



Hamburg Partner Meeting June 2013

Pilot Reporting



February 2013 – June 2013

Pilot:

High Street / Church Street Public Realm



Process



Aim:

The aims for this period:

To complete the detailed design
Produce detailed cost estimates
Appoint a Civil Engineering Contractor



Timeline:

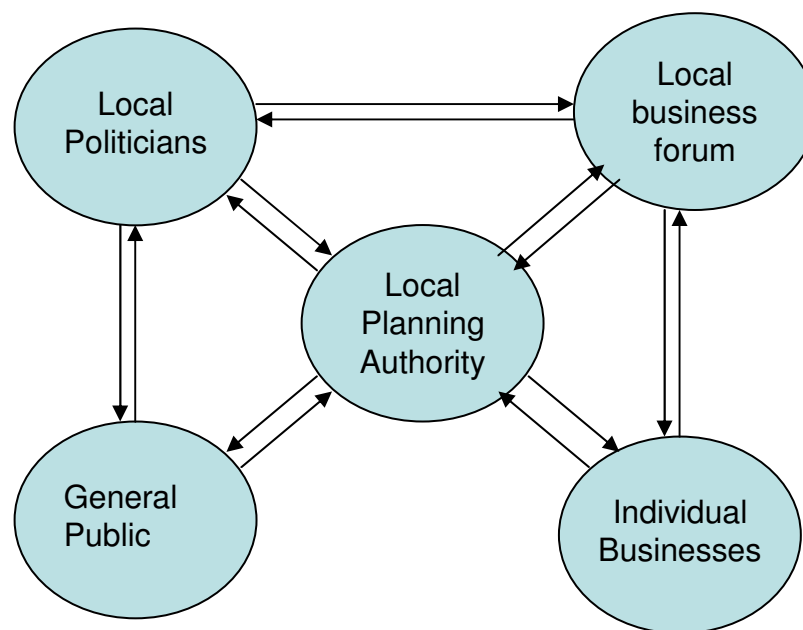




People and Partnerships



Stakeholder Network:





Engagement:

The Councils Community Strategy has evolved through significant consultation with the general public and business. One of the main priorities of the strategy was the revitalisation of the Town Centre and the public realm project helps to meet this aim.

Rotherham is entering a new exciting phase of its evolution. To meet the needs of local people and to realize the huge latent potential of the town, a major programme of transitional change is being embarked upon. This blueprint for change, which will be delivered by attracting inward investors, will ensure new development is high quality, sustainable and maximizes job opportunities for local people.

The first stage in the renaissance programme was the establishment of the Town Team and the development of a Renaissance Charter. The charter was developed through lengthy consultation with stakeholders and sets out a comprehensive vision for the town and a series of goals against which future development proposals are to be tested. The framework translates the ideas and aspirations expressed in the charter into a physical structure for the future development of the town and identifies key projects that will lead to transformational change to Rotherham's Town Centre.

Further consultation on the proposed public realm will take place with local businesses and the general public including face to face meetings, Town Team events, workshops and through the established Rotherham Voice network.

To date the public realm schemes already carried out in the Town Centre have been well supported by all stakeholders and are regarded as major assets for the public.



Paradigms and Policy



Policy:

The area to be improved is within the Town Centre Conservation Area and the proposal fits in with existing Planning Policy.

Part of the area will be utilised for outdoor events which compliment the uses within the surrounding buildings particularly the Rotherham Open Arts Renaissance.

Additionally working with the Townscape Heritage Initiative, many buildings in the immediate location have been renovated and restored to reflect the historical importance of this area. This initiative is still ongoing with further projects about to commence.

Building on the success of these projects and previous significant investment in both Public Realm and surrounding buildings / shops the High Street / Church Street project is seen as the final piece of the jigsaw for this area.



