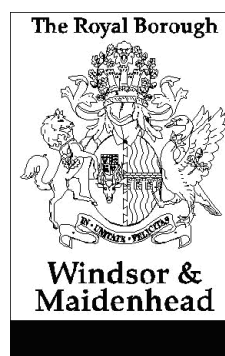


Report for: ACTION



Contains Confidential or Exempt Information	No
Title	Maidenhead Regeneration Update
Responsible Officer(s)	Russell O'Keefe, Strategic Director of Corporate and Community Services
Contact officer, job title and phone number	Chris Hilton, Director of Planning, Development and Regeneration
Member reporting	Cllr J Rankin, Lead Member for Economic Development and Property Cllr D Evans, Principle Member for Maidenhead Regeneration and Maidenhead
For Consideration By	Council
Date to be Considered	10 August 2016
Implementation Date if Not Called In	Immediately
Affected Wards	All

REPORT SUMMARY

The report provides an update for Council on the work to regenerate Maidenhead, making it a town for everyone which is an even more attractive place to live, work and spend leisure time. It sets out the overall vision, the likely outcomes, and how the quality of life of residents will be improved. It provides an update on what we will achieve, how we will achieve it and when it will be delivered.

If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
1. The development at York Road delivering over 210 residential units, restaurants and cafes, public spaces adjacent to the Waterway and an enhanced cultural facility in the centre of the town.	September 2021
2. The development of West Street, delivering over 95 residential units, public car parking and a high level pedestrian link between the town centre and Kidwells Park.	June 2020
3. The development of St Clouds Way, delivering over	June 2021

574 residential units. This development will also fund the construction of the brand new leisure centre at Braywick Park.	June 2019
4. The development of Reform Road, which has the potential for mixed use development delivering residential accommodation whilst also retaining employment use.	December 2020
5. The development of Maidenhead Golf Club will provide over 1,500 new homes including affordable housing and new supporting infrastructure e.g. road improvements, school, health and community facilities.	2020 - 2029

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That Council:

- i. **Notes the development work underway to regenerate Maidenhead to make it a town for everyone.**

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

Vision

- 2.1 The Maidenhead Town Centre Area Action Plan was originally adopted in September 2011. It defined the Vision for the town:

“Maidenhead will become the distinctive heart of the community, a place that celebrates its green Thames Valley setting, which is welcoming, attractive and accessible to all, and provides a strong economic focus for the wider community.”

The objectives of the plan are to:

- Improve the quality of and provision of public space.
- Introduce greenery into the town centre to reflect its Thames Valley setting.
- Enhance and introduce the use of water.
- Promote high quality built form.
- Quicken the pace of urban development and promote economic growth.
- Promote mixed use development.
- Foster greater civic pride.
- Improve the identity and image of the town centre.
- Optimise town centre accessibility.
- Reduce pedestrian and vehicular conflicts, and promote a people-friendly town.

- 2.2 In the Council’s Corporate Strategy 2016-2020 one of the key strategic priorities is that:

“Residents will enjoy vibrant town centres, benefitting from Crossrail

and other major infrastructure investments, while retaining the unique character of our towns, villages and green belt countryside.”

- 2.3 The arrival of Crossrail in 2019 will bring Maidenhead town centre within 40 minutes of London's West End. This is likely to have significant impact, increasing demand from companies looking for office locations and people wanting to move into the Borough.
- 2.4 The Berkshire wide Strategic Housing Market Area Assessment 2015 identified the level of objectively assessed need for the Borough as 712 new dwellings per annum, or 13,528 dwellings over the plan period 2013 to 2032. The emerging Borough Local Plan seeks to set out how this level of housing development will be satisfied whilst meeting the Council's commitment to maintain/protect the greenbelt.
- 2.5 Achieving high quality high density development in urban areas, and particularly close to the Crossrail station in central Maidenhead, is key to the Borough meeting the objectively assessed need of 712 dwellings per annum. Not only will development in Maidenhead meet future residents needs it will remove the pressure on the greenbelt and the impact on the Borough's road network can be minimised.
- 2.6 Maidenhead should be a vibrant place where people love to live, work and spend leisure time. Most of all it should be a high quality, sought-after place where people aspire to live. To ensure that it is, there is a need for strong design standards that include great public spaces, and iconic buildings which will define the town's character and be instantly recognisable as Maidenhead.
- 2.7 On becoming Prime Minister Theresa May said: "We will make Britain a country that works not for a privileged few but for every one of us". Our priority is to make Maidenhead a place that works for everyone. This means great schools for our children, good job opportunities for our residents and homes that are affordable to all not just the few.

