

SUSTAINABLE GROWTH AND ENVIRONMENT CAPITAL SCRUTINY COMMITTEE	Agenda Item No. 7
10 JUNE 2015	Public Report

Report of the Corporate Director of Growth and Regeneration		
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GROWTH AND REGENERATION: INTRODUCTION, OVERVIEW AND WORK PROGRAMME

1. PURPOSE

- 1.1 This report sets out the approach to be taken at the first Scrutiny Committee of the municipal year, during which Members will be presented with an overview of the issues, opportunities, priorities and challenges in connection with the sustainable growth together with an indication of reports to be brought forward to help inform the work programme for the year.

2. RECOMMENDATIONS

- 2.1 To discuss the detail contained in the report, and to agree a scrutiny work programme for the year for the Sustainable Growth theme.

3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY

- 3.1 Adopting this approach for the first Scrutiny meeting of the year will ensure that a scrutiny work programme is developed and agreed which directly contributes to the objectives and outcomes contained in the Sustainable Community Strategy.
- 3.2 This committee in particular most directly contributes to the priorities 'Delivering Substantial and Truly Sustainable Growth' and 'Creating the UK's Environment Capital' in the Sustainable Community Strategy.

4. BACKGROUND

Overview and Contacts

- 4.1 The Growth and Regeneration Directorate has, in broad terms, five distinct areas of responsibility, four of which are Council based (each with its own 'head of service') and the fifth is Opportunity Peterborough, the economic development company wholly owned by the Council.
- 4.2 Appendix 1 gives a snapshot of the four Council based service areas, together with key contact details.
- 4.3 Appendix 2 gives an overview of Opportunity Peterborough, provided by the Chief Executive, Steve Bowyer.

Work Programme for 15/16 and beyond

- 4.4 To assist Committee in determining its work programme, the following section of the report sets out the current intended work programme for the Directorate under each Service Area.

Sustainable Growth Strategy

- 4.5 This service area has a wide range of responsibilities, including preparing Council strategy (eg Local Plan and other planning policy, Housing Strategy, Biodiversity Strategy, Trees and Woodland Strategy, Environment Capital Action Plan and Flood & Water Management policy). It also has regulatory (e.g. tree preservation, conservation area and listed buildings protection, and carbon emissions reporting) and enabling (e.g. affordable housing) responsibilities. Team members support the development management service, through specialist advice on matters such as the natural and historic environment.
- 4.6 The service area is also responsible for managing the affordable housing capital programme and the tree management budget (the latter delivered by AMEY). It is also responsible for managing large grant based projects linked to its environment capital aspirations, such as the Future Cities Demonstrator project, Peterborough DNA.
- 4.7 Over the coming year it is anticipated that reports on the following will be brought to this Committee:
- (a) **Housing Strategy:** The intention is to update the Council's Housing Strategy this year, with a draft scheduled to be brought to Committee in November. Committee views will then be taken into account by Cabinet, before the document is issued for public consultation. To assist Committee in this process, the intention is to set up a 'Task and Finish' group of the Committee, which will work more closely with officers preparing the Strategy.
 - (b) **Carbon Emissions Reporting:** Committee have regularly received reports on this matter, and the intention is they will do so again at its November meeting.
 - (c) **Biodiversity Update Report:** Committee have regularly received this annual report, and the intention is to do so again at the July Committee.
 - (d) **Environment Capital Annual Report:** New for this coming year, the intention is to provide Committee with an Annual Report on progress meeting our Environment Capital targets. This is expected to be presented to Committee at the November meeting.

Peterborough Highways Services

- 4.8 The focus of this service area, working with our partner Skanska, is the day-to-day maintenance and management of our highway network, including sustainable transport initiatives and public transport subsidies. However, the service area has an important strategy function as well, being responsible for the medium and long term transport plans for Peterborough.
- 4.9 Over the coming year, Committee will likely receive the following reports:
- (a) **Transport Policy:** Committee has in the past received emerging transport policy documents prior to Cabinet consideration. Over the coming year the Council will be preparing a Local Transport Plan (LTP) update and this will be brought to this Committee.
 - (b) **LTP Programme of Works 2016/17:** Committee has in the past received a detailed proposed programme of works, setting out how funding for a wide range of highways matters is proposed to be spent in the year ahead. This includes maintenance programme, street lighting and sustainable travel initiatives. Views of Committee are then made known to the relevant Portfolio Holder(s) prior to decisions on spend being reached. The intention is for a similar report to be brought to Committee this coming year, either at the November (if sufficient knowledge on budgets is available by this point) or January meeting.

