

NORTH LINCOLNSHIRE COUNCIL

CABINET

WESTCLIFF UPDATE

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To update Cabinet on progress with the Westcliff Regeneration Programme.
- 1.2 The key points in this report are as follows.
 - A Community Conversation has taken place
 - The Westcliff Regeneration Programme Board has met
 - The Westcliff Programme Board have approved the Project Initiation Document and the project resource plan
 - A development plan will now be drawn up
 - A bid to the Homes and Communities Agency will be submitted in the next bid round

2. BACKGROUND INFORMATION

- 2.1 Cabinet considered a report on the 24 September 2013 titled; 'Westcliff looking back and moving forward'. Cabinet approved the report and its recommendations to develop the Westcliff Regeneration Programme and asked to receive regular updates on progress.
- 2.2 The council in conjunction with North Lincolnshire Homes undertook a 'Community Conversation' with the community of Westcliff, on 9 December 2013.
- 2.3 A total of 214 people completed a 'post-it note' with over 496 comments recorded. The following bullet points summarise the key issues emerging from the 'community conversation'.
 - Regardless of the appearance, Westcliff has a strong community 'vibe' and the precinct is often busy with residents fully utilising the amenities that some residents heavily rely on.
 - Nearly all the people we spoke to agreed that something had to change so that the whole community could lead a better way of life
 - The top seven most popular changes asked for were; a better variety of retail facilities, to keep the same shops already established in the precinct, more facilities for younger children including a park area, knock the whole area down and rebuild it

- Some residents had concerns about where the shops already in the precinct will go once the project has taken place.
- Approximately half of the individuals that asked for more retail and/or food outlets didn't specify what type of either food or retail shops they would like to see in the precinct. Those who did, asked mostly for a café and a fruit and vegetable shop.
- Newsletters and leaflets were the primary choice for how the partnership can keep the Westcliff community up to date about the progress of the project. This was closely followed by further community conversations.

A full evaluation report evaluating the 'Community Conversation' is attached at Appendix One.

2.4 The first Westcliff Regeneration Programme Board was held on 16th January 2014. The group discussed the following items:

- Current position
- Project initiation document
- Project resources
- Commissioning of a development plan
- Bid to the Homes and Communities Agency for affordable homes

2.5 Current Position

Task and Finish groups will now commence and feed into future steering groups, covering the following key themes.

- Housing Development
- Community Engagement
- Retail
- Community Hub Resources and Funding
- PR and Communications
- The Desert Rat

The first task for the groups is to agree key actions and timescales. These will feed into the commissioning of the wider development plan.

2.6 Project Initiation Document

All partners signed up to and approved the project initiation document. This means that the Westcliff Regeneration Board is tasked to *'use the physical regeneration of the precinct area of Westcliff, including the provision of new homes, retail and community facilities, to kick start a fundamental shift in wellbeing, aspirations and employment prospects of current and future generations'*.

2.7 Resources for the project

The board approved the overall resource plan as set out below.

Westcliff Regeneration Programme Resources			
	Capacity	Land Resource	Capital
North Lincolnshire Homes	Equivalent of 1.5 days per week	1. Existing retail provision 2. Swinburne Lane Car Park 3. Vacant land off Dryden Road	£1,000,000
North Lincolnshire Council	Equivalent of 1.5 days per week	1. Westcliff Library 2. Westcliff Youth Centre 3. Desert Rat 4. Highways land	£500,000

2.8 Commissioning of a development plan

The board approved the commencement of the procurement process to commission the necessary consultancy support to develop the Westcliff Development Plan and carry out the necessary financial viability exercises.

2.9 Bids to the Homes and Communities Agency

The board approved the preparation and submission of a bid to the Homes and Communities Agency for new homes as part of the Westcliff Regeneration Project.

3. **OPTIONS FOR CONSIDERATION**

3.1 There are no options as this report is for information only.

4. **ANALYSIS OF OPTIONS**

4.1 There are no options as this report is for information only.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 There are no resource implications to consider.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 Officers have completed an Integrated Impact Assessment covering the issues of the project. No significant issues of concern were highlighted.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 A wide range of partners are involved in the delivery of the Westcliff Regeneration Programme. Their views as well as those provided via community consultation will shape the programme going forward.

7.2 There are no known conflicts of interest for Cabinet to consider.

8. RECOMMENDATIONS

8.1 That Cabinet notes the progress achieved to date on the development of the Westcliff Precinct Regeneration Programme.

