneration and improvement of the Hartlepool SBZ fall within the remit of the Portfolio Holder.

#### **4.0 TYPE OF DECISION**

Non-Key

#### **5.0 DECISION MAKING ROUTE**

Regeneration & Liveability Portfolio – 27<sup>th</sup> March 2009

#### **6.0 DECISION(S) REQUIRED**

The Portfolio Holder is requested to note the findings of the study and endorse the Vision and Action Plan for the SBZ.

**Report of:** Director of Regeneration & Planning Services

**Subject:** HARTLEPOOL SOUTHERN BUSINESS ZONE

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## **1. PURPOSE OF REPORT**

- 1.1 To inform the Portfolio Holder of the outcomes of the recently completed Hartlepool Southern Business Zone - Strategy and Action Plan study.

## **2. BACKGROUND**

- 2.1 This report follows a previous report that was presented to the Portfolio Holder meeting on 26<sup>th</sup> September 2008 that provided an update on Hartlepool projects that were being undertaken with the assistance of Single Programme funding.
- 2.2 The Hartlepool Southern Business Zone (SBZ) covers an area of 170 hectares in the South of the Borough and consists of 15 separate Industrial Estates and Business Parks. The area includes Longhill Industrial Estate, the whole of Brenda Road including Graythorp, the Power Station and Huntsman as well as Queens Meadow Business Park.
- 2.3 The SBZ is home to over 400 businesses that employ approximately 5,000 people (the majority local) in a variety of industries from retail through to heavy engineering. This not only makes the Hartlepool SBZ a key employment area but also a major driver of economic prosperity for the town and the wider sub-region.
- 2.4 The problems associated with the area that led to the commissioning of the study were primarily the poor quality of the physical environment and commercial premises in parts of the SBZ. However other issues that were also identified were the lack of modern premises, business crime, skills of people employed in the businesses, productivity, recruitment and retention of staff and the general lack of any form of investment both public and private in a large majority of the area. Furthermore the area is located next to some of Hartlepool's most deprived neighbourhoods that have relatively high levels of worklessness, low education attainment and low skills levels.

- 2.5 There was also an identification of a range of opportunities that were present in the SBZ such as the quality of some world class companies e.g. Corus and Huntsman, the large amount of vacant land that could be brought into economic use and growth sectors such as energy and chemicals that could be taken advantage of.
- 2.6 Consultants ECOTEC were appointed through the Council's normal tender process to undertake the study and the project was led and managed by the Hartlepool Economic Forum with representatives from One NorthEast and Tees Valley Regeneration.
- 2.7 Both Single Programme funding and HBC funding has been used to undertake this study to identify what issues are faced by the businesses and through consultation with a variety of stakeholders, including the businesses, recommend a Vision and Action Plan to regenerate and improve this important economic area of the town.

### 3. KEY RECOMMENDATIONS OF THE STUDY

- 3.1 The Vision and Action Plan is grounded in an evidence base which includes a large number of consultations with a range of stakeholders. The evidence base was established through an analysis of a far reaching set of statistical data which looked at the issues including property and land values on the SBZ, economic diversity, skills level of local people and the size and composition of the SBZ business community. The evidence base also included a physical audit of the SBZ which looked at issues such as the quality of existing property and land, infrastructure and transport, green space and the quality of landscaping and public space.
- 3.2 Consultations to inform the Vision and Action Plan covered a wide range of strategic stakeholders, land owners, developers, property agents and, critically businesses themselves. Over half of businesses in the SBZ have input into the development of the Action Plan, not only in terms of identifying the problems of the area but also in coming up with credible and realistic solutions.
- 3.3 The Vision for the Hartlepool SBZ is **'to become a driver of success for the sub-region, ensuring the SBZ captures recognised opportunities for growth for the benefit of local people, business and the environment'**.
- 3.4 The Action Plan has been developed around a number of guiding principles which are all important building blocks for the future regeneration of the SBZ. These principles are:
- 1. Holistic regeneration-** ensuring that the SBZ is revitalised in an economic, as well as physical sense, so that the local business community is strengthened in addition to ensuring a higher quality

physical environment. The Action Plan therefore encompasses economic development as well as physical improvement and the three core pillars in this plan revolve around **PEOPLE, BUSINESS** as well as **PLACE**.

**2. Developing the right environment to stimulate private sector investment in the SBZ-** the Action Plan (particularly those projects related to the physical regeneration of the SBZ) recognises that stimulating investors and developers from the private sector will be key to the future of the SBZ. The public sector alone will not be able to create (and finance) the levels of change that are required within the SBZ.

**3. Position the SBZ to take advantage of real opportunities for economic growth-** the Action Plan will ensure that in the future the SBZ takes advantage of recognised growth sectors, in particular positioning itself to become a location for the growing chemicals, engineering and energy sectors.

**4. Developing a programme for improvement rather than a shopping list of projects-** the Action Plan contains a portfolio of interlinked projects which complement one another as opposed to a plan which contains a list of disparate and unconnected activities.

**5. Ensures the SBZ plays a key role in increasing the competitiveness of the North East economy-** the Action Plan understands that the scale of the opportunities found in the SBZ are at a level which will ensure that it can play a vital part in the economic growth of the Tees Valley as well as the wider North East economy. The plan therefore understands that improving the SBZ is not just important for Hartlepool.

3.5 These principles were then used to set the strategic objectives of the Action Plan that will help the vision to be realised and therefore ensure that the SBZ becomes a driver of success for the sub-region. The eight Strategic Objectives of the Action Plan are as follows:

- **SO 1: Close the skills gap so that local people can better benefit from anticipated economic growth.**
- **SO 2: Provide better access to job opportunities.**
- **SO 3: Enhance support for existing and new businesses.**
- **SO 4: Attract new business and inward investment.**
- **SO 5: Maximise supply chain opportunities for local firms.**
- **SO 6: Improve the environment, appearance and image of the area.**

- **SO 7: Rationalise land use.**
- **SO 8: Help diversify the economic base.**

3.6 As the Action Plan is holistic in nature, each of the eight strategic objectives set out is focussed on improving either, the **people**, **business** or **place** side of the SBZ. Under each of these three themes are a set of projects that will form the delivery of the action plan on the ground and will have a direct impact on realising the Vision for the area.