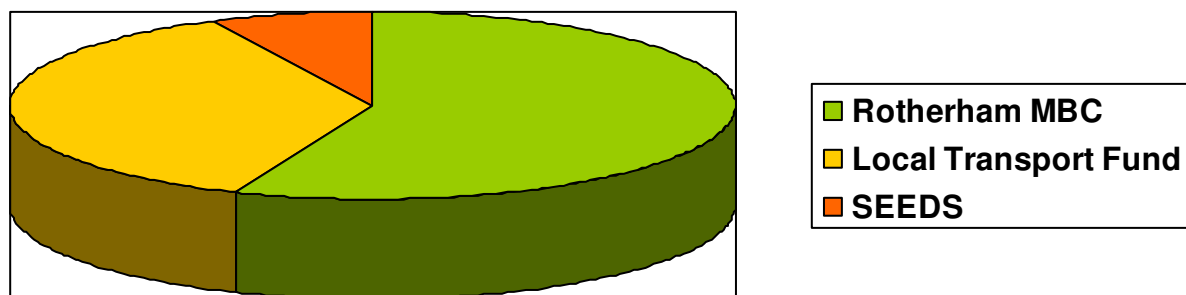
Completed Public Realm around the Grade 1 Listed Rotherham Minster



Finance



Finance:



PROPOSED PROJECT FUNDING

Rotherham MBC	£305,500
Local Transport Fund	£200,000
SEEDS	£40,000



Finance:

Although there are significant financial difficulties for Local Authorities at this time, Rotherham MBC has committed to funding of the project and is included in the Councils Capital Programme.

Town Centres across the whole of the country are suffering from the current economic climate. Rotherham MBC has been pro-active in its approach to addressing this national issue and is focussing on attracting and supporting niche retail outlets in and around the High Street.

In recognition of this initiative the Council has received an award of £270,000 through the Government Sponsored Mary Portas "X Fund". This is the largest grant in the whole of the UK. The Council intends to utilise the part of the funding to further enhance the retail offer in this part of the Town Centre by forming a "Shared Retail Space" which will be used as an outlet for small start up enterprises within the regional Universities and Colleges.



Practice



Practice:

The Councils in-house Landscape Design Team have completed the detailed design.

