

**RENAISSANCE SOUTHEND LIMITED ANNUAL REPORT 2008-09**  
**for Homes & Communities Agency and Communities and Local Government**

<b>Date Established</b> March 2005
<b>Core Partners</b> Homes & Communities Agency, Southend-on-Sea Borough Council, University of Essex, South East Essex College, East of England Development Agency
<b>Chair</b> Theo Steel <b>Chief Executive Officer</b> Mike Lambert
<b>Staff Numbers</b> 10
<b>Business Plan Period</b> April 2009 - March 2010
<b>URC Area (ha's)</b> 6,780
<b>Population</b> 160,000



**General Overview**

• **Chief Executive's Review**

Renaissance Southend Ltd has led in preparing the Regeneration Framework 2007 - 2021 and Southend Central Area Masterplan – March 2008. Both documents have been adopted by the Council for economic development and planning purposes and together describe a strategy and interim planning guidance to strengthen the economic performance of Southend in the sub-region and capture prospective/latent demand for its principal markets. The documents describe the programme and project priorities to deliver the strategic and spatial objectives described in Southend-on-Sea's Core Strategy DPD and reflect also the strategic priorities of the Regional Economic Strategy.

The Company has focused its efforts on initiating far-reaching improvements to the public realm and bringing forward the development of key sites in the town centre. Design Briefs for public realm improvements to the commercial seafront and the creation of a gateway square at Victoria Station have been adopted by the Council for planning purposes and the Council's adoption of plans for the further expansion of University of Essex and South East Essex College at Farringdon in the town centre evidences further demand and support for the growth of academic and business enterprise. We have also continued to develop proposals for the establishment of the Digital Exploration Centre in the town centre. This project brings together leading-edge developments in digital media, academia and the creative industries and builds on the town's developing reputation as a centre for cultural development and innovation.

Further work identifying preferred development solutions for the Council's car parks at Warrior Square, Tylers Avenue and Seaway will be undertaken during 2009/10. The key to unlocking these sites will be in supporting the Council either in securing alternative sites for car parking in replacement of car parks lost to development or in retaining car parking in current locations as a component of planned new development.

The Company and the Council working closely to improve public transport and sustainable travel including identifying a dedicated route to support the proposed introduction of the South Essex Rapid Transit (SERT) bus service. Joint working to establish new business and training opportunities at London Southend Airport remains a priority

The proposal for a new Woodlands Resource Centre at Belfairs also puts Southend-on-Sea at the centre of good practice in terms of sustainable management of woodland resources, and the development of related green and sustainable business opportunities.

**Area of Operation**

- Administrative boundary of Southend-on-Sea Borough Council (Unitary Authority)

<b>Key projects within the strategic priorities</b>		
<b>Project Name &amp; Description</b>	<b>Current Position on Previous Milestones as at 31<sup>st</sup> March 2009</b>	<b>Project Milestones 1<sup>st</sup> April 2009 to 31<sup>st</sup> March 2010</b>
The Victorias Public Realm	<ul style="list-style-type: none"> <li>• Development Brief (Stage C) adopted by SSBC</li> </ul>	<ul style="list-style-type: none"> <li>• Phase 1 Victoria Gateway design development to Stage G</li> <li>• Landscape Architects appointed</li> <li>• Contractors appointed</li> <li>• Begin scheme implementation</li> </ul>
City Beach Public Realm	<ul style="list-style-type: none"> <li>• Development Brief (Stage C) adopted by SSBC</li> </ul>	<ul style="list-style-type: none"> <li>• Phase 1 design development to Stage G</li> <li>• Landscape Architects appointed</li> <li>• Contractors appointed</li> <li>• Begin scheme implementation</li> </ul>
London Southend Airport Joint Area Action Plan	<ul style="list-style-type: none"> <li>• JAAP draft preferred option published</li> </ul>	<ul style="list-style-type: none"> <li>• Consultation on draft preferred option</li> <li>• Formal approval by full Councils</li> <li>• Formal submission to GO-East</li> </ul>
Warrior Square Gardens	<ul style="list-style-type: none"> <li>• Landscape Architects appointed</li> <li>• Design competition for Kiosk completed</li> </ul>	<ul style="list-style-type: none"> <li>• Stage F/G completed</li> <li>• Contractors appointed</li> <li>• Begin scheme implementation</li> </ul>
Digital Exploration Centre	<ul style="list-style-type: none"> <li>• HCA Funding approved</li> </ul>	<ul style="list-style-type: none"> <li>• DEC Business Planning process completed</li> </ul>
Clifftown Public Realm	<ul style="list-style-type: none"> <li>• Landscape Architects appointed</li> </ul>	<ul style="list-style-type: none"> <li>• Preferred option agreed following stakeholder engagement</li> </ul>
Southend Central Station	<ul style="list-style-type: none"> <li>• Architectural feasibility study confirmed</li> </ul>	<ul style="list-style-type: none"> <li>• Complete feasibility study business case in consultation with Network Rail and C2C</li> </ul>
Southchurch Road	<ul style="list-style-type: none"> <li>• Initiate preparation of design options</li> </ul>	<ul style="list-style-type: none"> <li>• Complete costed options report</li> <li>• Identify preferred option on design in consultation with SSBC</li> </ul>