**THEME ONE: PEOPLE - Benefiting local people by developing the skills and competencies of local labour.** The projects focus on closing the skills gap so that local people are in a better position to benefit from the anticipated economic growth. The main aims of this theme relates to providing better access to job opportunities for local people- not just to help local residents of Hartlepool and the Tees Valley but also to help local business to overcome their main barriers to growth.

**THEME TWO: BUSINESS - Providing support for existing businesses in the SBZ to encourage them to stay, grow and prosper.** The aim of projects which fall under this theme relates to enhancing business support for key growth sectors in the SBZ, removing key constraints to business growth and maximizing supply chain opportunities for local SBZ companies.

**THEME THREE: PLACE - Improving the physical environment to support existing businesses, and to attract new investment.** Projects falling within this theme aim to provide a series of enhanced infrastructure, signage, landscaping and public realm projects that collectively contribute to the creation of a more attractive, better connected, higher profile and more navigable business location that will be more attractive to private sector investment. Within this theme a number of private sector led projects are also put forward, such as the provision of new business accommodation and efficiency upgrades to existing buildings, to indicate the type of private sector investments and developments that might be delivered downstream of the initial public sector programme of works.

3.7 The Action Plan also set out indicative costs for delivery of each of the projects identified for three themes:

|                   |                             |
|-------------------|-----------------------------|
| Theme 1 People:   | £665,000                    |
| Theme 2 Business: | £7,550,000                  |
| Theme 3 Place:    | £5,805,000                  |
| <b>TOTAL:</b>     | <b>£14 Million (approx)</b> |

- 3.8 The impact of the Action Plan has also been set out directly with an indication of the likely outputs that will result from the identified investment. The identified outputs through delivery of the projects are:

|                                   |           |
|-----------------------------------|-----------|
| Jobs Created:                     | 1,250     |
| Jobs safeguarded:                 | 900       |
| Business start ups:               | 500       |
| Businesses supported:             | 150       |
| Area of commercial land improved: | 420 acres |

- 3.9 As the actual study itself is quite detailed and is hundreds of pages long, a full copy of the study can be accessed via the Economic Development website at [www.investinhartlepool.com](http://www.investinhartlepool.com) or provided to members on request.

#### **4. NEXT STEPS**

- 4.1 The Vision and Action Plan for the Hartlepool SBZ sets out exactly what the issues and opportunities are and a detailed strategy to address these issues/problems together with estimated costs to realise the vision and the likely outputs that can be achieved.
- 4.2 The details of the study have been reported back to the Economic Forum who endorsed the findings. The findings have also been presented to One NorthEast.
- 4.3 The detailed findings of the study will be used to bid for money primarily through Single Programme although other sources of funding, both public and private sector, will also be sought.
- 4.4 Single Programme allocations for the next two years are currently under negotiation within the region and sub-region, against the backdrop of a reduced regional Single Programme budget. It is therefore likely that resources for the SBZ in that period will be limited, but it will be important to make an obvious tangible start on implementing the Action Plan within this period.
- 4.5 When funding sources have been identified for delivery of at least the first phase of the strategy a further report will be brought to Portfolio Holder for approval of financial decisions to implement the strategy.

#### **5. FINANCIAL IMPLICATIONS**

- 5.1 There are no financial implications at this stage.

#### **6. RECOMMENDATIONS**

- 6.1 The Portfolio Holder is requested to note the findings of the study and endorse the Vision and Action Plan for the SBZ.

**REGENERATION & LIVEABILITY PORTFOLIO**  
**REPORT TO PORTFOLIO HOLDER**

27 March, 2009



**Report of:** Director of Regeneration and Planning Services

**Subject:** PARTNERSHIP SCHEMES IN CONSERVATION  
AREAS – CHURCH STREET AND STRANTON, 2010  
TO 2013

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## SUMMARY

### 1.0 PURPOSE OF REPORT

- 1.1 To seek Portfolio Holder authority to start the process of making an application to English Heritage for a grant of £300,000 under their Partnership Schemes in Conservation Areas to provide resources for building grants and funding for environmental works in Church Street and Stranton Conservation Areas. To note the potential requirement for funding from Council's Capital Programme (funded from prudential borrowing) up to a maximum of £300,000 in the period 2010 to 2013 to provide matching funding for the application to English Heritage.

### 2.0 SUMMARY OF CONTENTS

- 2.1 Partnership Schemes in Conservation Areas are designed to target funding for the preservation and enhancement of conservation areas based on a partnership between English Heritage and a local authority. The Partnership Scheme could include investment from other public sources besides that from the Council. A Scheme can make grants available to building owners to carry out eligible works and also undertake environmental improvements. Application to English Heritage is by means of a three stage process commencing in April 2009 and finishing in March 2010. The proposed application to English Heritage will be for £300,000 of grant to be matched by public investment from the Council and if possible other public sources. If the matching funding is to be solely Council then this could be provided from the Capital Programme. This would make a total Scheme budget of £600,000. Partnership Schemes are aimed at conservation areas where the majority of properties are in retail and commercial use. In Hartlepool only Church Street and Stranton Conservation Areas match



this criterion. The application to English Heritage is therefore for a Partnership Scheme to include Church Street and Stranton Conservation Areas with the budget managed flexibly between the two Conservation Areas to support other strategies for the town centre which might emerge from the Central Area Investment Framework. Initial examination indicates a more or less equal split of £300,000 for each of the Conservation Areas but with slightly more going to Stranton. The majority of the budget would be aimed at building repair and restoration but with approximately 20% (£120,000) of the budget aimed at environmental works.