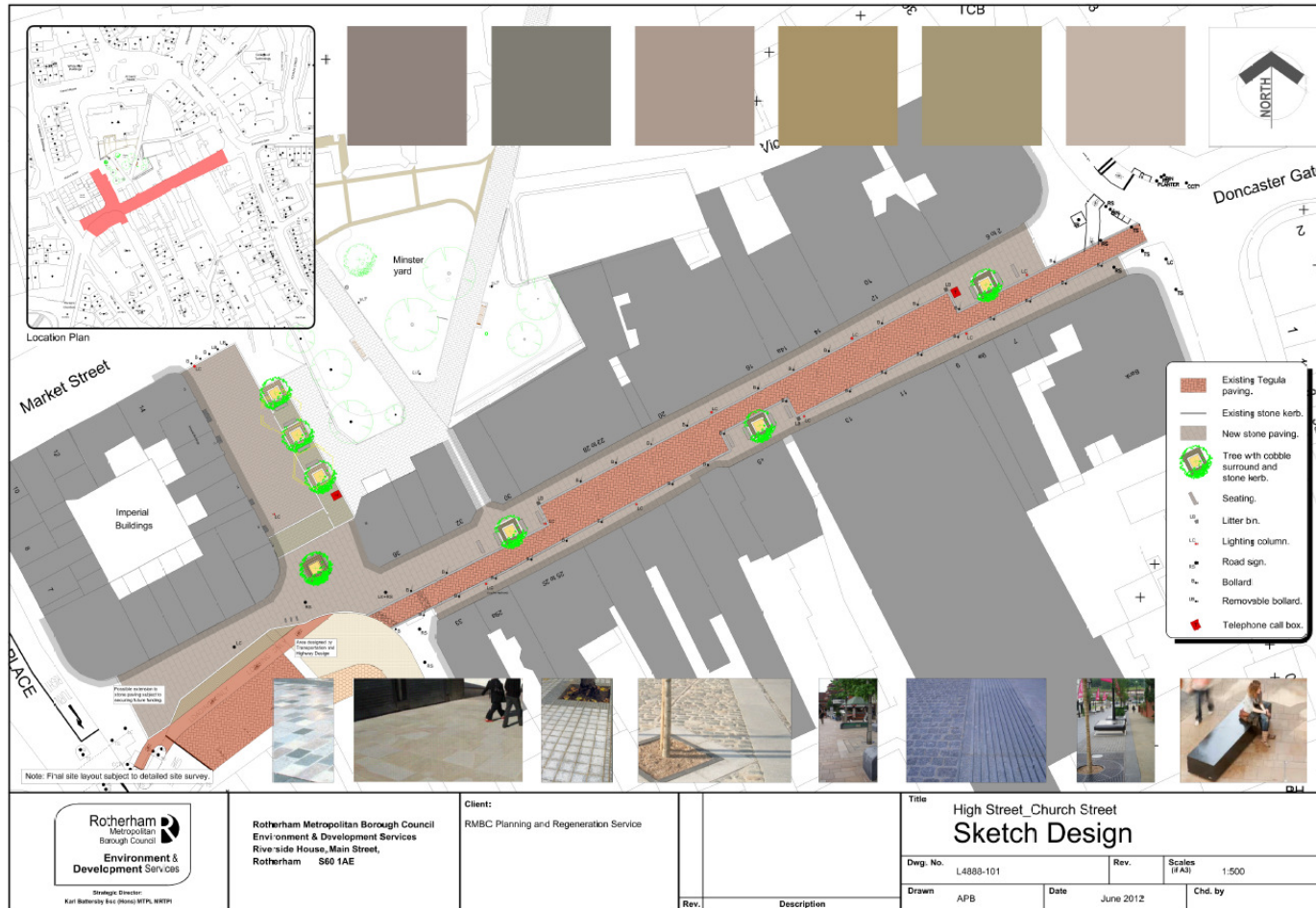
Procurement and Project Management will be carried out by the Regeneration Team.

Both teams work in partnership and have significant experience in delivering similar highly successful projects in and around Rotherham.

The final scheme is a mix of hard and soft landscaping, together with new street furniture and energy efficient lighting.