## **Value For Money**

### **Vision – ‘a city by the sea’**

The Regeneration Framework sets out the agreed vision for the Company and its Partners:

***Southend-on-Sea – the regional centre, hub for higher education and culture, a centre for international air services in South Essex – a great place to live, do business and visit!***

This vision is to be achieved in a way that contributes to the objectives for a sustainable community, with the development of the town centre and seafront as a cultural and commercial hub, and a higher education centre of excellence, and with the realisation of the full potential of London Southend Airport as an economic driver within Thames Gateway South Essex.

### **Aims**

To support this vision, the principal aim of the Company will be to bring forward developments and create a thriving investment climate in the Borough in order to:

***Secure a major refocus of function, accessibility and the long term sustainability of Southend-on-Sea, to ensure it fulfils its potential within South East Essex and the Thames Gateway.***

Secondary aims will seek to:

- Ensure public and private investment is targeted to maximise regeneration through economic

growth.

- Improve accessibility and connectivity to, and within, the town to encourage investment and economic growth.
- Ensure that physical development and regeneration is supported by investment in community and green infrastructure.

In achieving these, Renaissance Southend will be supporting and contributing directly to the ambition for the creation of up to 13,000 new jobs and at least 6,500 new homes within the Borough by 2021, of which a substantial proportion will be within the central area of Southend-on-Sea and at the London Southend Airport.

### **Objectives**

- a. Create a fully functional town centre for the sub-region.
  - b. Develop the town centre's further and higher education sector and capture its full value for the business and cultural sectors.
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- c. Take full advantage of London Southend Airport to provide South Essex with a full service airport, supported by a new industrial and business park.
  - d. Create the scale and diversity of housing and lifestyle choice needed to make Southend-on-Sea a more attractive place to live and increase the population.
  - e. Provide the improvements needed to roads, parking, public transport, and pedestrians and cycling access for efficient travel to, and within, Southend-on-Sea.
  - f. Create quality industrial estates across the Borough that will meet the local industry and distribution needs
  - g. Make the most of Southend-on-Sea's distinctive heritage, landscape and bio-diversity assets to support tourism and leisure.
  - h. Improve the quality of the public realm across the whole Borough.
  - i. Seek to ensure appropriate statutory planning policies are in place to support the achievement of sustainable regeneration and growth.

### **Priority Areas for Intervention**

#### **Central Southend-on-Sea** (including town centre and seafront)

This includes the area of the town covered by the Southend Central Area Masterplan (March 2008) and will involve:

- Meeting the Business Plan requirements for University of Essex and South East Essex College, including teaching and administrative space and 600 student apartments by 2012.
- 23,000sqm of new comparison retail space by 2016 and a further 20,000sqm by 2021 and 4300sqm gross convenience by 2011 and a further 2800sqm by 2021.
- 38,000sqm of new/refurbished office floor space by 2021.
- Not less than 1650 new homes.
- Enhanced public realm within town centre and seafront, including the Cliffs, to support proposed private investment.
- Provision of a major new cultural facility on seafront.

The Regeneration Framework and Southend Central Area Masterplan identify six major projects to help deliver these objectives:

1. New retail anchor around Tylers Avenue/York Road, linking through to Seaways (St John's)
2. An enhanced HE/FE Campus and library at Farringdon
3. A new office/residential development at Warrior Square
4. New office led mixed use development at London Road and Queensway House
5. A new mixed use quarter in Victoria Avenue, including possible student campus
6. New mixed use development in Clarence Road and Alexandra Street to underpin a strengthened Clifftown Quarter

In addition these projects will need to be supported by a public realm and infrastructure strategy that will include a rationalisation and relocation of existing off street public parking provision through the implementation of the Town Centre Parking Strategy, the stabilisation of the Cliffs, and the feasibility of incorporating both additional parking and/or a new cultural/museum facilities for the town.