### **3.0 RELEVANCE TO PORTFOLIO MEMBER**

3.1 The report concerns grant support within two Conservation Areas with budget implications for the Council.

### **4.0 TYPE OF DECISION**

4.1 Non-key decision

### **5.0 DECISION MAKING ROUTE**

5.1 Portfolio holder only

### **6.0 DECISION(S) REQUIRED**

6.1 That the Portfolio Holder gives authority to begin the application process to English Heritage for a Partnership Scheme, to include Church Street and Stranton Conservation Areas, the application to total £300,000 over 3 years with the scheme commencing in April 2010.

6.2 That the Portfolio Holder notes the potential requirement for funding from Council's Capital Programme up to a maximum of £300,000 in the period 2010 to 2013 to provide matching funding for the application to English Heritage.

6.3 That the Portfolio Holder authorises officers to explore additional sources of public sector matching funding.

**Report of:** Director of Regeneration and Planning Services

**Subject:** PARTNERSHIP SCHEMES IN CONSERVATION AREAS – CHURCH STREET AND STRANTON, 2010 TO 2013

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**1. PURPOSE OF REPORT**

- 1.1 To seek Portfolio Holder authority to start the application process to English Heritage for a grant of £300,000 under their Partnership Schemes in Conservation Areas, to provide resources for building grants and funding for environmental works in Church Street and Stranton Conservation Areas. The grant application to English Heritage will need to be matched by funding from the Council or other public sector sources. The Portfolio Holder to therefore note the potential requirement for funding from Council's Capital Programme (funded from prudential borrowing) up to a maximum of £300,000 in the period April 2010 to March 2013 to provide matching funding for the application to English Heritage.

**2. THE PARTNERSHIP SCHEMES IN CONSERVATION AREAS**

- 2.1 The English Heritage Partnership Schemes are designed to target funding for the preservation and enhancement of conservation areas predominantly in retail and commercial use. A Scheme is based on a partnership between English Heritage and a local authority. English Heritage believe that in many deprived communities, conservation of the built heritage can act as a catalyst to :

- improve the quality of run down areas;
- encourage inward investment and wider economic and community regeneration;
- create new opportunities for local people.

A Partnership Scheme makes grants available to building owners to carry out works of repair and also allows environmental works to the surrounding streets in the conservation area. Day to day running of the scheme is with the local authority within the parameters set by English Heritage. The maximum funding application to English Heritage is £100,000 per year with the Scheme to last for three years. The Scheme must attract equal partnership funding from the local authority or other public sector funding sources, giving a potential maximum budget of £600,000 from a Partnership Scheme over 3 years.

- 2.2 The types of works which can be undertaken by a Partnership Scheme include major structural repairs to a building and the external fabric like reroofing, window repairs and shop fronts, particularly where these works bring a building back into use. Reinstatement of external architectural features lost from a building can also be undertaken. The Scheme will require building owners to make a financial contribution towards the works to a building. Works to the public realm can be undertaken where this improves the appearance of the conservation areas and helps to reinforce the commercial attractiveness and distinctiveness of the area. In this case reinstatement must be based on historical evidence with no more than 40% of the total Partnership funding dedicated to public realm works. Some administration and management costs are also eligible. The Scheme must also be sustained and underpinned by the local authority's planning and conservation policies and other complementary actions for the area.
- 2.3 Works that would be ineligible would be demolition of buildings, conversion and alterations, modernisation, building services, or reinstatements not based on evidence of previous details and works of maintenance. Any religious building would also be ineligible for grant under the Scheme.
- 2.4 Application to establish a Partnership Scheme within a local authority area is by a three stage process. An initial preliminary application gives a short outline of the proposed Partnership Scheme. If this is accepted by English Heritage a detailed application is requested which provides a detailed analysis and justification for the application for funding from English Heritage. If again this detailed stage is successful then a delivery plan will be requested which sets out the vision for the conservation area and the mechanics of how this will be achieved. The application process takes a year beginning in April (in this case April 2009) and finishing in March 2010.

### 3. PROJECT BENEFITS

- 3.1 On the basis of the English Heritage selection criterias for a Partnership Scheme of conservation areas in retail and commercial use, only Church Street and Stranton in Hartlepool match this . A very initial assessment has therefore been carried out in Church Street and Stranton Conservation Areas to determine the benefits that could arise from a Partnership Scheme. Church Street has benefitted from grant investment previously under Urban Programme and City Challenge. However despite this, there are a substantial number of buildings which have not benefited from any grant investment or where the investment was only partial based on what the owner could afford at the time. There are also an increasing number of vacant buildings particularly at the eastern end of Church Street. Although Church Street itself has been subject to street improvement works the side streets leading off

have not. Scarborough Street for example would seem to meet the English Heritage criteria for a street works scheme. On the basis of this initial assessment Church Street could justify around £280,000 of Partnership Scheme investment over a three year period including £40,000 for street works.

- 3.2 With Stranton Conservation Area there has been relatively little public investment though some building grants have been made and environmental works carried out under New Deal for Communities. The outstanding buildings in Stranton Conservation Area are formed by the parade of shops between 13 to 33 Vicarage Gardens and the Stranton Social Club opposite across Vicarage Green. The shop fronts at 21 to 31 Vicarage Gardens are exceptional in terms of design and construction, despite some alterations. The potential exists, with the aid of a Partnership Grant scheme, to create a high quality shopping area, particularly with the quality given by Vicarage Green to the front of the shops and by All Saints Church, the Causeway public house and Greenbank offices. An initial assessment of Stranton suggests that £320,000 including environmental works (at £80,000) could be expended from a Partnership Scheme given the willing co-operation of building owners. This is more than indicated for Church Street but reflects the relative lack of previous public investment.
- 3.3 Church Street and Stranton form retail and commercial areas within the town centre. The town centre is currently subject to the Central Area Investment Framework aimed at improving its operation and economic viability with issues like pedestrian and vehicle access and circulation, signage and design being considered. A Partnership Scheme operating in Church Street and Stranton will provide an additional strategy to improve the viability of the town centre and provide alternative locations for retail and commercial uses which do not need a town centre “core” location. The intention with the Partnership Scheme at Church Street and Stranton is to administer and run the separate areas as one Scheme to support the strategy for the town centre.