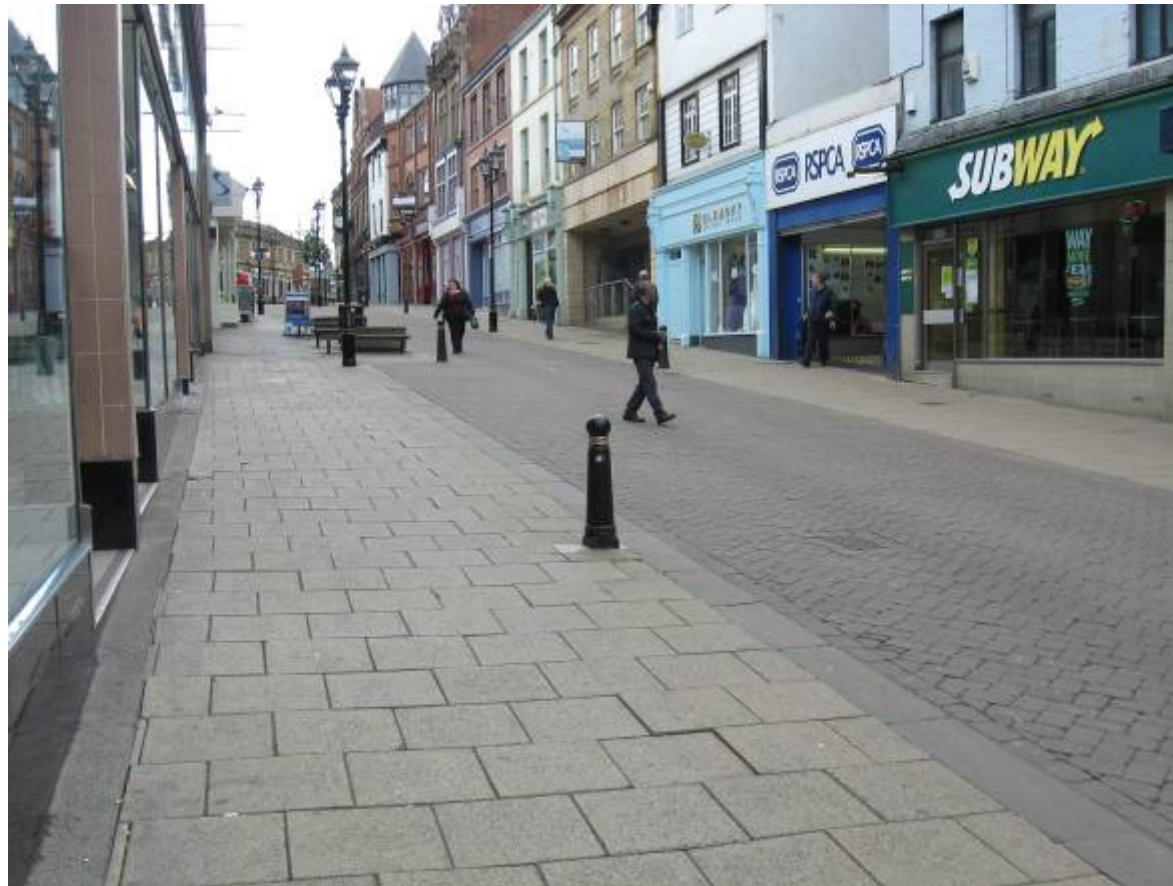
The area is heavily used by pedestrians on a daily basis and forms the access to many diverse businesses. It will be a challenge to deliver the project efficiently due to the local footfall, but it is imperative that it is carried out with minimum disruption to the surrounding businesses.

All of the land included within the project is designated as Highway land. On completion, future maintenance and aftercare will be the responsibility of the Local Authority.





View looking down High Street, Rotherham.



View looking up High Street, Rotherham.



**The Interreg IVB
North Sea Region
Programme**

*Investing in the future by working together
for a sustainable and competitive region*



- The Council has worked closely with the existing Retail Businesses on High Street to establish a standard heritage style design approach for the new shop fronts.
- Grant Funding through the Townscape Heritage Initiative has encouraged and facilitated the Shop Front and Façade Improvements to take place.
- 7 No. Properties completed
- 5 No. Properties due to commence
- New confidence in the location resulting in further investment.
- 18 new Apartments to be created in vacant space above existing retail space.

The next couple of slides illustrate the high quality heritage projects already completed on the High Street.