Since its incorporation as an Urban Regeneration Company in March 2005 and earlier as a Shadow Board, the Company alongside its Partners, has supported a number of major projects that take forward its objectives. Total investment by Partners and other public bodies in these projects is in excess of £75m. The progress of each of these projects is summarised below:

#### Completed Projects:

- **2004 Pier Hill Enhancement** (CLG £6.38m).  
Key Output – enhanced public realm
- **2004 Cliffs Stabilisation** (Heritage Lottery Fund £1.5m).  
Key Output – enhanced public realm
- **2007 University of Essex Southend-on-Sea Campus Phase 1** (CLG £14m, EEDA £4.5m).  
Key Output – 7,700sqm of new teaching/academic space  
2,000sqm Business Innovation Centre  
2,600sqm ground floor retail space
- **2008 University of Essex Clifftown Studios Phase 1** (EEDA (liC) £0.9m, CLG £0.5m)  
Key Output – 1800sqm of new performance and teaching space for E15 & 15 new jobs
- **2008/9 University of Essex Gateway Building** (EP £1.5m)  
Key Output – Fit out of two floors
- **2008 Central Southend Public Realm** (CLG £750k)  
Key Output – Stage D Design for Victorias and City Beach
- **2008 Southend Transport Study** (CLG £600k)  
Key Output – transport modelling and feasibility to inform CiF Bids and town centre strategy
- **2008 Farringdon Development Brief** (CLG £300k)  
Key Output – Scheme Feasibility and Development Brief to inform detailed design Options
- **2008 New Empire Theatre** (EEDA £50k)  
Key Output – Feasibility Study
- **Victoria Gateway** (HCA/CiF/SSBC £7.5m)  
Key Output – enhanced public realm, improved junction capacity and improved public transport interchange  
Detailed design 2009 and implementation 2010/11

- **A127/Progress Road Junction (HCA/CiF/SSBC £5.5m)**

Key Output – improved peak hour flows and reduced congestion

Detailed design 2009 and implementation 2010/11

- **London Road Site (UoE £36m, HCA £3.85m, EEDA £2.25m, SSBC £1.4m)**

Key Output – 312 replacement Car Park spaces

560 student rooms

800sqm commercial space

Planning permission granted, funding approved subject to completion of agreements, on site February/March 2009 with completion by September 2010

- **Progress Road Business Park (EEDA £2.5m)**

Key Output – 2200sqm of employment space (70 new jobs)

The purchase of the 0.57ha site/premises at 16 Brunel Road was completed by the Borough Council with capital funding from EEDA in March 2006. The building was demolished and the site cleared in May 2006.

A team led by GVA Grimley has completed a masterplan for the site and a wider Development Framework for the enhancement of this employment area. Development of the Brunel Road site is dependent upon resolving land assembly and related access issues on adjoining properties in Brunel Road.

- **St John's Quarter (EEDA £2.36m)**

Key Output – land assembly for larger redevelopment site

The Rossi Factory Site and 29 Herbert Grove (0.155ha) were acquired by the Borough Council at the end of March 2007 with funding from EEDA and the acquisition of 1-3 Herbert Grove was completed in March 2009.

- **Digital Exploration Centre (HCA £150k)**

Key Output – Feasibility Study and Business Case

Key output so far has been the appointment of the consultant team lead by Locum/Hetherington in February 2008. This was followed by extensive consultations, elements of business planning, and a successful stakeholder event on the 28<sup>th</sup> January 2009. The next phase will be the completion of business planning activity as agreed with Locum/Hetherington on appointment through OJEU (subject to securing funding), and for RSL/SSBC and other partners to agree on a delivery/funding strategy based on the business planning and further consultations.

- **St John's Churchyard (HCA £250k)**

Key Output - enhanced public realm

Work is ongoing and is close to completion on the design phase for the Gardens, with applications to the Diocese Advisory Committee and SSBC Planning submitted. The next stage will be finalising the detail of the designs with Groundwork Trust, funding application to HCA for delivery phase (through SSBC) and handover to SSBC to deliver scheme by Summer 2010.

- **Warrior Square Gardens (HCA £1.75m)**

Key Output – enhanced public realm in town centre

Detailed design and implementation in 2009/10. Completion of works by September 2010.

- **University of Essex Southend-on-Sea Palace Hotel (CLG £2.5m, EEDA £1.5)**

Key Output – conference and meeting space

Progress has been slow again this year in finalising a agreement with the owner of the Palace to provide the conference and meeting space for the University of Essex. Although work is now proceeding in the building the absence of any formal agreement continues to be a concern. Every effort is being made to conclude this over the next few months to enable the completion of the hotel refurbishment by the summer of 2009.