Growth

- 4.10 This service area is known as the Peterborough Investment Partnership (PIP) which was formed following Council and Cabinet approval in December 2014 as a 50/50 joint venture

company between the Council and the Lucent Strategic Land Fund. Its purpose is to bring forward commercially viable schemes that will help deliver growth for the city, with a focus – at least initially – on key brownfield city centre sites that the Council has owned for some time and earmarked for growth. The PIP will develop a scheme appropriate for a given site and then take that scheme from design through to obtaining planning consent. During the time that the scheme is being developed, the PIP works with potential partners who will deliver the scheme – in part or whole – after planning consent is obtained, ensuring that the scheme is subsequently built-out and delivered on the ground.

4.11 Over the coming year, the focus of the PIP is on the Fletton Quays riverside development, for which plans are being drawn up and conversations with a range of potential commercial off-take partners are now well underway. Later in the year, work will begin in earnest to look at the redevelopment of other city centre sites, including the Wirrina and Pleasure Fair Meadows car parks, and towards the end of 2015 we will begin to look at developing a pipeline of other schemes to follow on from these.

4.12 It is recommended that an annual report be presented to the January meeting.

Development and Construction

4.13 The focus of this service area is in two parts.

4.14 First, the consideration and determination of planning applications (Development Management, formerly called “Development Control”), to ensure high quality development in Peterborough, and second the certification of actual buildings for their safety and quality, through the Building Regulations procedure.

4.15 Development Management is a solution driven, pro-active service by officers working in collaboration with developers to help bring forward sites to meet the Council’s corporate growth agenda. As a flavour of its work, over the past 12 months it has been involved with:

- Former District Hospital site – planning permission was issued in November 2014. Demolition has started on site. The primary school is on schedule to open September 2016.
- 3 wind farm proposals to the east of the city. The outcome of the Public Inquiry in respect of the wind turbines at French Farm is due in July 2015.
- A number of major housing applications have been worked on in Hampton over the last 12 months, including an application for up to 350 houses at Hampton Heights (overlooking the nature reserve) and work on a new development area brief for the land to the east of the A15 (formerly known as “Hampton Leys”) which, when built out, will bring forward 3,200 residential units, local centres, and a new secondary school and primary schools.
- Great Haddon (5,350 houses) – approved by the Planning and Environmental Protection Committee in January 2015.

4.16 The next 12 months will be equally busy, including:

- Continuing to help facilitate the development of strategically important sites across Peterborough, including the former hospital site, Gt Haddon employment and core residential area, Paston Reserve, Hampton (land to the east of the A15)
- Working with the North Westgate developers to bring forward the North Westgate site, building on the public realm work along Bourges Boulevard and the new Waitrose site and Station Quarter
- Working with the Joint Venture company to help deliver the redevelopment of Fletton Quays and other sites.

4.17 The performance of the service area is high, for example 89% of ‘major’ planning applications determined in 13 weeks (national target 60%) and 93% of ‘other’ (eg householder) applications determined in 8 weeks (national target 80%). Overall, the number of planning applications submitted has increased year-on-year since 2010, increasing from 1,700 in 2010 to 2,150 in 2014.