What has been achieved so far

- 2.8 A range of work has already been successfully progressed including:
 - Stafferton Link Road completed December 2015.
 - Waterways – Stages 1, 2(A) and 2 (B) commenced July 2015 and to be completed in spring 2017. £5m has been invested.
 - Chapel Arches – Phases 1 and 2 due for completion in the autumn.
 - Berkshire House (Essential Living) due to complete in September. 68 apartments available to rent.
 - Nicholson Centre acquired by Vixcroft in early 2015. Refurbishment underway. H&M opened in May 2016. Smiggle (kids stationary / arts store) coming soon.
 - In June 2015 Maersk took 40,800 sq ft in The Point on a 10 year lease at between £33 and £35 per square foot (psf).
 - In June 2016 Blackberry took 16,500 sq ft in The Pearce Building on a 10 year lease at £37.50 psf.
 - Premier Inn (part of the West Street Opportunity area) was completed last year.

- Public Realm projects completed, including paving in High Street, subway improvements at West Street, Town Moor and St Clouds Way. Lighting schemes implemented on High Street.

What we will deliver

- 2.9 The emerging Borough Local Plan and the supporting Infrastructure Delivery Plan will define the infrastructure, including schools, doctors, dentists, community uses etc, needed to support housing growth. Provision will be made in line with the Plan.
- 2.10 The planned Affordable Housing Supplementary Planning Document (SPD) will define the strategy for affordable housing provision. The document will set out how affordable housing will be delivered across a range of tenure types to provide homes for everyone and to help young people get on the housing ladder.
- 2.11 In line with the Council's Housing Investment Partnership Plan, the Council plans to use its extensive land ownership to provide affordable housing for key workers. A recent paper to Cabinet set out the definition of key workers. This work will ensure that the borough continues to attract excellent teachers, securing high quality education for all our children and social care and health professionals and other key professionals.
- 2.12 Over the next ten years the borough, based on the work carried out so far, will invest circa £138.5m alongside the private sector investment. This will include investing circa:
- £70 million into our schools including building a new school.
 - £30 million in sport and leisure.
 - £30 million in improving the infrastructure including new car parking and improved roads.
 - £3m in a cultural and community facility.
 - £5.5m in the Waterways project to bring the Thames into the town.
- 2.13 In total this investment will help to:
- Deliver circa 2,000 new homes across the six Opportunity Areas in Maidenhead town centre. 600 of which will be 'affordable'.
 - Deliver circa 1,500 immediately to the south of the town centre, adjacent to Crossrail, on the Maidenhead Golf Club site. 450 of these will be 'affordable'.
 - Deliver a new cultural and community facility in York Road adjacent to, and potentially incorporating part of, the Town Hall
 - Deliver a new public square outside the Crossrail station together with taxi facilities and bus interchange
 - Building a new state of the art leisure centre.
 - Deliver road improvements and new parking provision including an improved car park at the Nicholson's Centre and potentially a new car park in Stafferton Way.
 - Improve local health facilities working with health partners.
 - Provide 260,000 sq ft of quality office and retail space to attract prestige employers. Maidenhead This will predominantly be delivered through the

Landing Project which is a scheme that includes 225 apartments and a large range of office space around a new public square with bars, cafes and retail. The Conditional Sale & Development Agreement was signed in March 2015.

2.14 Total investment, public and private sector, in homes and community facilities within the Maidenhead town centre and the golf club site is likely to significantly exceed £1 billion.

How we will deliver it

2.15 A competitive process is already underway to select a development partner to work with the Council, as a joint venture, in delivering the four Opportunity Area sites that are in Council ownership:

- The York Road Opportunity Area, which has potential for >210 residential units, restaurants and cafes, public spaces adjacent to the Waterway and an enhanced cultural facility in the centre of the town.
- West Street, which has potential for >95 residential units, public car parking and a high level pedestrian link between the town centre and Kidwells Park.
- St Clouds Way, which has potential for >574 residential units. This development will fund the construction of the brand new leisure centre at Braywick Park.
- Reform Road, which has the potential for mixed use development delivering residential accommodation whilst also retaining employment use.