- **Futures Community College (Prospects) (CLG £4m, other public £15m)**

Key Output – New vocational teaching space  
Commenced on site in November 2008

- **Clarence Road and Alexander Street Car Parks (EP £2m)**

Key Output – Town Centre Mixed Use Redevelopment (1500sqm of commercial space and 97 residential units). Agreement was reached between EP and the Borough Council for the transfer of these two sites at the end of March 2007.

A draft Development Brief for these two sites has been agreed through a Steering Group comprising representatives of RSL, EP and Borough Council. Further progress through Cabinet is subject to progress with alternative parking provision at Southend Central Station

RSL is working with HCA (formerly EP) to secure additional land acquisitions to ensure a comprehensive redevelopment of the Alexandra Street Site.

**Good News Opportunities For The Year Ahead** – Working with SSBC to agree a development strategy for bringing forward the redevelopment of the Council's Warrior Square car park and swimming pool, following building completion of a new replacement pool at Garons Park.

We also expect to agree with SSBC initiation of the next stage of design development for public realm improvement along Clifftown Road including a remodelled approach to Southend Central Station.

## **KEY PRIORITIES FOR 2009/2010**

Detail of key tasks ahead for the next 12 months listed under the six priority headings in the Regeneration Framework:

### **Central Southend-on-Sea:**

- Complete feasibility work on the potential for replacement parking at Southend Central Station and Southchurch Road to assist the implementation of the Town Centre Parking Strategy
- Agree with SSBC strategy and timetable for procuring redevelopment of St Johns and Warrior Square, including Development Briefs
- Assist SSBC in delivering major public realm schemes for Victoria Gateway and City Beach, and continue to lead on completing design and securing funding for Warrior Square Gardens, Clifftown and St John's Churchyard
- Assist in bringing forward major private sector sites at Marine Plaza, Esplanade House, London Road (Sainsburys) and Victoria Avenue (Heath & Carby Houses)
- Assist SSBC in preparation of Town Centre & Central Seafront Area Action Plan DPD

### **Airport & A127 Industrial Corridor**

- Provide Programme Management support to ensure milestones achieved for JAAP and subsequent planning application for runway extension to enable delivery for 2012
- Assist Rochford & Southend-on-Sea Councils on the strategy for bringing forward allocated employment land for development
- Complete feasibility work on demand & need for Aviation Skills Academy with key partners and stakeholders
- Agree strategy for implementing development at Brunel Road subject to funding

### **Shoeburyness**

- Commission masterplan study for future regeneration and growth

**Green Infrastructure**

- Feasibility work on new Country Park, Belfairs & Gunners Park

**Culture & Heritage**

- Assist SSBC in feasibility for Saxon King/Cliffs and future for Pier
- Complete Feasibility for Digital Exploration Centre
- Resolve future funding for Palace Hotel and New Empire Theatre

**Transport Infrastructure**

- Support SSBC to progress schemes for Cuckoo Corner and Progress Road
- Support development of SERT Phase 1 business case
- Support funding for Thames Estuary cycleway/footpath along the Cinderpath
- Assist SSBC/LSA in assessment of surface access solutions for Airport expansion

**Links to Other Programmes - Thames Gateway**

**Evaluation and Succession Planning** – The 5 yearly evaluation is 2010

Direct Output	Lifetime	Achieved up to 31/3/09	% of lifetime outputs
Public Sector investment (£m)	153.6	42	27.3
Private Sector investment (£m)	276.5	0	0
Commercial Floor Space (sq m)	60,392	0	0
Jobs Created	6,963	0	0
Housing Units	990	0	0
Land brought back into use (ha)	0	0	0

Lifetime gearing 1.8

Brokered Output	Lifetime	Achieved up to 31/3/09	% of lifetime outputs
Public Sector investment (£m)	0	0	0
Private Sector investment (£m)	0	0	0
Commercial Floor Space (sq m)	0	0	0
Jobs Created	0	0	0
Housing Units	0	0	0
Land brought back into use (ha)	0	0	0

**Finance**

Income & Expenditure account for 1<sup>st</sup> April 2008 to 31<sup>st</sup> March 2009

**NB .Draft Management Figures only – awaiting full Audit and Year End Accounts**

	Budget Annual £000	Budget YTD £000	Actual YTD £000	Forecast Outturn £000
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**Income/Funding**

EP

250000

250000