8.2 That Cabinet receives a further progress update at their next meeting.

CHIEF EXECUTIVE

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Date: 20 December 2013

Background Papers used in the preparation of this report. Nil

Westcliff Community Conversation

Background

This report will highlight the key results assembled from the Westcliff community conversation that took place in the precinct area of Westcliff on the 9/12/13. The consultation was designed to initiate discussions with the community of Westcliff, regarding the potential to physically regenerate the precinct area. The redevelopment of the precinct is set to bring about important socio-economic modifications that will highlight the area, and the community, with positive changes that will help to contribute to a better quality of life for current, and future generations.

Community Conversation

North Lincolnshire Council and North Lincolnshire Homes were a joint presence in Westcliff precinct from 9.30am to 3.30pm. The consultation truck was present and located between the edge of the precinct by the park and the youth hut. It was available for the public to come and talk about the changes they would like to see happen, with the use of area plans. Most of the conversations took place on foot within the precinct; all the comments made by the residents were recorded on post-it notes which were then placed on large blank sheets of paper in the consultation truck.

Results

A total of 214 post-it notes were collected with 496 comments noted (one person may have placed more than one post-it on the board). Most of the residents made comments on more than one aspect of change. All the comments made by the public were evaluated and grouped together under the most popular and re-occurring topics (Table 1.). A ballot box was left in the local 'drop in' centre for any of the residents to leave comments about the changes to the precinct, after we had gone. It was collected nine days later and analysed along with the data collected on the day. Furthermore, it was noted in the analysis that the data collected from the ballot box was not collected on the same day as the primary conversation comments.

Table 1. Raw data table demonstrating the frequency and the percentage frequency of what the residential community wanted to see change in the precinct area of Westcliff

What people asked to see change	Frequency	Percentage Frequency (%)
Demolish & rebuild	37	7.5
Demolish & don't rebuild	3	0.6
Keep the shops	62	12.5
Re-vamp	6	1.2
Leave as it	5	1.0
More open space	13	2.6
More children activities (park)	57	11.5
Activities for elderly	6	1.2
More lighting	8	1.6
Retail/food provisions	89	17.9
Build more houses	3	0.6
Seating area	12	2.4
Clean up	33	6.7
Make environment safer	24	4.8
Keep the pub	6	1.2
Demolish pub	16	3.2
Butchers shop	29	5.8
Keep the drop in	16	3.2
Didn't use the drop in	3	0.6
Keep the Library	9	1.8
Youth Hut	9	1.8
More surveillance/policing	12	2.4
Change the layout	14	2.8
Co-op too expensive	13	2.6
More accessible car parking	3	0.6
Better pavement	8	1.6
Total number of comments received	479	100%

Almost all of those that engaged in the community conversation stated that they wanted some form of action to take place in the precinct area. Only a very small minority of residents said they wanted to keep the precinct as it was, **totalling** 1% of the comments made. The aspect of regeneration that people most wanted to see was more of a variety of retail offers and/or food provisions, which totalled 17.9% of the comments made, along with keeping the current shops (12.5%). Some 11.5% of the comments made referenced more children's activities (spaces for children).

From the total data set gathered, a more manageable way of making progress with the regeneration project would be to look at the most frequent comments made (Figure 1.).

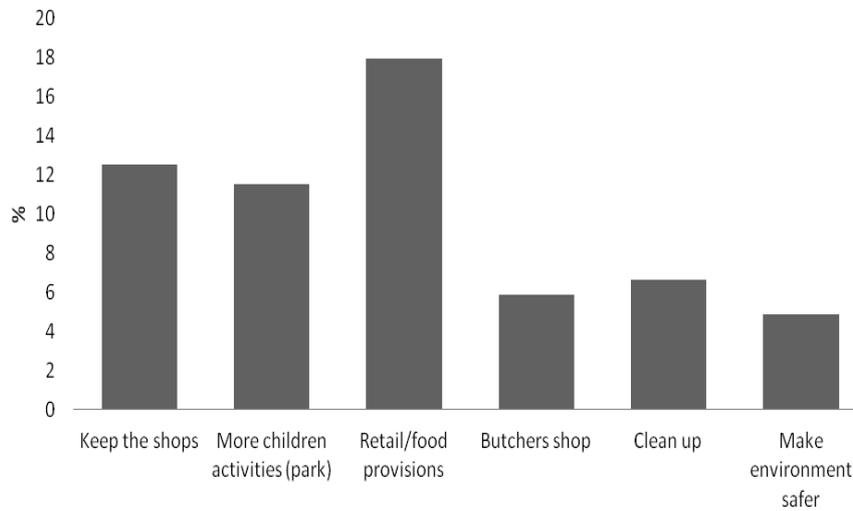


Figure 1. Histogram highlighting the top seven most popular asked for changes to the precinct by the Westcliff community spoken to on 9 December 2013 (% of comments made).