2.16 Under the joint venture the Council will retain a big stake in the development. This will give the Council significant control over delivery, helping to ensure the Council's vision for the town is achieved. In addition the Council intends to convert its land assets to income-producing property assets. This income will come from a mixture of residential, ground and commercial rents. These assets will also provide housing for key workers. The income achieved from the council's assets will be used to fund services for residents. This ensures the council is not holding on to assets and under utilising them but instead using them proactively in the most efficient and effective way for the benefits of residents through improving the area and services, in line with the council's priority to always put residents first.

2.17 The property assets will be held in the Council's trading company RBWM Property Co. The Council is the owner of the company and through its shareholding will ensure the Property Co deliver the Council's vision in all activity alongside operating in an open and transparent way.

2.18 The Council will also look to select a development partner(s) to work with the Council in delivering the Maidenhead Golf Club site. Under this partnership the Council will retain significant control over how this site is developed, ensuring it is sustainable and sympathetic to the local surroundings.

2.19 As all this work progresses there will be the opportunity for detailed review by members of the specific proposals through the Council's overview and scrutiny and planning processes.

2.20 Similarly, the Council will work proactively with developers and the local community to mitigate, wherever possible, impact on residents and local

businesses while development work is being carried out. This will, for example, include providing additional car parking whilst work is progressed at the Nicholson's Car Park.

2.21 The work will be carried out in an open and transparent way with significant opportunity for resident and stakeholder engagement. This will include formal consultation on the detailed proposals for each site as they are taken forward.

When we will deliver it

2.22 Key milestones are set out in section 15 .

OPTIONS CONSIDERED

Option	Comments
<p>1. Not progress the regeneration of Maidenhead.</p> <p>This is not the recommended option</p>	<ul style="list-style-type: none"> • Maidenhead would not have the housing it needs to support the local population and would continue to underperform as a retail centre in the face of competition from other centres and from online retailers. The Regeneration programme will deliver much needed housing and bring greater life and vibrancy to the town centre. • Housing need would not be satisfied and pressure would grow to release more greenbelt.
<p>2. Proceed with the programme as outlined in the report, retaining a stake in the development and converting our land assets to income producing property assets.</p> <p>This is the recommended option</p>	<ul style="list-style-type: none"> • Delivers on the Council's priority to make Maidenhead a town for everyone by providing a range of new homes including affordable housing and improved community facilities e.g. schools, roads, leisure and community – which can cover health. • Joint venture relationships give the Council more control overall and enables achievement of higher standards. • This approach will provide income to the Council in the future which can be used to fund services for residents.

3. KEY IMPLICATIONS

3.1 The key outcomes of this paper are set out in the table:

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Start on site York Road	October 2018	September 2018	August 2018	July 2018	September 2018
Start on site West Street	December 2018	November 2018	October 2018	September 2018	November 2018
Start on site Reform Road	January 2019	January 2019	December 2018	November 2018	January 2019
Complete new Leisure Centre	July 2019	June 2019	May 2019	April 2019	June 2019
Start on Site St Clouds Way	October 2019	September 2019	August 2019	July 2019	September 2019
Select development partner for Maidenhead Golf Club	Detailed timescales being developed. A report is to be considered by Cabinet Regeneration Sub-Committee in September				

4. FINANCIAL DETAILS

Financial impact on the budget

4.1 The programme will result in the Council receiving a mixture of property assets and capital receipt. Where we take assets we will look for these to either include the freehold or be on 999 year leases. All assets will be rented and provide income in future years that can be used to fund services for residents. The capital receipts can be used to fund the investment in infrastructure and community facilities. Detailed financial appraisals will be carried out on the proposals from potential development partners as part of the formal selection processes.

5. LEGAL IMPLICATIONS

5.1 The Council has the power to enter into the anticipated forms of land disposal (under options 1 to 3 within [Appendix A]) by virtue of section 123 Local Government Act 1972. Where land is appropriated for planning purposes prior to disposal, the power arises under section 233 Town and Country Planning Act 1990.

5.2 Land disposed of under the above powers must be on terms which secures the best consideration reasonable obtainable and the proposed procurement process will seek to achieve this. In simple terms, this means that the Council must look to maximise value unless there are exceptional reasons to depart from this e.g. supporting the council's wider priorities such as housing key workers. Disposal

includes sale of their freehold interest, granting a lease or assigning any unexpired term on a lease, and the granting of easements.