- 4.18 The service area is also responsible for planning compliance ('enforcement'), with around 150 cases each quarter received and investigated.
- 4.19 The other major work element of this service area is the Building Control team. The team is responsible for checking applications prior to construction, and then the construction works on site, for the majority of projects within the Peterborough area. This is to ensure that buildings comply with the building regulations and provide an acceptable standard of safety and accessibility for persons using the building. Over the past 12 months these construction projects have included not just a vast range of domestic projects but also the Abax stand at Peterborough United, the Thorpe Hall Hospice and the Thomas Deacon Junior Academy. The service is also responsible for ensuring that dangerous building are made safe, control of demolitions and an involvement in safety at sports grounds including Burghley Park and Peterborough United Football Stadium.
- 4.20 The building control service also operates through the LABC Partnership Scheme to control building works in other parts of the country and are currently involved with include the East London University Technical Colleges in Dagenham, retail units in Kirkby in Ashfield and a new primary school in Bishops Stortford. The next 12 months are also likely to be busy as major schemes could including the Queensgate expansion, revamping of Marks and Spencer and the latest new schools initiative.
- 4.21 The building control service have consistently hit all performance targets, including checking 100% of all applications within a 15 day period, and this is reflected by the customer care responses which indicate that 97% of customers are very or fairly satisfied by the service.
- 4.22 Overall, this service area (especially Development Management) reports activity, and seeks decisions, through Planning and Environmental Protection Committee, rather than this Scrutiny Committee. However, this Committee could receive high level updates as appropriate.

Opportunity Peterborough

- 4.23 Opportunity Peterborough is tasked with delivering economic development services to the business community. Full details in Appendix 2. Updates on Opportunity Peterborough activity and programme are reported to Committee annually.

Portfolio update report

- 4.24 More generally, Committee will receive a Portfolio update report, probably at its November meeting. This will summarise activity of all the above service areas.

5. IMPLICATIONS

- 5.1 Members will be provided with sufficient information and evidence to enable them to be confident about their role on this scrutiny committee, and to identify a work programme for the year.

6. CONSULTATION

- 6.1 Information provided has been drawn from a range of sources, including from across the Council, Opportunity Peterborough and our partners.

7. NEXT STEPS

- 7.1 Following the committee meeting, a work programme will be produced, lead officers identified and timescales set to ensure maximum effectiveness of the scrutiny process.

8. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

- 8.1 N/a

10. APPENDICES

Appendix 1 - Key contacts within the Growth and Regeneration Directorate
Appendix 2 - Overview of Opportunity Peterborough

Appendix 1: Key contacts within the Growth and Regeneration Directorate

Director



Simon Machen, Corporate Director of Growth and Regeneration

Telephone: (01733) 453475

Email: simon.machen@peterborough.gov.uk

Simon is responsible for delivering Peterborough's sustainable growth and Environment Capital priorities, for securing the regeneration of the city centre and for maintaining and improving our road and sustainable transport infrastructure. This will be achieved through commissioning solutions and services from in-house council services, Opportunity Peterborough, our highway services provider Skanska. As Corporate Director Simon is supported by three Heads of Service who are responsible for day-to-day operational matters, and by the Head of Growth who leads on the delivery company Peterborough Investment Partnership.

Growth



**Howard Bright,
Head of Growth – Peterborough Investment Partnership**

Telephone: (01733) 452619

Email: howard.bright@peterborough.gov.uk

Howard's main focus is supporting the joint venture company, an innovative partnership between Peterborough City Council and Lucent Strategic Land Fund whose aim is to generate significant economic investment through the physical regeneration of the city including key sites such as Fletton Quays, a segment of the Riverside Opportunity Area. Further details can be found at: <http://www.peterboroughinvestmentpartnership.com>.

Peterborough Highway Services



Andy Tatt, Head of Service

Telephone: (01733) 453469

Email: andy.tatt@peterborough.gov.uk

Andy leads Peterborough Highway Services, a partnership between Skanska and the council, and is responsible for maintaining the Peterborough highway network, delivering new highway schemes, winter service including gritting the road networks, street lighting and sustainable transport. Key contacts are:

Role	Name	Telephone	Email
Network management	Peter Tebb	(01733) 453519	peter.tebb@peterborough.gov.uk
Highway maintenance and winter service	Peter Garnham	(01733) 453458	peter.garnham@peterborough.gov.uk
Transport policy and sustainable transport	Mark Speed	(01733) 317471	mark.speed@peterborough.gov.uk
Street naming and numbering	Kevin Ekins	(01733) 453448	kevin.ekins@peterborough.gov.uk
Street lighting	Mark Speed	(01733) 317471	mark.speed@peterborough.gov.uk
Public transport	Mark Speed	(01733) 317471	mark.speed@peterborough.gov.uk
Design and adoption of roads	Julie Smith	(01733) 453453	julie.smith@peterborough.gov.uk
Drainage and flood risk management	Andrew Leadbetter	(01733) 453446	andrew.leadbetter@peterborough.gov.uk

