

**POW BECK VALLEY REGENERATION INITIATIVE – DEVELOPMENT  
PARTNER SELECTION.**

**EXECUTIVE MEMBER:** Deputy Leader Councillor Allan Holliday.  
**LEAD OFFICER:** Mike Tichford, Head of Regeneration.  
**REPORT AUTHOR:** Cath Coombs, Cultural Services Manager / Peter  
Meadows, Economic Development Manager.

**Summary and Recommendation:**

1. To note the report.
2. To appoint an Executive Member as project champion.
3. That the Corporate Director (Economic Prosperity and Sustainability) project manages the process and convenes an officer project team to progress the appointment of a development partner for Zone C under delegated decision making powers.

**1. INTRODUCTION**

- 1.1 At the Executive meeting of 25<sup>th</sup> July 2006 Members agreed to establish a framework for delivery of the Pow Beck Regeneration Initiative, through signing a Memorandum of Understanding with West Lakes Renaissance. This enabled a number of studies to be commissioned and resulted in the development and adoption of the Supplementary Planning Document on 6<sup>th</sup> November 2007 by Full Council.
- 1.2 In addition to the progress identified in section 1.1, negotiations have been taking place with the various land owners within the Pow Beck Valley, resulting in a proportion of the site being secured and an opportunity being available to start the transformation of the site via a phased approach.
- 1.3 To support this option the outline site plan has been refreshed, detailing the development potential of the site categorised in four main areas. The four areas are denoted as:
  - Zone A: Enterprise Park.
  - Zone B: Sport and Leisure.
  - Zone C: Mixed use / residential.
  - Zone D: Future Employment.

This plan is included as appendix 1.

## **2. ARGUMENT**

- 2.1 The proposed phased development will commence with Zone C, mixed use and residential development. Copeland BC already partially owns this site, with British Railways Board and Network Rail owning the remainder.
- 2.2 To move forward to the next phase, it is necessary to appoint a developer to realise the potential of the site and act as a catalyst for the wider development of the Pow Beck Valley. A draft brief for development is being developed in conjunction with West Lakes Renaissance and a number of issues require consideration. These can be examined under the following main areas:
- Phased approach issues.
  - Management of development partner.
  - Project management and delegated decision making.

## **3. OPTIONS TO BE CONSIDERED**

### **3.1 Phased approach issues.**

- 3.1.1 The stage has now been reached when it is possible to commence development in one of the four main zones and consideration needs to be given to linkage to the other three zones. The preferred approach is to work up a development brief on the basis of Zone C, with proceeds from that development ring fenced within for use on the Pow Beck regeneration initiative. This will mean that this funding will contribute to funding the next zone, when development is possible.
- 3.1.2 This approach has the advantage of maintaining momentum within the Pow Beck project and ensuring delivery of at least partial transformation of the site.
- 3.1.3 This approach does, however, present some risks that need to be considered. These include possible dilution of synergy between the four zones if another developer is used for subsequent parts of the project, future difficulties in securing a developer for less profitable zones within the Pow Beck, and a loss of possible economies of scale and relationships between all of the proposed zones.
- 3.1.4 To militate against some of the issues identified the draft brief could be constructed to initially develop Zone C and include an option for development of future zones.

### **3.2 Management of development partner.**

- 3.2.1 Within the existing framework agreement Copeland BC undertakes the role of 'client' for development purposes. Consideration should be given to the resource commitments and professional expertise required to manage the appointment of a delivery partner through to project conclusion.
- 3.2.3 An allowance of £35,000 has been made by West Lakes Renaissance for consultancy support to reach the stage of developer appointment. This will significantly assist Copeland BC in fulfilling this task but it should be noted that a proportion of this budget has already been used for initial stages.
- 3.2.4 No allowance has been made for support to manage the developer past the appointment phase, and there is an expectation that this would be funded from any proceeds from sale of Copeland BC land holdings within Zone C.

### **3.3 Project management and delegated decision making.**

- 3.3.1 It is recommended that a project team comprising of all relevant disciplines is convened to drive the project forward, a project manager is designated to lead the team, and that decision making is delegated to the Corporate Director (Economic Prosperity and Sustainability) and Executive Member with responsibility for the project.
- 3.3.2 This Executive Member, with officer support, should be empowered to progress the development brief, the developer appointment and all subsequent delivery actions. This delegated authority will enable the successful conclusion of development of Zone C.

## **4. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)**

- 4.1 This project presents significant human resource implications, as a project team is required to manage the next stage and beyond. An analysis of time commitment and professional expertise required needs to be assessed in conjunction with retained consultants and West Lakes Renaissance.
- 4.2 Funding for development of the brief up to the point of developer appointment is available through West Lakes Renaissance.
- 4.3 Options are also required for use of any capital receipt arising from sale of Copeland BC land within the Pow Beck and decisions are required on the most appropriate course of action.
- 4.4 Financial risks associated with the 'client' role will need to be identified prior to any contract being entered in to.

## **5. PROJECT AND RISK MANAGEMENT**

- 5.1 A risk matrix for the project will be prepared for consideration and input from the project team.

## **6. IMPACT ON CORPORATE PLAN**

- 6.1 This project is identified within section 2.2.1 of the Corporate Plan under the heading "Implement the Whitehaven Regeneration Programme". Regeneration of the Pow Beck Valley is one of the four main strands of the programme and as such can be considered as direct delivery against the Plan.
- 6.2 This project also enables action 3.6.2, development plans for new public leisure facilities within the Pow Beck, to move a step closer.

### **List of Appendices**

Appendix 1- Pow Beck Valley Masterplan zones.

**List of Background Documents:** Minutes of the Pow Beck Task Group, draft development brief.

**List of Consultees:** Cllr A Holliday, Cllr C Giel, Cllr T Knowles, Corporate Team, Chris Lloyd, Clinton Boyce.

### **CHECKLIST FOR DEALING WITH KEY ISSUES**

Please confirm against the issue if the key issues below have been addressed. This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	The regeneration of the Pow Beck will enhance the environment and promote pride in Whitehaven.
Impact on Sustainability	Each area of the development will be sustainable.
Impact on Rural Proofing	None.
Health and Safety Implications	None at this stage.
Impact on Equality and Diversity Issues	None at this stage.
Children and Young Persons Implications	It is intended that new leisure facilities are included that will positively impact on the lives of young people.
Human Rights Act Implications	None.

Please say if this report will require the making of a Key Decision YES/NO