#### **4. FUNDING ARRANGEMENTS**

- 4.1 Following the physical analysis of Church Street and Stranton given above at paragraphs 3.1 and 3.2 it is proposed to commence the application process to English Heritage for the full amount indicated in their guidance for Partnership Schemes of £100,000 per year over 3 years, i.e. £300,000 in total, with the Scheme to commence in April 2010 .
- 4.2 As also indicated in English Heritage guidance the potential grant of £300,000 from English Heritage needs to be matched by the same amount from the Council or other public sources of investment. If the matching funding were solely Council then this could be provided from the Council’s Capital Programme, subject to agreement within the Council’s overall budget process.

- 4.3 Another possible source of match funding could be the Council's Conservation Grant budget of £75,000. However only residential properties are eligible under this budget and the criteria would therefore need reconsidering as almost all properties in Church Street and Stranton are retail and commercial with only a few upper floor flats and individual dwellings. Diversion of part of this budget to a Partnership Scheme would leave very restricted resources for private dwellings in conservation areas where there is a known high demand.

## 5. RECOMMENDATION

- 5.1 That the Portfolio Holder gives authority to begin the application process to English Heritage for a Partnership Scheme, to include Church Street and Stranton Conservation Areas, the application to total £300,000 over 3 years with the scheme commencing in April 2010.
- 5.2 That the Portfolio Holder notes the potential requirement for funding from the Council's Capital Programme up to a maximum of £300,000 in the period 2010 to 2013 to provide matching funding for the application to English Heritage.
- 5.3 That the Portfolio Holder authorises officers to explore additional sources of public sector matching funding.

## **REGENERATION & LIVEABILITY PORTFOLIO**

Report To Portfolio Holder

27<sup>th</sup> March 2009



**Report of:** Head of Community Strategy

**Subject:** WORKING NEIGHBOURHOODS FUND (WNF)  
2009-11 PROGRAMME

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### SUMMARY

#### **1.0 PURPOSE OF REPORT**

The purpose of this report is seek agreement from the Portfolio Holder for amendments to the Working Neighbourhoods Fund (WNF) programme budget for 2009/10 and 2010/11 and to seek approval for the 'Support for Businesses in the Deprived Areas of Hartlepool' project.

#### **2.0 SUMMARY OF CONTENTS**

The report identifies the budget amendments requested by projects within the 2009-11 WNF programme and recommends how these requests could be accommodated. The report also sets out a proposal to utilise the funding allocated in the WNF Programme for support to existing business towards the 'Support for Businesses in the Deprived Areas of Hartlepool' project.

#### **3.0 RELEVANCE TO PORTFOLIO MEMBER**

Neighbourhood Renewal and the Working Neighbourhoods Fund are within the remit of the Regeneration & Liveability Portfolio.

#### **4.0 TYPE OF DECISION**

Non-Key.

**5.0 DECISION MAKING ROUTE**

Economic Forum – 9<sup>th</sup> March 2009.  
Regeneration & Liveability Portfolio – 27<sup>th</sup> March 2009.

**6.0 DECISION(S) REQUIRED**

The Portfolio Holder is requested to agree the amendments to the Working Neighbourhoods Fund (WNF) programme budget for 2009/10 and 2010/11 and approve the 'Support for Businesses in the Deprived Areas of Hartlepool' project.

**Report of:** Head of Community Strategy**Subject:** WORKING NEIGHBOURHOODS FUND (WNF)  
2009/10 PROGRAMME**1. PURPOSE OF REPORT**

- 1.1 The purpose of this report is seek approval from the Portfolio Holder for amendments to the Working Neighbourhoods Fund (WNF) programme budget for 2009/10 and 2010/11 and to seek approval for the 'Support for Businesses in the Deprived Areas of Hartlepool' project.

**2. BACKGROUND**

- 2.1 Cabinet agreed the 2009/10 budget and 2010/11 indicative budget for the WNF programme at their meeting on the 9<sup>th</sup> February 2009 as part of the Local Authority budget. The budget was then approved by Council on 12<sup>th</sup> February 2009.
- 2.2 There is £5,167,838 available to deliver the WNF programme in 2009/10 and an indicative allocation of £5,387,049 for 2010/11.

**3. AMENDMENTS TO 2009/10 & 2010/11 WNF PROJECT BUDGETS**

- 3.1 Following approval of the budget requests were received from two projects to alter their 2009/10 and 2010/11 budget profiles. The first request was received from the Tall Ships Project Manager, who asked for a greater proportion of the 'Economic impact evaluation of the Tall Ships' funding to be made available in the 2010/11 financial year in response to other funding sources that had been recently secured. This request will see the 2009/10 allocation reduce from £15,000 to £10,000 and the 2010/11 indicative allocation increase from £15,000 to £20,000.
- 3.2 The second request came from the Manager of the West View Employment Action Centre who asked for their 'Community Employment Outreach' funding to be greater in 2009/10 than in 2010/11 to enable them to have more time to seek match funding to provide the service for the whole 2 year period. This request will see the 2009/10 allocation increase from £50,561 to £56,000 and the 2010/11 indicative allocation reduce from £51,825 to £46,386.
- 3.3 These requests for budget amendments offset each other all except for £439. Therefore in order to accommodate these requests it is also proposed to alter the funding allocation for 'Support for existing



businesses to expand'. This will see the 2009/10 allocation reduce from £57,440 to £57,001 and the 2010/11 indicative allocation increase from £119,554 to £119,993. These amendments are set out in detail alongside the rest of the WNF programme in **Appendix 1**.