Sustainable Growth Strategy



Richard Kay, Head of Service

Telephone: (01733) 863795

Email: richard.kay@peterborough.gov.uk

Richard's team is responsible for a number of key council strategies including the Local Plan and Housing Strategy, conservation areas and listed buildings, ecology, trees and archaeology as well as delivering new affordable housing and the council's Environment Capital agenda.

Key contacts are:

Role	Name	Telephone	Email
Housing Strategy and affordable housing	Anne Keogh	(01733) 863815	anne.keogh1@peterborough.gov.uk
Strategic Planning (Local Plan)	Gemma Wildman	(01733) 863824	gemma.wildman@peterborough.gov.uk
Climate Change and Environment Capital	Charlotte Palmer	(01733) 453538	charlotte.palmer@peterborough.gov.uk
Trees and ecology	Darren Sharpe	(01733) 453596	darren.sharpe@peterborough.gov.uk
Built heritage	Jim Daley	(01733) 453522	jim.daley@peterborough.gov.uk
Flood and Water Management	Julia Chatterton	(01733) 452620	julia.chatterton@peterborough.gov.uk
Archaeology	Rebecca Casa-Hatton	(01733) 864702	rebecca.casa-hatton@peterborough.gov.uk

Development and Construction



Nick Harding, Head of Service

Telephone: (01733) 454441

Email: nicholas.harding@peterborough.gov.uk

Nick is responsible for the teams that deal with planning applications and appeals, planning enforcement and statutory building regulations.

Key contacts are:

Role	Name	Telephone	Email
Planning applications	Lee Collins	(01733) 454421	lee.collins@peterborough.gov.uk
Planning enforcement and s106	Paul Smith	(01733) 453468	paul.smith@peterborough.gov.uk
Building regulations	Alistair Reid	(01733) 453442	alistair.reid@peterborough.gov.uk
Technical Support / Minerals & Waste	Theresa Nicholl	(01733) 454442	theresa.nicholl@peterborough.gov.uk

Appendix 2: Overview of Opportunity Peterborough

INTRODUCTION

Opportunity Peterborough [OP] is the city's economic development company. It is a private company limited by guarantee. Originally established in 2005 as an urban regeneration company, by Peterborough City Council, East of England Development Agency and the Homes & Communities Agency, it is now, since 2011, a wholly owned company of PCC. As a private company, it sits between the public and private sectors: it is well supported by the public sector, but has a clear function in driving private sector business activity and investment.

OP's focus and priorities are very clear. Its vision is to secure the economic growth, sustainability and prosperity of the city. It does this through four main areas:

- Supporting existing business growth
- Attracting new investment to the city
- Supporting the city's skills agenda
- Leading the city's Future Cities Demonstrator work

Within each of these areas are a number of activities that deliver the goals; these are set out in more detail below.

SUPPORT TO EXISTING BUSINESS

Business Support

OP provides advice, support and guidance to local businesses of all sizes: from start-ups to SMEs and major companies. This can range from new business opportunities, sign-posting to funding, advocacy, business-to-business connections, property searches. OP also hosts the 'Bondholder' network, which has both online and face-to-face network opportunities and is well regarded within the business community. It has also established the 'New Business Network': an opportunity for the agents supporting new and fledgling businesses to come together, and more importantly for those companies to network in a more informal but also more informed environment. While 'Ignite' is a programme aimed at supporting young people to set up their own businesses: with guidance, events and mentoring, this programme is an invaluable resource to early stage companies.

There has been a sharp increase in the number of enquiries coming through to OP for support, which is a good sign of local confidence and economic growth.

OP is also leading a number of projects which have wider benefits for local businesses: LEADER is a programme aimed at driving business growth within rural communities; WIN (Water Innovation Network) is a collaboration with Anglian Water which supports anyone in the water industry to bring their innovative solutions to market; WE@EU and Separate are European projects aimed at supporting growth in the water and waste industries respectively.