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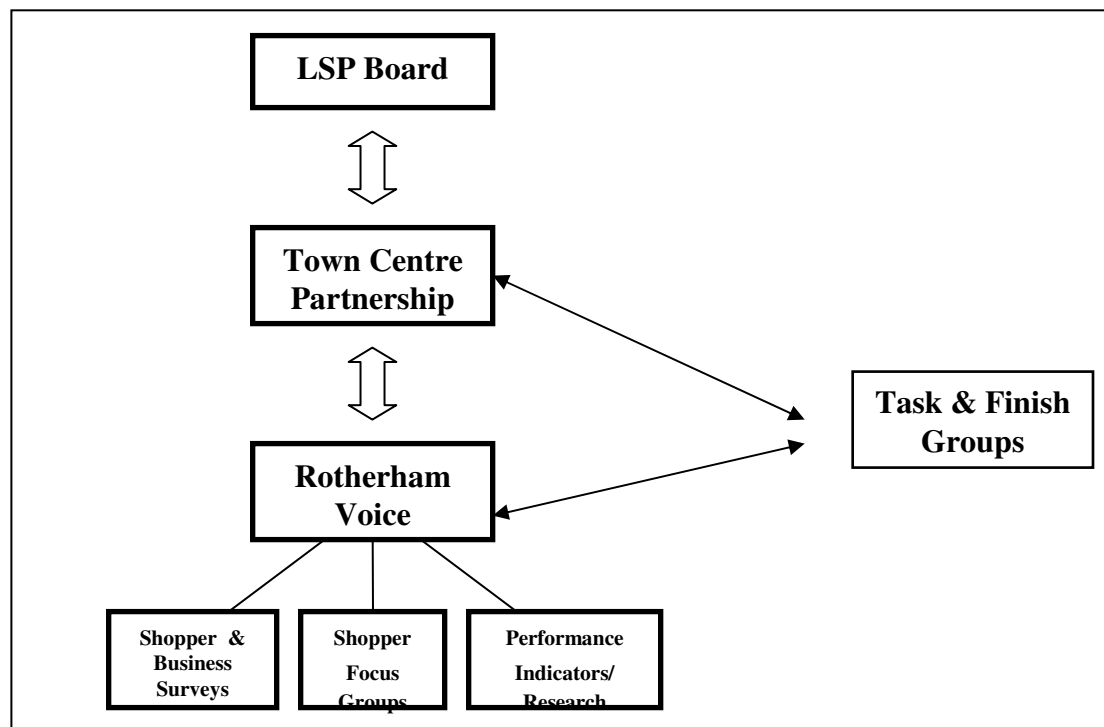
Communication



Consultation with stakeholders and interested parties will be carried out individually and through the “Rotherham Voice” network. The Council will issue press releases throughout the lifetime of the project and seek support of the local newspaper and radio station.

To date Rotherham MBC has not had any direct involvement with any other SEEDS partners.

Rotherham MBC would be interested to share knowledge with Other European Local Government Authorities on previous successful Regeneration Initiatives and Plans for the future.



Town Centre Partnership / Rotherham Voice Structure



- Rotherham Voice

- To act as the main focus for business engagement (which supersedes any previous groups or models) and which is open to the whole business community.
- To ensure that the collective voice of the business community is heard and to build relationships through positive action and two-way communication (with an emphasis on shared responsibility between all partners and businesses themselves).
- To ensure consistent positive messages and empower members to become ambassadors for the town centre.
- To ensure residents with an interest in the regeneration of the town centre have a forum through which to get involved.
- To receive and feedback from shoppers, residents, other businesses and to understand the actual performance of the town centre (based on the research and performance indicators measured).



- **Town Centre Partnership:**
- Membership will be focussed on those that have an operational role within their organisations but should include those that have appropriate level of seniority to implement the necessary action:
- RiDO
- Rotherham Interchange
- Rotherham Rail Station
- South Yorkshire Police
- Town Centre PCSO's/ Wardens/ Town Team
- Streetpride Rotherham Markets Complex
- Barnsley & Rotherham Chamber
- RMBC Events & Marketing Team
- The Source
- Rotherham Voice
- LSP Economy Board
- College Walk/ Interchange Shopping Mall Landlords
- Iliad Group (Landlords)
- Developers working on a number of key sites
- To ensure a partnership approach to bringing about positive change within the town centre.
- To consider the suggested projects/ issues raised by Rotherham Voice and make recommendations as to the priority actions/ achievements to be included within an agreed delivery plan.
- To ensure action against the delivery plan (through commissioning and leading specific Task & Finish Groups).



Lessons Learnt:

The Local Authority has significant experience in delivering similar projects and at this point can report that nothing unusual has occurred with the proposal. We will continuously monitor all aspects of the project and share with partners any lessons we learn

Evaluation:

The project will be evaluated throughout, to include Design, Value for Money, Programme, Sustainability and Client / End User Satisfaction.



The Next Claim



What Happens Next:

Consultation with all Stakeholders

Enter Formal Funding Contract with SYFP

Agree Target Cost for the Construction with the Contractor

Agree Delivery Programme with Contractor

Agree Delivery Programme with Stakeholders

Commence Works on site