#### 4. 'SUPPORT FOR BUSINESSES IN THE DEPRIVED AREAS OF HARTLEPOOL' PROJECT

- 4.1 Within the WNF programme for 2009-11 funding has been allocated towards activity that will support existing businesses as this was identified as a key priority by the Economic Forum. Following approval of the allocation in the budget the Economic Development Division have worked to develop a project which will respond to the priority identified by the Economic Forum and also build on the work identified in Neighbourhood Action Plans (NAPs). NAPs across the Borough have identified a need to engage with local businesses with the aim of developing neighbourhood shopping areas and encouraging greater use by local people, as well as developing the links between local residents and the businesses located in their neighbourhoods.
- 4.2 The 'Support for businesses in the deprived areas of Hartlepool' project will target and directly assist those businesses located in the Neighbourhood Renewal Area and in particular those based in local shopping precincts, targeting the economic vitality of those businesses and subsequently improving neighbourhoods. The project will make use of and complement the recently approved SCRAPT funding that will be used to address some of the physical improvements needed in these shopping precincts. By intervening to sustain businesses for the long term the project aims to hopefully increase but at least sustain employment in the short term. For shopping precincts with vacant retail units the effort will be to bring these units back into commercial use encouraging enterprise and employment opportunities. The outcomes of the above interventions will be more vibrant local shopping precincts with economically viable businesses providing goods and services for local communities as well as ensuring job opportunities for those individuals in the Neighbourhood Renewal Area.
- 4.3 The project has been considered and endorsed by the Economic Forum at their meeting on the 9<sup>th</sup> March 2009. Therefore the Portfolio Holder is request to approve the project as set out in the WNF profoma included as **Appendix 2**. This project will utilise the full £57,001 allocation in 2009/10 and £60,000 of the £119,993 indicative allocation for 2010/11.
- 4.4 Further work will be undertaken by the Economic Forum during 2009/10 to identify activities which will utilise the remaining £59,993 of funding available for support for existing businesses in 2010/11. These proposals will be brought to a future Portfolio Holder meeting for approval.

## **5. FINANCIAL IMPLICATIONS**

- 5.1 The report sets out budget amendments for the WNF programme in 2009/10 and 2010/11 and seeks approval to utilise funding that has been allocated for 'Support for existing businesses to expand'. There are no financial implications for the Council as the report refers to funding that has already been allocated for this purpose through the budget process.

## **6. RECOMMENDATIONS**

- 6.1 The Portfolio Holder is requested to agree the amendments to the Working Neighbourhoods Fund (WNF) programme budget for 2009/10 and 2010/11 and approve the 'Support for Businesses in the Deprived Areas of Hartlepool' project.

2.3 Appendix 1 - WNF Programme 2009-11

| Project  | Lead Dept | 2009/10             |                    |          | 2010/11                        |                               |          |
|--|-----------|---------------------|--------------------|----------|--------------------------------|-------------------------------|----------|
|  |           | Original Allocation | Revised Allocation | Variance | Original Indicative Allocation | Revised Indicative Allocation | Variance |
| Skills to work - HBC                                       | A&CS      | 51,046              | 51,046             | 0        | 52,322                         | 52,322                        | 0        |
| Economic impact evaluation of the Tall Ships               | A&CS      | 15,000              | 10,000             | -5,000   | 15,000                         | 20,000                        | 5,000    |
| Belle Vue Sports   | A&CS      | 43,708              | 43,708             | 0        | 44,801                         | 44,801                        | 0        |
| Exercise Referral - HBC                                    | A&CS      | 27,676              | 27,676             | 0        | 28,368                         | 28,368                        | 0        |
| Connected Care - Manor Residents                           | A&CS      | 24,559              | 24,559             | 0        | 25,173                         | 25,173                        | 0        |
| Mobile Maintenance - HBC                                   | A&CS      | 46,049              | 46,049             | 0        | 47,241                         | 47,241                        | 0        |
| Mental Health Dev. & NRF Support Network - Hartlepool MIND | A&CS      | 90,844              | 90,844             | 0        | 93,115                         | 93,115                        | 0        |
| Integrated Care Teams - PCT                                | A&CS      | 20,000              | 20,000             | 0        | 0                              | 0                             | 0        |
| Primary/Secondary Schools Direct Funding - HBC             | CS        | 410,000             | 410,000            | 0        | 420,250                        | 420,250                       | 0        |
| Education Business Links - HBC                             | CS        | 51,250              | 51,250             | 0        | 52,531                         | 52,531                        | 0        |
| New Initiatives - HBC                                      | CS        | 41,000              | 41,000             | 0        | 42,025                         | 42,025                        | 0        |
| Project Coordination - HBC                                 | CS        | 5,000               | 5,000              | 0        | 5,000                          | 5,000                         | 0        |
| Hartlepool "On Track" Project - HBC                        | CS        | 51,250              | 51,250             | 0        | 52,531                         | 52,531                        | 0        |
| 14-19 Reform Support                                       | CS        | 60,000              | 60,000             | 0        | 65,000                         | 65,000                        | 0        |
| Environmental Enforcement Wardens                          | NS        | 158,363             | 158,363            | 0        | 162,322                        | 162,322                       | 0        |
| Environmental Action Team                                  | NS        | 102,500             | 102,500            | 0        | 105,062                        | 105,062                       | 0        |
| Schools Environmental Action Officer                       | NS        | 63,441              | 63,441             | 0        | 65,344                         | 65,344                        | 0        |
| Women's Opportunities - HBC                                | R&P       | 73,838              | 73,838             | 0        | 75,684                         | 75,684                        | 0        |

| Project                       | Lead Dept | 2009/10             |                    |          | 2010/11                        |                               |          |
|-------------------------------|-----------|---------------------|--------------------|----------|--------------------------------|-------------------------------|----------|
|                               |           | Original Allocation | Revised Allocation | Variance | Original Indicative Allocation | Revised Indicative Allocation | Variance |
| Enhancing Employability - HBC | R&P       | 8,172               | 8,172              | 0        | 8,402                          | 8,402                         | 0        |