5.3 The power to enter into a joint venture arrangement arises under section 1 Localism Act 2011 and the incidental powers under s111 Local Government Act 1972. The terms of any financial arrangement between the Council and a developer must not contravene article 107 of the Treaty on the Functioning of the European Union (state aid) and the Council will rely on the Market Economy Investor Principle in this. Despite the recent vote for the United Kingdom to leave the European Union the Council has received legal advice that until transitional measures are known, it should continue to adopt a procurement of a development partner that complies with the Public Contracts Regulations 2015.

6. VALUE FOR MONEY

6.1 Any land disposed of under the above powers (see paragraph 5.1) must be on terms which secures the best consideration reasonable obtainable and the proposed procurement process will seek to achieve this.

7. SUSTAINABILITY IMPACT

7.1 By developing homes adjacent to the town centre and the Crossrail station we will minimise the need for car journeys.

8. RISK MANAGEMENT

Risks	Uncontrolled Risk	Controls	Controlled Risk
Costs are higher than initial estimates impacting on cash flow and viability	Medium / High	Refine specification and cost using a professional cost consultant allowing robustly for contingencies and inflation.	Low / Medium
Fluctuations in the property market affects future receipts	Medium	Work with JV partners to time schemes and property disposals to optimise receipts	Low
Under performance of selected partners	Medium	Include key performance indicators in contract documentation, with appropriate dispute resolution and termination rights.	Low / Medium

9. LINKS TO STRATEGIC OBJECTIVES

9.1 The work supports the following objectives:

Residents First

- **Encourage Healthy People and Lifestyles**
- **Improve the Environment, Economy and Transport**
- **Work for safer and stronger communities**

Value for Money

- **Invest in the future**

Delivering Together

- **Deliver Effective Services**

Equipping Ourselves for the Future

- **Changing Our Culture**

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

10.1 N/A.

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

11.1 N/A.

12. PROPERTY AND ASSETS

12.1 The Council own freehold land and property at the following locations referred to in this report:

- York Road OA
- West Street OA
- St Clouds Way
- Reform Road Industrial Estate
- Maidenhead Golf Club

13. ANY OTHER IMPLICATIONS

13.1 None.

14. CONSULTATION

14.1 The Partnership for the Rejuvenation of Maidenhead (PRoM) is a stakeholder forum with representatives from local business and local interest groups. The Council will work with PROM to develop new engagement and communication plans to ensure residents and local stakeholders are fully involved in the development of the area.

14.2 Formal consultation with local residents has already been carried out on the sites through different processes. Further consultation will be carried out with residents on the detailed proposals for each site as they are taken forward.

15. TIMETABLE FOR IMPLEMENTATION

Action	Timeframe
Commence EU-compliant process to select JV developer	July 2016
Shortlist JV developers	Late September 2016
Select JV developer and sign contracts	May 2017
Planning Application York Road	October 2017
Start on Site York Road	September 2018
Completion York Road	September 2021
Planning Application West Street	October 2017
Start on Site West Street	November 2018
Completion West Street	June 2020
Planning Application Reform Road	January 2018
Start on Site Reform Road	January 2019
Completion Reform Road	December 2020
Planning Application for new Magnet Leisure Centre at Braywick Park	April 2017
Start on Site of Leisure Centre	November 2017
Completion of Leisure Centre	June 2019
Planning Application St Clouds Way	June 2018
Start on Site St Clouds Way	September 2019
Completion St Clouds Way	June 2021
Completion of the Landing Project	December 2019
Selection of development partner for Maidenhead Golf Club.	Detailed timescales being developed.
Development of the Station Opportunity Area	Detailed timescales being developed.
Improved car park at the Nicholson's Centre and potentially a new car park in Stafferton Way.	Detailed timescales being developed.

16. APPENDICES

16.1 None.

17. BACKGROUND INFORMATION

17.1 None.

18. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Cllr Dudley	Leader of the Council			
Cllr Saunders	Lead Member for Finance			
Cllr Rankin	Lead Member for Economic Development and Property	31/07/2016	31/07/2016	Throughout.
Cllr Evans	Principle Member for Maidenhead Regeneration and Maidenhead d			
Russell O'Keefe	Strategic Director Corporate and Community Services			
Alison Alexander	Managing Director and Strategic Director Adults, Children's and Health	31/7/16	31/7/16	Throughout
Simon Fletcher	Strategic Director Operations and Customer Services			
Rob Stubbs	Head of Finance			

REPORT HISTORY

Decision type:	Urgency item?
Key Decision	No
28 June 2016	

Full name of report author	Job title	Full contact no:
Marie Percival	Regeneration and Property Officer	01628 796690