The top three most frequently asked for changes to be brought about were, more retail and/or food provisions, to keep the same shops as before and to better the facilities available for children and young adolescents. The retail facilities that are currently in the precinct are very popular with the local community; stores like the Candyman, the chip shop, Co-op, the post office and the chemist are of high importance to the residents and were repeatedly asked for them to stay in the area. Further analysis of what people wanted most in terms of retail and/or food provisions, showed that most people were not sure, and just simply stated that they would like ‘more retail’ or ‘more food shops’. Out of the 89 residents who asked for more retail/food provisions, 52.8% of them asked for ‘just more’. This was followed by preference for a café and a fruit and vegetable shop back in the precinct, which both came to 12.4%.

There was also a great desire to provide facilities for young children and young adolescents, as those spoken to suggest current provisions could be improved. A fairly substantial amount of the community wanted the whole precinct to be knocked down and rebuilt from scratch. Furthermore, cleaning up the area and making it safer was also of importance to the local residents, especially for

the more vulnerable individuals that live in the area. Several comments referred to making the layout more open, adding more lighting to the area and increasing the level of surveillance to contribute to making the environment safer to live in. A number of those spoken to, however, commented on the positive impact the improved lighting and surveillance that had been placed in the Precinct had had on the feeling of safety in the area.

In the current provision, the residents no longer have access to a local butchers shop, the closest for them is ASDA supermarket. The butchers shop was something that the residents strongly miss as part of the community, and locals would like to see one return to the area. The eighth most popular change to take place was that residents wanted to demolish the Desert Rat. Many justifications were given as to why they wanted this to happen; some wanted a new pub that was more family orientated, some residents felt strongly that the pub influenced certain levels of crime in the area and others mentioned that they didn't use the pub so felt no desire for it to be there.

Further comments for discussion

Overall, the information gathered on the day of the Westcliff conversation was very useful with 214 post-it notes collected, all of which contained a variety of suggestions of what they would like to see done with the precinct and surrounding area. The most popular request made by the local residents was that they would like to see more retail and food provisions in the area, this, in turn, covered many different asks, which we then looked at in more detail. It was evident that the majority of local residents that asked for more retail and food facilities to be brought to the area, didn't actually know or specify what types of provisions they would like to see. The fairly small amount of people who did ask for specifics, asked for amenities such as a café and fruit and vegetable shop, both of which seemed quite popular.

Some concerns were expressed as to where the shops already in the precinct will go when the regeneration project takes place. The answer to this has not been made yet as it was decided to seek the public's views prior to any set proposals. In addition, when residents of the area were asked how they would like to be kept involved with the progress and development of the precinct, the most

numerous suggestions was via newsletter and/or leaflet drop, followed by community conversations and the younger residents asked for presentations in school assemblies'. Furthermore, numerous residents made favourable references to the layout and retail facilities on Willoughby Road.

A worthy note, a total of 17 comments were collected from the ballot box that was left in the drop in centre, out of which, 12 of those were requests for fast food provisions to be brought to Westcliff. That value seemed out of context in regards to the overall theme of the rest of the requests made by the local residents. It became apparent that a fair few of the comments had a similar handwriting style and a definite preference of the same statement. From that evidence it was predicted that some discrepancies had taken place, and after deliberation it was decided not to include the fast food asks from the ballot box in the analysis.

Summary

- Regardless of the appearance, Westcliff has a strong community vibe and the precinct is often busy with residents fully utilising the amenities available, which some residents heavily rely on.
- Nearly all the people we spoke to agreed that something had to change so that the whole community could lead a better way of life
- The top seven most popular changes asked for were; a better variety of retail facilities, to keep the same shops already established in the precinct, more facilities for younger children including a park area, knock the whole area down and rebuild it
- Some residents had concerns about where the shops already in the precinct will go once the project has taken place.
- Approximately half of the individuals that asked for more retail and/or food outlets didn't specify to what type of either food or retail shops they would like to see in the precinct. Those who did asked mostly for a café and fruit and vegetable shop.
- Newsletters and leaflets were the primary choice for how the partnership can keep the Westcliff community up to date about the progress of the project. This was closely followed by further community conversations.