2.3 Appendix 1 - WNF Programme 2009-11

| Project  | Lead Dept | 2009/10             |                    |          | 2010/11                        |                               |          |
|--|-----------|---------------------|--------------------|----------|--------------------------------|-------------------------------|----------|
|  |           | Original Allocation | Revised Allocation | Variance | Original Indicative Allocation | Revised Indicative Allocation | Variance |
| Homelessness Project - DISC  | R&P       | 158,534             | 158,534            | 0        | 162,823                        | 162,823                       | 0        |
| Carers into Training and Employment - Hartlepool Carers                  | R&P       | 46,433              | 46,433             | 0        | 47,594                         | 47,594                        | 0        |
| Targeted Training - HBC  | R&P       | 119,225             | 119,225            | 0        | 122,255                        | 122,255                       | 0        |
| Jobs Build - HBC   | R&P       | 79,919              | 79,919             | 0        | 82,167                         | 82,167                        | 0        |
| Workroute ILM - HBC  | R&P       | 239,066             | 239,066            | 0        | 245,192                        | 245,192                       | 0        |
| Progression to Work - Assisting local people into work - HBC             | R&P       | 275,609             | 275,609            | 0        | 282,598                        | 282,598                       | 0        |
| Volunteering into Employment - HVDA                                      | R&P       | 99,595              | 99,595             | 0        | 102,168                        | 102,168                       | 0        |
| Community Employment Outreach - OFCA                                     | R&P       | 109,386             | 109,386            | 0        | 112,196                        | 112,196                       | 0        |
| Community Employment Outreach - Wharton Annex                            | R&P       | 51,135              | 51,135             | 0        | 52,414                         | 52,414                        | 0        |
| Community Employment Outreach - West View Employment Action Centre       | R&P       | 50,561              | 56,000             | 5,439    | 51,825                         | 46,386                        | -5,439   |
| Job Club - Owton Manor West Neighbourhood Watch & Resident's Association | R&P       | 40,918              | 40,918             | 0        | 41,941                         | 41,941                        | 0        |
| West View Project  | R&P       | 36,859              | 36,859             | 0        | 37,781                         | 37,781                        | 0        |
| Hartlepool Worksmart - Improving the Employment Offer - HBC              | R&P       | 27,843              | 27,843             | 0        | 28,589                         | 28,589                        | 0        |
| Incubation Systems and Business Skills Training - HBC/OFCA               | R&P       | 273,643             | 273,643            | 0        | 280,659                        | 280,659                       | 0        |
| Business & Tourism Marketing - HBC                                       | R&P       | 20,250              | 20,250             | 0        | 20,806                         | 20,806                        | 0        |
| Financial Inclusion - HBC  | R&P       | 40,000              | 40,000             | 0        | 40,000                         | 40,000                        | 0        |
| Local Employment Assistance - OFCA                                       | R&P       | 47,150              | 47,150             | 0        | 48,328                         | 48,328                        | 0        |

| Project   | Lead Dept | 2009/10             |                    |          | 2010/11                        |                               |          |
|---|-----------|---------------------|--------------------|----------|--------------------------------|-------------------------------|----------|
|   |           | Original Allocation | Revised Allocation | Variance | Original Indicative Allocation | Revised Indicative Allocation | Variance |
| Jobsmart - HBC                                  | R&P       | 35,978              | 35,978             | 0        | 36,877                         | 36,877                        | 0        |
| Youth into employment - Wharton Trust           | R&P       | 39,463              | 39,463             | 0        | 40,450                         | 40,450                        | 0        |
| Introduction to construction - Community Campus | R&P       | 16,328              | 16,328             | 0        | 16,736                         | 16,736                        | 0        |

2.3 Appendix 1 - WNF Programme 2009-11

| Project  | Lead Dept | 2009/10             |                    |          | 2010/11                        |                               |          |
|--|-----------|---------------------|--------------------|----------|--------------------------------|-------------------------------|----------|
|  |           | Original Allocation | Revised Allocation | Variance | Original Indicative Allocation | Revised Indicative Allocation | Variance |
| Adventure traineeship - West View Project  | R&P       | 40,385              | 40,385             | 0        | 41,394                         | 41,394                        | 0        |
| Employment support - Hartlepool MIND   | R&P       | 51,148              | 51,148             | 0        | 52,426                         | 52,426                        | 0        |
| Support for existing businesses to expand  | R&P       | 57,440              | 57,001             | -439     | 119,554                        | 119,993                       | 439      |
| Active Skills - West View Project  | R&P       | 26,394              | 26,394             | 0        | 27,054                         | 27,054                        | 0        |
| Career Coaching - HVDA   | R&P       | 37,034              | 37,034             | 0        | 37,960                         | 37,960                        | 0        |
| Level 3 Progression - HCFE   | R&P       | 83,404              | 83,404             | 0        | 85,489                         | 85,489                        | 0        |
| Administration of LLP  | R&P       | 4,000               | 4,000              | 0        | 4,000                          | 4,000                         | 0        |
| Support for adults into Skills for Life and NVQ Level 2 courses including Citizenship Learning | R&P       | 61,683              | 61,683             | 0        | 130,000                        | 130,000                       | 0        |
| Safer Streets & Homes, Target Hardening  | R&P       | 170,000             | 170,000            | 0        | 170,000                        | 170,000                       | 0        |
| Dordrecht Prolific Offenders Scheme  | R&P       | 128,126             | 128,126            | 0        | 131,329                        | 131,329                       | 0        |
| NRF Project Assistant  | R&P       | 24,810              | 24,810             | 0        | 25,430                         | 25,430                        | 0        |
| ASB Officer & Analyst  | R&P       | 71,263              | 71,263             | 0        | 73,045                         | 73,045                        | 0        |
| COOL Project   | R&P       | 66,724              | 66,724             | 0        | 68,392                         | 68,392                        | 0        |
| FAST   | R&P       | 194,448             | 194,448            | 0        | 199,310                        | 199,310                       | 0        |
| Landlord Accreditation Scheme  | R&P       | 10,000              | 10,000             | 0        | 10,000                         | 10,000                        | 0        |
| LIFE - Fire Brigade  | R&P       | 33,825              | 33,825             | 0        | 34,671                         | 34,671                        | 0        |
| Neighbourhood Policing   | R&P       | 200,000             | 200,000            | 0        | 200,000                        | 200,000                       | 0        |
| HMR- Support for Scheme Delivery   | R&P       | 123,000             | 123,000            | 0        | 126,075                        | 126,075                       | 0        |