Economic Intelligence

OP generates reports on the economic performance of the city. This can be crucial information for decision-makers within the public sector but also a vital resource for new and existing businesses. The latest Economic Intelligence Report can be found at:

<http://www.opportunitypeterborough.co.uk/business-support/economic-intelligence/>

The state of the city's economy is clearly set out in the report, and it highlights both the opportunities and challenges. There is significant growth potential in a number of sectors (engineering and agricultural technology; digital and creative; finance and business services). With one of the challenges being to address the lower wage imbalance it will be important to promote these areas of growth.

INWARD INVESTMENT

Direct Promotion & Engagement

OP has been responsible for some of the city's greatest private sector investment over the last few years. The city centre has been transformed into a restaurant destination quarter, injecting new life into the city's evening economy, off the back of the regeneration of Cathedral Square, also led by OP. Investors include: Patisserie Valerie, Nando's, Wildwood, Carluccio's, TKMaxx, Primark – all of which had support from OP to realise their investment into Peterborough. OP has also played a role in securing investment outside of the city centre in providing intelligence, advocacy and support to investments including the Gateway site, Kingston Park, Kelway IT and Access Prepaid.

There has also been a sharp increase in the number of new enquiries coming in for investment into the city: including manufacturers, finance, business services and digital. Clearly, Peterborough's profile has risen considerably.

Marketing the City

With a responsibility to raise the profile of the city and showcase its qualities to potential investors, OP has created and distributed a wide range of marketing collateral. Some of this work, such as the detailed sector sheets can also be found on the OP website:

<http://www.opportunitypeterborough.co.uk/about/peterboroughs-economy/>

Major campaigns in London also attracted interest to the city and were a huge success in raising local confidence. Moving forward even greater use of social media and collaborative marketing programmes with local business will be explored to deliver value for money outcomes. OP was a major advocate and marketing agent for the Peterborough Core, which has seen gigabit connectivity delivered across the city, and which is already attracting interest to the city off the back of it.

SKILLS

Skills Service

OP launched the Skills Service in 2010. Originally funded by PCC, it is now funded by the Local Enterprise Partnership (LEP) and covers the areas of Peterborough, Kings Lynn, Fenland and Rutland. Effectively, it is an independent brokerage service providing a bridge between local schools and local businesses. All of the local schools have signed up and over 1,100 businesses are contributing valuable time and experience. By offering engagement with young people around CV writing, career lines, interviews etc these businesses are helping to make the next generation of young people 'work ready'.

The Skills Service team has also delivered the Careers Festival on the North Embankment for the last two years. This inspires over 2,000 young people into new career opportunities, and the routes to those, along with over 100 exhibitors.

Work Experience

OP has also provided the work experience service: ensuring that all young people can undertake work experience in a safe environment. This has been supported by PCC, and alternative routes of finance to continue the service are being explored.

FUTURE CITIES DEMONSTRATOR

Peterborough was one of only four UK cities to be awarded funding (£3million) by the government agency InnovateUK (formerly Technology Strategy Board) to explore how city systems can be better integrated for greater effect. The work has delivered major initiatives in the areas of innovation, skills development, data and digital connectivity, and creating a circular economy for greater business and environmental efficiency. A number of local businesses have been supported in bringing innovative products forward; local young people have been given opportunities to expand their knowledge on new technologies, the environment and 'smart city' concepts; and local schools have received weather stations, as a resource tool and information point.

The impact of this programme on Peterborough's profile nationally and internationally should not be underestimated: through this, Peterborough now sits on the government's All Party Policy Group on Smart Cities, and is a board member of the Cities Standards Institute; Peterborough has also been showcased at events in London, Amsterdam, Barcelona, Brussels and Paris.

CONCLUSION

Peterborough rode the recession relatively well – largely due to the diversity of its business stock meaning that it was relatively resilient to economic shocks. Jobs growth has increased year on year, and Peterborough is now roughly in line with the national average for Job Seekers Allowance figures. Confidence among local business has been strong, which in turn has attracted new companies to the city. Economic growth is vital to the sustainability of the city's overall growth ambitions, and OP will play an important role in achieving that.

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