| Project                                  | Lead Dept | 2009/10             |                    |          | 2010/11                        |                               |          |
|--|-----------|---------------------|--------------------|----------|--------------------------------|-------------------------------|----------|
|  |           | Original Allocation | Revised Allocation | Variance | Original Indicative Allocation | Revised Indicative Allocation | Variance |
| Community Empowerment Network Core Costs | R&P       | 140,040             | 140,040            | 0        | 143,541                        | 143,541                       | 0        |
| Community Chest                          | R&P       | 90,000              | 90,000             | 0        | 90,000                         | 90,000                        | 0        |
| NAP Residents Priorities                 | R&P       | 221,098             | 221,098            | 0        | 221,098                        | 221,098                       | 0        |



| Project  | Lead Dept    | 2009/10             |                    |          | 2010/11                        |                               |          |
|--|--------------|---------------------|--------------------|----------|--------------------------------|-------------------------------|----------|
|  |              | Original Allocation | Revised Allocation | Variance | Original Indicative Allocation | Revised Indicative Allocation | Variance |
| NAP Development                                      | R&P          | 40,000              | 40,000             | 0        | 40,000                         | 40,000                        | 0        |
| Neighbourhood Renewal/Hartlepool Partnership         | R&P          | 90,000              | 90,000             | 0        | 90,000                         | 90,000                        | 0        |
| NR & Strategy Officer (including Skills & Knowledge) | R&P          | 51,425              | 51,425             | 0        | 52,711                         | 52,711                        | 0        |
|  | <b>TOTAL</b> | <b>5,167,838</b>    | <b>5,167,838</b>   | <b>0</b> | <b>5,387,049</b>               | <b>5,387,049</b>              | <b>0</b> |



## Working Neighbourhoods Fund 2009/10 – 2010/11 Proforma

|                          |  |
|--------------------------|--|
| <b>TITLE</b>             | Support for Businesses in the Deprived Areas of Hartlepool                 |
| <b>LEAD OFFICER</b>      | Mick Emerson   |
| <b>LEAD ORGANISATION</b> | Hartlepool Borough Council   |
| <b>ADDRESS</b>           | Hartlepool Enterprise Centre<br>Brougham Terrace<br>Hartlepool<br>TS24 8EY |
| <b>TELEPHONE/FAX</b>     | (01429) 867677   |
| <b>EMAIL</b>             | mick.emerson@hartlepool.gov.uk   |

### 1. DESCRIPTION

This project will target and directly assist those businesses located in the neighbourhood renewal areas of Hartlepool and in particular those based in local shopping precincts, targeting the economic vitality of these businesses and subsequently improving neighbourhoods.

This builds on the work already identified in the NAPS to engage with local businesses with the aim being to develop neighbourhood shopping areas and encourage more use by local people, as well as developing links between local residents and the businesses located close by.

Local, independent shops in these areas have not been targeted before in this manner for any type of support and through the proactive initial engagement with some of the businesses in the North Hartlepool NAP's areas the common themes of crime, environment and business support in the current economic climate are being raised.

This project will therefore take a coordinated approach to engage with businesses working with key partners. The process will involve:

- ✳ Extensive consultation with businesses that will involve Neighbourhood Managers, Police, Economic Development, etc to get an idea of what issues businesses are

facing.

- \* Work with the businesses to identify and prioritise areas for improvement
- \* Undertake any physical improvement works using the Council's SCRAPT funding and hopefully contributions from the businesses themselves
- \* Undertake more intensive business support bringing in more specialist support where the need occurs
- \* Where appropriate, develop Business Associations to enable businesses to come together and have a voice for their particular area
- \* More involvement of businesses in their local community i.e. representation on NAPS boards etc

The project will make use of and complement the recently approved SCRAPT funding from the Council that will be used to address some of the physical improvements needed in these shopping precincts.

There is also the existing Business Liaison Managers currently operating in the NDC areas that have proved very effective and are valued by businesses and Hartlepool NDC alike. The BLM's have a very proactive role in engaging directly with the businesses to provide support and assistance wherever needed.

The outcomes of the above interventions will be more vibrant local shopping precincts with economically viable businesses providing goods and services for the local communities as well as ensuring job opportunities for those individuals in the most deprived areas.

By intervening to sustain businesses for the long term we aim to hopefully increase but at least sustain employment in the short term.

For shopping precincts with vacant retail units the effort will be to bring these units back into commercial use encouraging enterprise and employment opportunities.

**2. LOCAL AREA AGREEMENT OUTCOME(S) & INDICATOR(S)****Outcome 1 – Attract Investment****N151 – Overall Employment Rate****Outcome 2 – Be Globally Competitive****N171 – VAT registration rate****N172 – VAT registered businesses in the area showing growth****3. OUTPUTS EXPECTED IN 2009/10 & 2010/11**

| <b>OUTPUT</b>                | <b>2009/10<br/>TARGET</b> | <b>2010/11<br/>TARGET</b> |
|------------------------------|---------------------------|---------------------------|
| Jobs Created FTE             | 8                         | 10                        |
| New Business Creation        | 5                         | 8                         |
| Training Opportunities       | 5                         | 5                         |
| Business Advised             | 35                        | 45                        |
| Crime Prevention Initiatives | 5                         | 5                         |
| Other funding – HBC SCRAP    | £50,000                   | £50,000                   |
|                              |                           |                           |

| <b>4. MILESTONES</b>                 |                   |
|--------------------------------------|-------------------|
| <b>KEY EVENT</b>                     | <b>DATE</b>       |
| Consultation Events (X5)             | Commence Sep 2009 |
| Physical Improvements Completed (X5) | March 2011        |
| Employ Business Liaison Manager      | June 2009         |
| Evaluate Success                     | Commence Jan 2011 |

| <b>5. RISKS &amp; MITIGATION</b> |               |  |
|----------------------------------|---------------|--|
| <b>RISK</b>                      | <b>RATING</b> | <b>MITIGATION</b>  |
| Lack of business involvement     | H             | Direct marketing and engagement with businesses                              |
| Adverse economic climate         | H             | Project will improve infrastructure for future investment on economic upturn |
|                                  |               |  |

## 6. MONITORING, REVIEW & EXIT STRATEGY

Monitoring and review will be completed on an ongoing basis with each individual business beneficiary. In addition, monitoring will be completed in terms of the national indicators as they become available.

Furthermore the outputs will be reported back via the following:

- Monthly monitoring reviews.
- Quarterly monitoring returns
- Information inputted on to Economic Development Service Plan
- Review of activity at network groups
- Monitoring marketing effectiveness and success
- Ongoing consultation with businesses

There will be a review of all activities at the end of the project to determine the value and effectiveness of the project. Depending on the results achieved there will be a concerted effort to identify other sources of funding to continue and build on the work undertaken and including future WNF and even mainstream HBC funding.

**7. FINANCIAL PROFILES****FUNDING PROFILE:**

| <b>SOURCE OF FUNDING (GRANT OR OTHER)</b> | <b>2009/10 ALLOCATION</b> | <b>2010/11 ALLOCATION</b> |
|---|---------------------------|---------------------------|
| Working Neighbourhoods Fund               | £57,001                   | £60,000                   |
| HBC Capital Funding                       | £50,000                   | £50,000                   |
|   |                           |                           |
|   |                           |                           |
| <b>TOTAL</b>                              | <b>£107,001</b>           | <b>£110,000</b>           |

**BREAKDOWN OF COSTS:**

| <b>EXPENDITURE</b>                  | <b>EXPENSE HEAD (HBC ONLY)</b> | <b>2009/10 ALLOCATION</b> | <b>2010/11 ALLOCATION</b> |
|-------------------------------------|--------------------------------|---------------------------|---------------------------|
| Salary including oncosts            |                                | £34,188                   | £35,043                   |
| Administration including IT & phone |                                | £12,813                   | £14,957                   |
| Marketing                           |                                | £10,000                   | £10,000                   |
| Capital Improvements                |                                | £50,000                   | £50,000                   |
|                                     |                                |                           |                           |
|                                     |                                |                           |                           |
|                                     |                                |                           |                           |
|                                     |                                |                           |                           |
|                                     |                                |                           |                           |
| <b>TOTAL</b>                        |                                | <b>£107,001</b>           | <b>£110,000</b>           |

## REGENERATION & LIVEABILITY PORTFOLIO

Report to Portfolio Holder  
27 March 2009



**Report of:** Head of Procurement, Property and Public Protection

**Subject:** PRIDE IN HARTLEPOOL PROPOSALS

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### SUMMARY

#### 1. PURPOSE OF REPORT

To consider recommendations of the Pride in Hartlepool Steering Group in respect of proposals for community projects.

#### 2. SUMMARY OF CONTENTS

List of Pride in Hartlepool proposals and recommendations for funding of those proposals.

#### 3. RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Holder is responsible for sustainable development.

#### 4. TYPE OF DECISION

Non key decision.

#### 5. DECISION MAKING ROUTE

Recommendation of the Pride in Hartlepool Steering Group to Procurement, Property and Public Protection Portfolio Holder.

#### 6. DECISION(S) REQUIRED

To agree the recommendation of the Pride in Hartlepool Steering Group in respect of community environmental projects.



**Report of:** Head of Procurement, Property and Public Protection

**Subject:** PRIDE IN HARTLEPOOL PROPOSALS

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## **1. PURPOSE OF REPORT**

- 1.1 To consider recommendations of the Pride in Hartlepool Steering Group in respect of proposals for community projects.

## **2. BACKGROUND**

- 2.1 The Pride in Hartlepool Steering Group met on Tuesday 17<sup>th</sup> February and recommended the following for approval:

### **2.2 Throston Primary School**

The School are planning to develop their existing nursery garden into a creative play and garden area for their KS1 children. The current garden has pathways, some seating and some planters already *in situ* but is in need of a revamp to get full use from it. The total cost of the project is £5890, so the school are requesting £4,580.10 and are contributing 10% of the total cost. Members recommended that £4,580.10 be approved.

### **2.3 Rift House Community Association**

The group would like to install 15 hanging baskets along the front of the shopping parade. The baskets will be planted up by the group at a workshop at the Nursery, and the installation will be done by the Horticulture section. The project also includes a steam clean and the installation of new litter bins, which is being funded by the Rift House Burn Valley Forum. The total cost of the project is £5650 and the total requested is £2425. Members recommended that £2425 be approved.

## **3. FINANCIAL IMPLICATIONS**

- 3.1 The funding for the above projects is available within the Pride in Hartlepool budget.

## **4. RECOMMENDATION**

- 4.1 That the recommendation of the Pride in Hartlepool Steering Group be approved.